

8 STEPS TO FINANCIAL FREEDOM THROUGH REAL ESTATE

A STARTER GUIDE
TO INVESTING IN
REAL ESTATE



Erin Helle

8 Steps to Financial Freedom through Real Estate

1. Learn the True Power of Real Estate
2. Set your goals
3. Build your team
4. Find your Market
5. Analyze Properties
6. Make Offers
7. Purchase
8. Repeat

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Meet your Coach, Erin

Erin is originally from Buffalo, NY and served as an U.S. Army Engineer for 14 years. After leaving active duty, she embarked on a career as a Real Estate Investor. She is now a proud Army wife and mom to two beautiful little girls. Erin built a real estate portfolio valued at over \$2M that cash flows over \$4,000 per month within her first year as an investor! She coaches and teaches others in real estate investing @ BC Global Investments.

Erin excelled as an Army Engineer officer, shattering glass ceilings and paving the way for women who came after her. When she was put on orders to deploy the same month as her husband shortly after having their first daughter, she knew the Army was no longer going to work for her. She resigned overnight, leaving the Army without a plan. Erin wanted to be successful, and show her daughters the value of hard work and creating something to be proud of, but did not want to be tied to a 9-5 job and be told where to be and when to be there. So, she embarked on a quest to figure out exactly what that looked like. Navigating the terrifying yet incredibly fulfilling journey to buying her first rental property led to the realization that she loved chasing the deal, negotiating, and building a solid future for her family. She, along with her husband, purchased 19 doors in the first year and a half, and her business earned six figures during the first full year of operation.

Erin loves to help people achieve financial freedom through Real Estate Investing and is passionate about coaching, training and mentoring people to be successful. Her business was created to build a future for her family and leave a legacy, but it quickly morphed into a passion to teach others to do the same.

Erin also loves to travel, workout, hang out with her studly husband, and spend as much time exploring the world with her two beautiful daughters.

STEP 1: Learn the true power of real estate

Before deciding on a property, investors need to understand that:

There are many ways to **purchase** real estate:

- MLS Listings
- Off Market Properties
- Auction Listings
- Wholesale Listings

And many **strategies** investors can pursue:

- Buy and hold
 - BRRRR
- Flip and Sell

And even more ways to **finance**:

- Bank financing
- Hard money
- Private money
- Venture capital
- Retirement Accounts

And four ways Real Estate can make investors **money**:

- Cash Flow
- Appreciation
- Loan Amortization
- Tax Benefits



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STEP 2: Set Your Goals

Now that you know your real estate options, you need to get really serious about your goals. Figure out exactly where you want to be in:

- 6 months
- 1 year
- 5 years
- 10 years
- 30 years

Make these goals specific and measurable!
Post them everywhere so you are constantly reminded!

And tell everyone who will listen, especially those who will hold you accountable!



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STEP 3: Build Your Team

To help you sleep at night, you need to have appropriate support. At a minimum, shoot to set up a team of:

- Mentor
- CPA
- Attorney
- Banker
- Insurance Agent
- Private Money Lender
- Real Estate Agent
- Wholesaler
- General Contractor
- Handyman
- Cleaning Company
- Property Manager
- Accountability Partner or Team



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STEP 4: Find Your Market

Not every market is good for rentals!

It is important that you do your homework to ensure that your market:

- is as recession-proof as possible
- allows your investment to cash flow
- is expected to appreciate for the foreseeable future

You also have to find specific micro markets, streets, neighborhoods, or pockets where:

- your money can stretch the furthest
 - the crime rates are reasonable
 - there is not a lot of noise pollution
- the schools are better than the surrounding areas



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STEP 5: Analyze Properties

Once you've figured out exactly where you want to invest, you can start looking at individual properties.

You have to run the exact numbers on every property in order to ensure it is a good investment.

Confirm the market rents for the area, typical vacancies, find out what utilities you might be responsible for, what dues or fees you will have to pay, what the taxes are, and how much an insurance policy will cost.

Additionally, once you have figured out how you are going to fund the property, consider the principal and interest payment as well.



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STEP 6: Make Offers

You will never get anywhere in the real estate industry (or anywhere!) if you aren't ready and willing to **TAKE ACTION!**

The only way to purchase a property is by making an offer...so once you have done your homework, found your market, and assessed a property, get out there and make offers on the properties that align with your goals!



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STEP 7: Purchase

Once you have an accepted offer, get an inspection and negotiate for repairs.

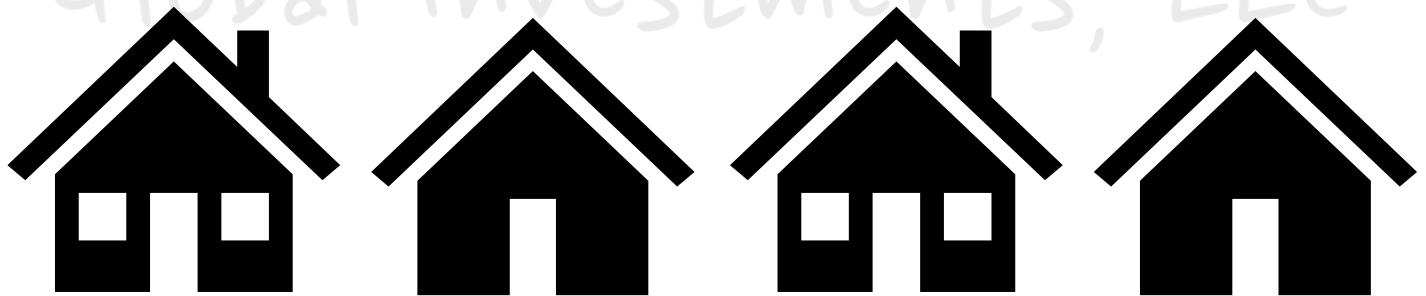
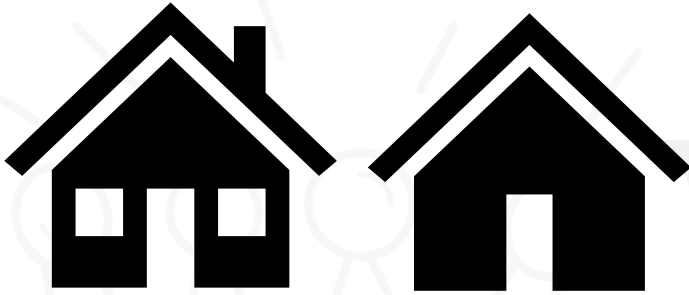
If the property checks out and you can move forward with your numbers...**BUY THE PROPERTY!**



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Keep buying
until you
achieve your
goals AND
THEN SOME!



STEP 8: Repeat

We want to help you on
your real estate journey!

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individual coaching!

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