

HOLD

How To Find, Buy, and Rent Houses For Wealth

**STEVE CHADER, JENNICE DOTY,
JIM McKISSACK and LINDA McKISSACK**

STEVE CHADER and **JENNICE DOTY** are partners in a real estate investment firm which provides management services for more than 1,000 residential homes and 35 commercial income generating properties. Steve Chader has been investing in real estate since the 1970s. Jennice Doty has been in the real estate industry since 1972.

JIM McKISSACK and **LINDA McKISSACK** brought their first investment property in 1991 and today head a real estate enterprise with 79 single-family homes, 6 commercial buildings, 2 multifamily structures, 6 vacation rental cabins and 5 real estate franchises with an annual cash flow of more than \$1 million.

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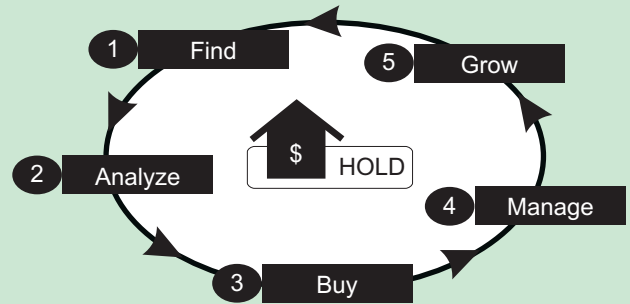
MAIN IDEA

Of all the potential ways available to build wealth, buying and holding real estate is absolutely the most effective and most reliable long-term strategy that exists. While this is not a get-rich-quick approach, real estate investing requires less capital and offers more control than all other forms of investing.

The HOLD strategy is a long-term investment approach:

- FIND – Understand the criteria for buying the right real estate
- ANALYZE – Be astute in the way you carry out due diligence
- BUY – Make money going in, not hoping it will work out later
- MANAGE – Run your property investments like a business
- GROW – Use leverage intelligently to accelerate returns

“Ninety percent of all millionaires become so through owning real estate.” – Andrew Carnegie



1. FIND Pages 2 - 3

The HOLD strategy is all about minimizing risk and maximizing your financial returns. The secret to making money with real estate is to buy the right properties and to achieve that, you've got to have the right criteria by which to make a decision. Understand and apply the right financial criteria to identify which properties are worth buying and which are not.

2. ANALYZE Pages 3 - 4

Analysis enables you to identify truly great deals in the middle of a handful of good opportunities. Collect the relevant numbers and make the critical calculations. Set your emotions to one side and only commit to buy if the numbers stack up. If they don't, pass.

3. BUY Pages 5 - 6

If you get the numbers right, you'll make money on the margin and achieve positive cash flow right from the outset. The cardinal rule here is never buy a property and hope it will appreciate and become a good deal in the future. Buy properties which are already a good deal today and then work to make them even better. Successful investors make their money going in to real estate, not going out.

4. MANAGE Pages 6 - 7

The HOLD strategy requires that you have proven systems in place for every aspect of real estate ownership. You have to run your investment properties like a business. You need robust systems for leasing properties, managing tenants, handling maintenance, staying on budget and record keeping. Run a good operation.

5. GROW Page 8

Owning one investment property which generates cash can strengthen your financial position appreciably. Having a portfolio of multiple properties which do the same can change your life. Keep working the five steps which make up the HOLD strategy. As long as you approach this in a systematic and purposeful way and ensure the fundamentals work in your favor, you can and will leverage your way to financial freedom. In fact, you'll probably get there faster than you might think.



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