

# MAX BUSINESS GROUP

REAL REAL ESTATE SERVICES

TAKING A BUSINESS APPROACH TO THE BUSINESS OF REAL ESTATE<sup>SM</sup>

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**How to:**

**“Measure what you want  
...and buy it<sup>®</sup>”**

**REIA Report Versions**

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## Four habits for building wealth *faster*

Below are four habits of highly effective real estate investors. These four activities will have you spending more time building wealth and less time trying to make a “diamond” out of “coal.”



1. **Look** at more than one property at a time before making a buying decision
2. **Conduct** comprehensive financial analysis of a property, before, during, and after the purchase
3. **Use** that analysis to compare the financial performance of potential properties, and
4. **Don't waste time** viewing a property UNTIL the financial analysis shows that the property has the potential to meet or exceed the required investment goals.

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## Investor or Landlord?

Below are the activities of real estate investors and landlords. Which one do you think is making the most money? Which one do you want to be?

### Investors

1. Find high performing properties
2. Buy high performing properties
3. Cash checks
4. Return to #1

### Landlords

1. Place ads
2. Show apartment
3. Run tenant check
4. Sign leases
5. Chase rents
6. Evict bad tenants
7. Take annoying calls
8. Manage tenants
9. Fix toilets, sinks, etc.
10. Evict bad tenants
11. Fix leaky roofs
12. Repair damages
13. Clean carpets
14. Argue with everyone
15. Miss family time
16. On, & on, & on...

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## Measure what you want...and buy it

Our innovative approach to investing in real estate proves that:

### PROFITS DON'T FOLLOW PROPERTY TYPES!



- ☑ if cash in your pocket every month is most important, you will want to buy a property that provides a high level of Cash Flow After Taxes (CFAT)
- ☑ if you're looking for only long term gains, appreciation may be a heavy weighted factor
- ☑ if you need to shelter some of your earnings, then tax benefits may be the most important criteria for you

So, how do you “measure what you want?”

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## My Solution- REIA Report: Real Estate Financial Analysis

REIA Report- is a comprehensive analysis of a selected property's financial performance and...



- ✓ shows you exactly how you will make (or not make) money in the property
- ✓ shows how the four pillars of building wealth come together to create equity growth
- ✓ can be created for any property or properties with income producing potential (from single family residences to multi-units, to strip malls and office buildings)
- ✓ can show how the property has performed in the past, is currently performing, or how it could perform in the future depending on the data used in analysis
- ✓ is calculated using industry standards and conservative estimates

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# Financial performance reported in REIA Report

Measured for each factor at two levels: Property Managed and Self Managed

- Net Operating Income
- Cash Flow Before Taxes
- Cash Flow After Taxes
- Tax Benefits
- Appreciation Rate
- Principal Reduction
- Payback of Cash to Close
- Cash-on-Cash Return
- Total Equity End Yr 1
- Capitalization Rate
- Debt Service Coverage Ratio
- Break Even Occupancy Rate
- Calculated Offer Price DSCR
- Before Tax IRR
- Net Income Multiplier
- Gross Rent Multiplier
- Cash on Cash Return
- Mortgage Constant Factor
- Total Cash Needed to Close
- Calculated Offer Price Cap Rate
- After Tax IRR

The image shows a thumbnail of a 'REIA Report: Property Profile' document. It contains several tables with columns for 'Property Managed' and 'Self Managed' metrics. The tables include sections for 'Property Information', 'Financial Summary', 'Cash Flow', 'Debt Service', and 'IRR'. The data is presented in a structured, tabular format with multiple rows and columns.

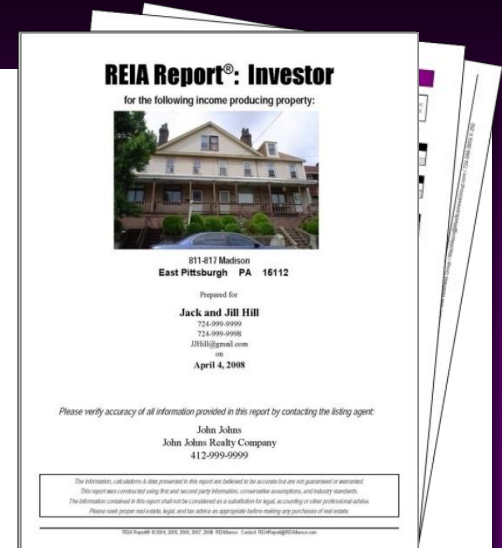
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## REIA Report Versions

- REIA Report: Investor
- REIA Report: Investor Partnership
- REIA Report: Seller
- REIA Report: Negotiation
- REIA Report: Executive Summary (lenders)
- REIA Report: Best Buys List (comparing performance of hundreds of properties at a time)
- REIA Report: Proforma Analysis
- REIA Report: Portfolio Analysis



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## REIA Report: Investor

### REIA Report<sup>®</sup>: Investor

for the following income producing property:



811-817 Madison  
East Pittsburgh PA 15112

Prepared for

**Jack and Jill Hill**

724-999-9999

724-999-9998

JJHill@gmail.com

on

April 4, 2008

*Please verify accuracy of all information provided in this report by contacting the listing agent:*

John Johns  
John Johns Realty Company  
412-999-9999

The information, calculations & data presented in this report are believed to be accurate but are not guaranteed or warranted.

This report was constructed using first and second party information, conservative assumptions, and industry standards.

The information contained in this report shall not be considered as a substitution for legal, accounting or other professional advice.

Please seek proper real estate, legal, and tax advice as appropriate before making any purchases of real estate.

REIA Report<sup>®</sup> © 2004, 2005, 2006, 2007, 2008 REAlliance. Contact: REIAReport@REAlliance.com

- Reduces investor & lender risk
- Know exactly how you will or will not make money with a specific property
- Use to analyze before, during, and after purchase
- Make better buying decisions
- Supports offer to seller

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# REIA Report: Investor Partnership

## REIA Report<sup>®</sup>: Investor Partnership

for the following income producing property:



811-817 Madison  
East Pittsburgh PA 15112

Prepared for

**Jack and Jill Hill**

724-999-9999

724-999-9998

JJHill@gmail.com

on

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- Reduces investor & lender risk
- Know exactly how income and expenses will be distributed between all entities
- Use to analyze before, during, and after purchase
- Make better buying decisions
- Supports offer to seller

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## REIA Report: Negotiation

### REIA Report<sup>®</sup>: Negotiation

for the following income producing property:



811-817 Madison  
East Pittsburgh PA 15112

Prepared for

**Jack and Jill Hill**

724-999-9999

724-999-9998

JJHill@gmail.com

on

April 4, 2008

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- ☑ Provides framework to start and conduct conversation
- ☑ Use to negotiate the price and terms of the deal with seller
- ☑ Shows seller's provided data as basis for report
- ☑ Reports financial performance of property- supports offer

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## REIA Report: Seller

### REIA Report<sup>®</sup>: Seller

for the following income producing property:



811-817 Madison  
East Pittsburgh PA 16112

Prepared for

**John Draper**

412-999-9998

724-999-9997

johndraper@adelpmia.com

on

April 4, 2008

*Please verify accuracy of all information provided in this report by contacting the listing agent:*

John Johns  
John Johns Realty Company  
412-999-9999

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- Understand value property delivers to investors
- Helps with the creation of a sales strategy that will return the most money in the shortest time
- Provides support for not accepting or considering “low-ball” offers

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# REIA Report: Executive Summary

## REIA Report<sup>®</sup>: Executive Summary

for the following income producing property:



811-817 Madison  
East Pittsburgh PA 15112

Prepared for

**Jack and Jill Hill**

724-999-9999

724-999-9998

JJHill@gmail.com

on

April 4, 2008

*Please verify accuracy of all information provided in this report by contacting the listing agent:*

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John Johns Realty Company  
412-999-9999

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- Provides bank the critical information they need to make quick lending decisions, including:
  - Personal profile
  - Property profile
  - Data used to run report
- Includes Global Debt Service

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## REIA Report: Best Buys List

### REIA Report<sup>®</sup> Top 50 Best Buys List

Customized search for

John Draper

167 Sharon Drive  
Orange County, CA 04267

888-999-7777  
JohnDraper@verizon.net

on

April 4, 2008

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REIA Report<sup>®</sup> Top 50 Best Buys List © 2004, 2005, 2006, 2007, 2008 REAlliance. Contact: REIAReport@REAlliance.com

- Sorts the financial performance of all the properties in a given area by CFAT
- Properties list based on user (your) investment criteria (area, cash flow after taxes, cap rate, DSCR, IRR, etc.)
- Will receive analysis on all properties in an Excel file.

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## **REIA Report Best Buys List**

**Users report the list to be extremely valuable when they want to:**

- identify properties that could potentially meet or exceed their buying criteria**
- save time by only looking at the “best” properties**
- compare the financial performance of available properties against their current holdings**
- overview the marketplace competition when selling**

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## Benefits: REIA Report Best Buys List

What makes this report so valuable? Because...

- ☑ only the "best" properties get on the list based on the investors return-on-investment buying criteria
- ☑ it allows for the critical "constant comparison" of one property against other properties
- ☑ it lists the properties independent of type (res. or com.)
- ☑ it shows where smaller units can out perform larger units
- ☑ it eliminates the guess work on the front end of the process

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## Benefits: REIA Report Best Buys List

What makes this report so valuable? Because...

- interpreting financial analysis can help reduce investment risk for investor and lender
- the data can be used to make investment decisions between investment types (real estate, commodities, stocks, bonds, securities, etc.)
- it provides all the property information necessary to find, view and purchase the property

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# REIA Report: Proforma Analysis

## REIA Report<sup>®</sup>: Proforma Analysis

for the following income producing property:



811-817 Madison  
East Pittsburgh PA 15112

Prepared for

Jack and Jill Hill

724-999-9999

724-999-9998

JJHill@anyisp.com

on

September 27, 2008

*Please verify accuracy of all information provided in this report by contacting the listing agent:*

John Johns  
John Johns Realty Company  
999-999-9999

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- ☑ Analyze financial performance based on projected income
- ☑ Analyze financial performance based on future income
- ☑ Use to compare potential of like projects

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## REIA Report: Portfolio Analysis

### REIA Report<sup>®</sup> Portfolio Analysis

Customized analysis for holdings of

John Draper

167 Sharon Drive  
Orange County, CA 04267

888-999-7777  
JohnDraper@verizon.net

on

May 24, 2008

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REIA Report<sup>®</sup> Top 50 Best Buys List © 2004, 2005, 2006, 2007, 2008 REIA Alliance. Contact: REIAReport@REIAAlliance.com

- ☑ Analyze multiple income producing properties into one report
- ☑ Compare financial performance between holdings
- ☑ Use to balance portfolio for maximum returns

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**To find out more call or email:**

*Max Wilson*

Real Estate Investment Strategist

Direct at: 724-816-4999

[MaxWilson@MaxBusinessGroup.com](mailto:MaxWilson@MaxBusinessGroup.com)

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Real Estate Services**

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