

ATLANTA

Three Investment Strategies For Investors

February 2012



Coming Meetings

February



Asset Protection For Real Estate Investors

Mt. View | Thursday 2/9/12 | 7 PM | [RSVP](#)



Building Your Portfolio. Basic & Accelerated Real Estate Practices

Emeryville | Thursday 2/16/12 | 7 PM | [RSVP](#)

March



Insurance Products for Asset Protection

Mt. View | Thursday 3/8/12 | 7 PM | [RSVP](#)

April



Using Private Placement Offerings to Raise Capital

Mt. View | Thursday 4/12/12 | 7 PM | [RSVP](#)

CLASS

Practical Guide & Tools for Investing in Real Estate

This 3 hours class will teach new & seasoned investors the following:

- Are you ready to invest: prerequisites needed before getting started
- Choosing & analyzing an investment property - a steps by step process with analysis tools
- Making an offer: understanding the offer process & related documents
- Post closing: what you need to know after closing
- Congrats! you are an owner - now what? Managing & handling your property/ies
- Tips, suggestions & risk reduction
- Extensive Q & A

This class will use real documents, real tools, excel, websites, and more to teach students how to become a successful real estate investor.

Pricing: <http://simplydoit.net/calendar/tickets/>

Wednesday 2/22/12 | 6:30 – 9:30 PM | Sunnyvale, CA



Pricing

Ticket Type	Price	Comments
Door Fee	\$150	Day of event door fee
Registration	\$110	Good until 2/18/12
Early Registration	\$80	Good until 2/10/12
Simply It Investor Discount	Free	For investors who invested with Simply Do It and Dani Beit-Or
Simply It Investor Discount	\$50	Simply Do I investor's friend - Good until 2/10/12

Registration

Phoenix Properties Tour

Learn The Market. Meet The Team. See Properties. Decide.

One Day - Saturday 2/18/12

In & Out the same day

Meet with: broker, lender, property manager and their teams

Tour investment areas and actual properties

Cost: airfare (& hotel)

To RSVP: dani@simplydoit.net

ATLANTA

Three Investment Strategies For Investors

Why Atlanta

- ✓ Prices
- ✓ Rent-purchase price ratio
- ✓ Population
- ✓ Job growth
- ✓ Employers/industries

The Atlanta Challenge

Investment Tracks

Track 1: REOs off the MLS

Track 2: Turn key rehabbed and rented properties

Track 3: Low-priced fix & flips

REOs

Prices: \$30,000 - \$80,000

Rents: \$750-\$1200

Homes need \$12,000-\$15,000
in work



Turn-Key Rehabbed & Rented

Prices: \$40,000 - \$70,000

Rents: \$750-\$1100

Fixed up

Renter in place



Sample Turnkey

Cap. Rate:	11.11	City Taxes:	0
Beds:	3	County Taxes:	1,253
Baths:	2.5	Management Fees:	600
Ft²:	1,468	Annual Repairs:	500
Year Built:	2003	Hazard Insurance:	450
Sales Status:	For Sale	Vacancy Rate:	0.06
Monthly Rent:	825	HOA Expense:	395
Annual Rent:	9,900	Annual Expenses:	3,792
Bldg Rating:	B	Annual Cash Flow:	6,108
Rental Status:	Vacant - Ready	Location Rating:	B

Lithonia, Georgia 30038
 3 / 2.5, 1468, 2003
 \$55,000
 \$825/month



Low-priced Fix & Flips

Purchase price: ~\$40,000

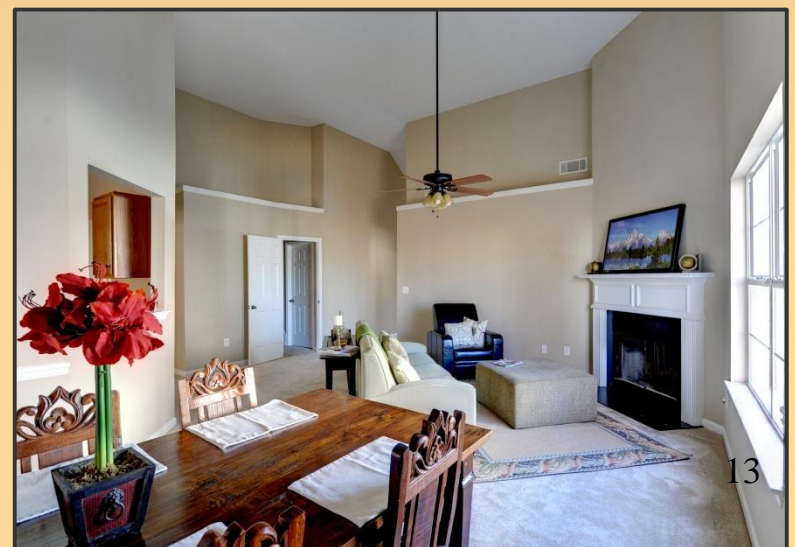
Rehab cost: \$15,000

Average holding time 4.5 months

Profit: \$17,000

Profit sharing with local team

Local team will handle the transaction cycle from start to finish.



Planned

Actual (in progress)

Purchase price: \$30,500
Purchase date: 1/3/12
Rehab costs: \$15,000
Total investment: \$45,500
Holding period: 4 months
Selling price: \$75,000
Selling commission: \$4,500
Total profit: \$25,000
My profit (45%): \$11,250
ROI: 24.7%
Annualized ROI: 74%

Purchase price: \$30,500
Purchase date: 1/3/12
Rehab costs: \$6,000
Total investment: \$36,500
Holding period: 2 months
Selling price: \$80,000 (on 1/11/12)
Selling commission: \$4,800
Total profit: \$38,700
My profit (45%): \$17,415
ROI: 47.7%
Annualized ROI: 143%



Clarkston, GA 30021 - 3, 2, 1355, 1968 | (December 06 2005 for \$235,000)

Investment Tracks

Track 1: REOs off the MLS

Track 2: Turn key rehabbed and rented properties

Track 3: Low-priced fix & flips

Contact Info

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