



central florida realty

INVESTORS

networking. education. integrity.



July's Meeting is on a Special Date!

**Wednesday July 12 CFRI'S SUMMER
BUSINESS MEMBER TRADE SHOW
& Best Brownie Baking Contest**



Worry free, works.

Personal attention to our clients is not an add-on. It's the only way we do business. That, along with a thorough analysis of our client's investments leave them worry free. So sit back and let us make your investments work for you, not the other way around. Think of us as an extension of you—bringing the best deals and ensuring success from start to finish. While we're focused on your investment, you're free to focus on the rewards ahead.

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Call to learn about special offers on off-market houses, condos, and multi-family opportunities for CFRI members.

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CFRI General Meeting

Wednesday July 12

CFRI's Summer Business Member Trade Show & Best Brownie Baking Contest

Doors open at 5:00 pm

Edgewater High School Performing Arts Center
3100 Edgewater Drive
Orlando, FL 32804

Directions from I-4 Westbound

From I-4 Westbound, take the Fairbanks Avenue exit (Exit #87).

Go west to Edgewater Drive. Then south on Edgewater just past Par Street. Edgewater High School is on the right.

Directions from I-4 Eastbound

From I-4 Eastbound, take the Par Street exit (Exit #86).

Go West to Edgewater Drive and Edgewater High School will be straight ahead.

CFRI
407-328-7773
CFRI.net



organizational notes

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Our Mission Statement

Central Florida Realty Investors, a not for profit business association, is dedicated to promoting ethical real estate investing and to protect and promote the best interest of our membership through educational and networking opportunities as well as community, legislative and public relations.

Legal Disclaimer

CFRI does not exist to render and does not give legal, tax, economic or investment advice and disclaims all liability for the actions or inaction taken or not as a result of communications from or to its members, officers, directors, employees and contractors. Each individual should consult his/her own counsel, accountant and other advisors as to legal, tax, economic, investment and related matters concerning real estate and other investments.

Content Disclaimer

The views and opinions expressed by authors of articles contributed to this newsletter do not necessarily reflect those of the association, the board of directors or the staff.

Advertise in the CFRI Newsletter

Reach more than 1,200 active real estate investors monthly!

Rate Schedule

Size	Non-Member	Member	Business Member
full page	\$350	\$300	\$225
1/2 page	\$285	\$235	\$175
1/4 page	\$180	\$130	\$100
1/8 (Biz Card)	\$150	\$ 75	\$ 55

Two-color ad on glossy wrap is an additional 25% above posted rates. A 10% discount is given on ads pre-paid for 6-12 months. Any changes to a pre-paid ad will incur a minimum charge of \$50. The deadline to submit ad copy is the 1st Friday of each month for the following month's publication.

All ads must be prepaid. Contact to verify ad format can be accepted, PDF preferred. There is an additional charge of \$50 to typeset a business card or 1/4 page ad layout, \$80 for a 1/2 page or full page lay-out. Opportunities also exist for advertising on www.CFRI.net. Call 407-328-7773 for more information. Email ad copy to executive@cfri.net
Mail payment to: CFRI, 138 Wilshire Blvd., Casselberry, FL 32707

Numbers Are Your Friend



Todd Hutcheson
President
president@cfri.net

When you graduated from college or high school you might have thought you were through with math. Well you might not use Calculus, but numbers are the basis for seeing how we are doing every month as a real estate investor.

So you probably know how much money you make every month.

And you most likely know how to calculate the square footage of a house and the cost per square foot to renovate or to install new carpet or flooring.

But here are some other key metrics you should be tracking every month when trying to fill our funnel with motivated seller leads.

Leads per source. This is a raw number. You might find that you are only getting two realtor referrals per month, but they convert to one deal per month. You would want to spend more money on reaching more realtors. Conversely, you might do TV advertising that brings in 20 leads but only produces a deal every two months.

Response rate. This is usually when talking about direct mail. So if you send out 200 mailers and you get 5 responses, your response rate is .025 or 2.5%. This is a great response rate for normal direct mail. However, it may be low for probate mailings or fire damaged homes mailings.

Conversion rate. So if we use the above example and we got 5 responses and turned that into 2 deals, we got a 40% conversion rate. Phenomenal. We would clearly want to send out more 500 pieces next month and see if we could get the same response

and conversion rate. If we did, we would want to mail to 1000 people the following month.

Cost per lead by source. So in the first example it cost you \$1 per mailer, your cost would be \$200 and you got 5 leads so your cost per lead is \$40. You would want to track this for your bandit sign campaign, your TV campaign, your Google AdWords campaign and so forth.

Cost per conversion by source. Again, in the first example, you spent \$200 and got 2 deals, this would be \$100 marketing per deal. Most people I know this number is actually over \$800.

Contracts per deal. You want to track this to see if your sales process is good. So the marketing might be making the phone ring, but you do not do a good job of converting leads to deals. So if you wrote 15 contracts and got one deal it would be a 6.66% rate. That is really good for most new investors that do not know how to negotiate or are working many different lists to try and find their niche. I find that one deal per 20 contracts is realistic. If you are only working the mls for deals, this number might go up to 1 deal per 45 contracts.

Appointments per lead. This number is most important when you have an acquisitions team that you are supplying leads to. You would want to shoot for over 50%.

So the question is how do you track this. The answer for most people is just a simple excel spreadsheet until you are spending thousands of dollars per month.

Know your numbers to make better and informed marketing decisions.



seminar speaker

Augie Bylott

CFRI Lifetime Member, Group Leader & Success Coach Business Member

Protect Your Assets Like the Wizard of Oz!

Every time I drive past one of those billboards that says Attorney Dan ... got me \$500,000 I think of the poor guy who got sued. As investors we want to build wealth but shouldn't put a target on our back. But how do you minimize your risk of being a target?

One of my all time favorite movies is the Wizard of OZ. In spite of the fact that he was a bit of a charlatan, the Wizard was actually the guy behind the curtain. He pulled the strings and possessed total control yet no one knew his identity.

Imagine owning many properties and keeping your ownership completely private, yet you control exactly what happens with each property... and when! That's right, imagine it's you behind the curtain controlling a growing rental portfolio or renovating and reselling properties without anyone knowing you are reaping all the rewards.

I'm not talking about shirking responsibility but rather maintaining and protecting your privacy as you accumulate assets and build wealth. In today's online culture people's identities are stolen every day. In the world of investment real estate it is very easy to learn what others own. This is true even when properties are titled in an LLC.

Just look at the property appraiser website where you live. You'll find that most people own properties in their own name, even their investment properties. This makes those owners very visible to unscrupulous people who literally look for targets for a game of lawsuit lotto. They figure; if you have property...you have money!

Smart investors have been using land trusts here in Florida ever since the Disney Company decided Central Florida would become home to Walt Disney World. Land Trusts kept all of their individual purchases private until they had acquired all of the parcels they wanted. Can you imagine what would have happened to prices had people found out Disney was buying?

Without the privacy provided by those land trusts Walt Disney World might never have become a part of the Central Florida landscape. Whether you think that is a good or bad thing doesn't change the fact that keeping prices and transactions private allowed Central Florida's largest economic engine to be created.

On Saturday July 15, I will be teaching Building Your Financial Fortress with Land Trusts at the CFRI training facility in Casselberry. I'll show you how to use them to negotiate better terms, manage tenants, keep property taxes in check, and much more. I'm also adding some special content for private lenders who want to comply with the new Florida Private Lending Restrictions and how land trusts can be employed to provide yet another benefit.

While no legal device or strategy is perfect or without downside risks; the Florida land trust comes as close to being a tool that lets you live happily ever after as you move on down the yellow brick road of real estate investing. See you Saturday July 15th ... I'm off to see the Wizard!

Land Trusts – What You Really Need to Know *with Augie Bylott*

Saturday, July 15th • 9:00 am - 5:00 pm



Augie Bylott, known as the Master of Financial Transformation is also a master at protecting his client's privacy, minimizing their risk and empowering them to negotiate more effectively. He is the author of the book *Protecting Your Assets - Your Land Trust Handbook*, available on Amazon.

At this full day training you will learn how to use this amazing investor tool to both increase and preserve your wealth and:

- **Why Florida's Land Trust statutes are among the best in the nation**

How to:

- **Create a Land Trust**
- **Bulletproof your assets**
- **Manage private loans more effectively**
- **Enhance property management**
- **Improve negotiating outcomes**
- **Protect yourself in Joint Ventures**
- **Protect Your Portfolio**
- **Determine the Players**
- **Avoid Probate**

**Saturday, July 15
9:00 am to 5:00 pm**

Members

\$79 thru 7/13 • \$99 after 7/13

Non-Members

\$99 thru 7/13 • \$119 after 7/13

PHP Credits

3 - Local Regulations 2 - Negotiations 2 - Purchasing



seminar speaker

Sandra Edmond

*CFRI Past President, Lifetime Member,
Full Time Investor*

Google Hacks to Run Your Real Estate Business Tools Real Estate Investors Should be Using

When it's time for me to drive the properties coming up on the tax deed auction list, Google is one of my first lines of defenses so that I can maximize my time on the road. Did you know that you can get a huge list of properties into your Google **'My Maps'** in a matter of seconds to optimize your routes. Along with all the houses in the map I have the information about each property like the number of bedrooms, bath, sq. feet, links to the property appraiser's website etc. all in the map. Best of all it's on my phone.

Google has so many great tools that in 2010, the City of Orlando became the first city in America to switch employees to Gmail. That Gmail account looks like a regular city of Orlando email but on the back end is hosted by google and functions just like a Gmail account.

Many of Google's applications are free. Google Drive: access your files that are stored securely online and it makes collaborating easy. You no longer have to email documents back and forth.

I use **Google spreadsheets to keep track of the properties** I am interested in buying while sharing the list with virtual assistants and colleagues who can work on them simultaneously. I control who accesses the files. You will never hear, "I lost that file; can you send it to me again?" Google Form is another free tool that can make you money. You can easily create a customizable Google Forms for sellers to fill out on your house buying website. Google stores the data into a spreadsheet for you... Now ask yourself how much is it worth if you can close on one of those leads?

Want a **free Business phone number**? Get Google Voice. You can forward and screen calls. When someone leaves a message **Google transcribes it and can send it to you or more than one person in a text or email.**

Let's say you want to go see one of those leads, you can schedule it in Google Calendar. Then share the calendar to allow others to see when you are available. We haven't even scratched the surface of what is available for you to use for free with Google. You may already be using Gmail for your emails. But what about all of these other Google investor friendly applications:

Google...

- Drive
- Forms
- Calendar
- Google My Maps
- Hangouts
- Slides
- Spreadsheets
- Voice
- Alerts
- Earth
- YouTube
- Chrome
- Labs
- and more

If you don't know how to get started using them, or maybe you are using some of them but want to learn some more options... come join us on Tuesday, July 18, 2017 I'll be teaching a class on **Google Tools Real Estate Investors Should be Using**. As a bonus I'll show you the best Gmail add-ons.



Google Hacks to Run Your Real Estate Business

Tools Real Estate Investors Should be Using

Did you know that you can work from anywhere with tools that Google has to help you make more money and be more productive in your real estate business?

Sandra Edmond, Queen of Tax Deeds, full time investor and Past President, will show you shortcuts to run your Real Estate Business in a more efficient way. She'll teach advanced tips for those who already use Google's apps & tools. You'll make your business look like a Fortune 500 company with the use of the free Google apps.

Sandra will teach you...

- How to quickly clean your Gmail account
- How to have a free number and ways to use it for your leads
- A perfect way to protect your google account from hackers
- Share documents and files in a very easy way
- No matter where you are you can have all the information in your hands
- Add-ons that you can use in your Gmail account to tackle the volume of emails
- How Google can help you be paperless
- Make Google function like your assistant

Tuesday, July 18
Noon - 4 pm OR 5:30 - 9:30 pm

Members: \$59 thru 7/16, \$79 after 7/16
Non- members: \$79 thru 7/16, \$99 after 7/16

CFRI Education Center, 138 Wilshire Blvd., Casselberry 32707

PHP Credits
3 Management
1 Marketing

Register online www.CFRI.net or call 407-328-7773



seminar speaker

Foster Algier

CFRI Success Coach Business Member

Finding Probate Riches

How to Invest in Probate Estates for Fast Profits

As times get harder and harder, so does the search for worthy investment deals – that is, unless you know where to look! You already know the saying:

“The only things that are certain in life are death and taxes.”

No matter where you live or how the economy is trending, probate estates will always remain. While most of us don't concern ourselves with other people's taxes, we can and we **SHOULD** be concerned with loss that leads to inherited estates. They are a 100% reliable source of properties that will never run out. These are off-market leads available to you, so get ahead of the MLS and take advantage of this prime source of leads!

Here's why heirs want to sell their estates:

Since keeping up a home gets more difficult as the years progress, it often happens that the chore of doing it gets looked over towards the end of life. This can leave the family in a tough spot of needing to do costly repairs before they can let go of it, which would add stress during an already tough time of mourning. The troubles worsen for out-of-state inheritors, who likely already took time and money out of their lives to be with family.

That's where we come in! We can help! We not only don't mind houses in need of TLC, we actively want them!

Here's how to find the properties:

Probate, which is simply the legal process of administering the estate of a deceased person, is publicly recorded by the county court. These public documents are housed

in the courthouse, so you can either go gather the information yourself, or purchase a list from someone else who already did. Most investors would rather pay a monthly fee than spend 10-20 hours a month in each county conducting research, but it doesn't matter which way you get the leads – it just matters that you get these valuable, off-market leads.

Once you find the leads, you still need to:

- Know what to look for in the documents
- Understand how to evaluate the estates
- Create a marketing strategy
- Contact the heirs
- Negotiate the deal
- Plan your exit strategy

I've been using probate estates throughout my entire career. Not only do I reap fast profits from them, I reap the reward of truly helping people by relieving the burden of inheriting an estate in disrepair. Once you get into probate, you'll keep using probate resources throughout your entire real estate investing career. Whether you wholesale the properties, or keep them and fix them, you will always be able to depend on these estates.

Experts have been relying on probate estates to get consistent, off-market leads from motivated sellers for decades. Attend CFRI's "Finding Probate Riches" with Foster Algier on Wednesday, July 26th and learn how to take advantage of these prime deals for yourself, and put some extra money in your bank account!

FINDING PROBATE RICHES

with Foster Algier – “Godfather of Wholesaling”

Wednesday, July 26

1 - 4 pm OR 6:30 - 9:30 pm



Learn why the experts have relied on probate estates for consistent leads for decades!

- Work with off-market deals
- Get ahead of the MLS
- Locate highly motivated sellers

**2 PHP
Credits in
Marketing
1 PHP
Credit in
Negotiation**

Foster will teach you the “Who, What, When, Where, Why, and HOW” of probate:

- Who are the people on these documents and which ones to contact
- What probate is and what to expect when dealing with probate estates
- When you should contact the representatives
- Where to go to access probate information
- Why you should market to and buy from probate estates
- How to understand the documents, start marketing, and negotiate deals!

No matter who you are or how you invest, you can and should learn how to make fast profits from probate estate deals!



Finding Probate Riches Seminar Speaker Foster Algier - GRI is a real estate investment expert who specializes in wholesaling properties full-time. His chief accomplishments over his 25 years in the business include founding First Alliance Capital.

Wednesday, July 26

1 - 4 pm OR 6:30 - 9:30 pm

CFRI Educational Center

138 Wilshire Blvd. Casselberry 32707

Members:

\$59 thru 7/24

\$79 after 7/24

Non-Members:

\$79 thru 7/24

\$99 after 7/24

Register online at www.cfri.net or call 407-328-7773



CFRI Member Spotlight – Nick Bond

by Robin Daniels, CFRI Vice President

CFRI President Todd Hutcheson interviewed Nick Bond at the June General Meeting.

Nick is a 22 year old recent graduate from the University of Florida with a math major. Nick acquired two real estate deals before graduating. Nick's father is CFRI's Treasurer Greg Bond.

Nick, how did you first get started?

I went to a CFRI land seminar presented by Jack Bosch, then researched some land for sale on some online auction websites. I had saved money from a summer internship and started a ROTH IRA. **I used my IRA to buy a lot for \$1,800.** My first marketing strategy was to go to the neighbors, since the lot was in between two owner occupied residential properties. I drove over to talk to them, and left a note on the door since they weren't home. **I got a call back the next day with an offer of \$6,000.** The first buyer got some attorneys involved, then the other neighbor just offered \$6,000 cash so I took that.

\$4,200 profit equals a 230% return to my IRA in 90 days.

Tell us about your other deal.

I found it on an absolute auction website. It was in a rural area, in the middle of nowhere. I paid \$1,800 for it, but I was still in college, and lazy, so I didn't market it very well until the end of college. I posted it for sale on craigslist, listing that I would accept terms. The buyer paid \$4,500, with \$1,500 down and the rest financed over 5 years, at 8% \$60.00/month. The deal took 9 months from start to finish. That was outside my IRA, so it was spendable cash. I get a \$60 check each month to use for other deals and some beer.

How did you value the properties, how much did you think they were worth?

I went on the property appraiser website and found that the assessed value was over three times what I paid for both lots: \$8,000 & \$6,000. Plus I pulled comps from zillow and trulia.

Did you visit the properties before you bought them?

One I did visit, but the other one was bought and sold sight unseen. A potential buyer of the second lot went to the location and took pictures and sent them to me. I ended up using those pictures to market the lot to find the final buyer.

Did you buy them from the Tax Deed Auction?

No, I went on Bid4assets.com and another absolute auction. Just google "absolute auction" and you will find a handful.

How did you narrow those lots down for purchase from those available on the auction list?

The first one I picked because it had homestead exemption on the properties on both sides and it was in a decent area with a high assessed value. The other one had a high assessed value.

How much did you talk to your Dad before buying both of them, did he give you his blessing?

He did say "I don't really know much about land, so you're a little bit on your own, but these look like good deals."

Did you have any costs besides the purchase price? Did you mow the grass?

No, that's the good thing about land, and there aren't any tenants, termites, or toilets.

So you don't have to have money or a lot of experience? You just have to take action?

Yes, anyone can do it.

You went to a seminar, and listened, and you did what they said.

Yes, seminars work. *If* you take action.



Connect with Your Target Market!

CFRI'S SUMMER BUSINESS MEMBER TRADE SHOW

CFRI General Meeting, Wednesday, July 12, 2017

CFRI's Summer Business Member Trade Show is the premier place to find the real estate service or product that you need to keep your real estate investment business going and be successful! Speak with vendors to get your questions answered, quotes and resources to save you time.

**Network with over 300 real estate investors
from all over the Central Florida area.
We are very excited to welcome our Business
Members as they show off their products and
services to our members.**

**DON'T MISS THE LARGEST
AND BEST REAL ESTATE
INVESTOR TRADE SHOW IN
THE CENTRAL FLORIDA AREA!**

If you're a Real Estate Investor, Landlord, Property Manager, Wholesaler, Note Buyer, Private Lender, Rehabber or Real Estate Entrepreneur, there is no better place to be!



Seasoned & New
Real Estate Investors:
You're cordially
invited and strongly
urged to attend CFRI's
Summer Business
Member Trade Show.
Have your business
cards ready!

FUN, FOOD & ACTIVITIES
that will delight and entertain our members & guests.
BEST BROWNIE BAKING CONTEST – Plan to enter your best!
Prizes! Details to come.

Admission is free for CFRI Members and \$20 for Guests from 5:00 PM to 8:00 PM

If you are a vendor, there are still a few tables left.

Visit www.CFRI.net for more information

SEE YOU THERE! SEE YOU THERE! SEE YOU THERE!



cfri success coach

Charles A. Fischer

CFRI Lifetime Member, Group Leader & Success Coach Business Member

Having It All

The Real Estate market is on fire. The time is now to make your mark. Are you All In?

12 years ago last month I quit my day job. I spent 10 years in the corporate world in sales and I was done. I wanted more. More Money. More Freedom. More Opportunity. It all started in 1999 when I made a COMMITMENT to do what it took to build my own real estate business. I made some mistakes along the way; many in fact. I took some chances and many of them paid off in huge ways.

Fast forward a few years. I had hit a plateau, life was good, but I wanted more. I began searching, reading, attending events, seeking out the truth that would allow me to take a good life and make it great. I struggled for some time with this, I felt a huge responsibility to my wife, my kids, my friends and my business partners to take my game to the next level.

I realized that I was in a pit that I had created for myself as a result of buying into the lies the world had been selling me. It's easy to let others tell you what you can or can't do rather than take the personal responsibility to make it happen. I began looking at all aspects of my life and realized that there were many "lies" that I believed were true. I blamed my sons' lying on his school environment, when the truth was that I wasn't modeling the proper behavior for him at home. That changed. I blamed my inability to take my business to the next level on government regulations, or politics or the people that worked for me. The fact was that I could make the changes in my business to be successful. I found lie after lie, masquerading as the truth in my life.

The truth is that we can design a life that we want, and real estate can be a huge catalyst to having it all. The knowledge and relationships that you need are all around you. I also realized this truth: In order to have it all, you must focus on 4 core parts of your life:

Your Body - take care of yourself, exercise and eat right; this will give you the energy to go the distance.

Your Being - Spend quiet time journaling and connecting spiritually, whatever that means to you.

Your Balance- Invest time in your relationships; spouse, significant other, kids, parents and friends. Let them know you care, be there for them. Tell them the truth, they need that from you, we all need that.

Your Business - no excuses, we are NOT measured on intentions, it's the "fruit of our labor" that counts. Be intentional, do what it takes and stay committed. Find the people, and the resources you need to level up. Nobody else will do this for you.

Invest an hour a day, your "Power Hour" focused on these four core components of your life. Do it first thing in the morning. No excuses. It's vital to your success to start each and every day the right way. None of us know how many days we will have. Make each one count. Do it now, start today.

To Your Success,

Charles

CFRI Success Coaches



CFRI Success Coaches have demonstrated a high level of commitment to CFRI and the membership. These Success Coach members are available to help members achieve success in real estate investing.

The CFRI Success Coach designation identifies highly successful real estate investors that offer credible coaching programs.



Charles
Fischer



Augie
Byllo



Chris
McClatchey



Barry & Eric
Sandhaus



Foster
Algier



Introducing a National Rebate Incentive Program for the National Real Estate Investors Association Participants

- Enroll to receive a potential semi-annual rebate on all qualifying pre-tax purchases*
- There is no cost to enroll. Register today at www.homedepot.com/proloyalty
- You can register any form of payment accepted at The Home Depot – including checking accounts, credit cards, debit cards, and The Home Depot accounts

Program Benefits

- Participating members with semi-annual net purchases of \$1,250 up to \$2,000 will receive a \$40 HD gift card ***
- Participating members with semi-annual net purchases of \$2,000 up to \$3,000 will receive a \$60 HD gift card ***
- Participating members with semi-annual net purchases of over \$3,000 will receive a 2% rebate**
- Rebate payments are issued twice a year, within 60 days of 6/30 and 12/31 ***



MAKE CERTAIN YOU RECEIVE CREDIT BY ENTERING YOUR UNIQUE AGREEMENT CODE: NREIA



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*Accounts must be registered/enrolled through the website above to receive rebate credit. Registration instructions to follow. **Rebate payments below \$1000 will be paid with The Home Depot Gift Cards. *** - gift cards are provided to participants by NREIA not Home Depot
©2015Homer TLC, Inc. All rights reserved. The storage of account information by The Home Depot will be done in accordance with the PCI Data Security Standard (PCI DSS), which is a multifaceted security standard that includes, but is not limited to, requirements for security management, policies, procedures, network architecture, software design and other critical protective measures. This comprehensive standard is intended to help organizations proactively protect customer account data.



Commercial & Multi-Family Money 101

Business & Tax Strategies Women Investors

on Focus Groups

Real Estate Investment Techniques

Advanced Investors

Quickturn / Flipping

Tax-deferred RE Investments

Landlording & Property Management

Focus Groups are small, intensive meetings that dive deep into exploring specific aspects of real estate investing. Group Leaders are experts in the subject matter and plan meetings to be full of valuable information, discussion and well worth your time. Focus Groups are free and open to CFRI members only. Look for information on a different Focus Group each month – and be sure to take advantage of this wonderful benefit of your membership!

July's focus: Business / Tax Strategies for Investment Properties Group Leader: Jim Duerr

How does our Focus Group, Business / Tax Strategies for Investment Properties benefit CFRI members?

The short answer is by providing a continuing education on various tax treatments and proper entity structuring.

My partner, Mollie, and I have been lifetime members of CFRI for many years, simply because we believe no other REIA does it better. The number of Focus Groups and County Groups that we provide our membership with is unsurpassed.

What can you expect at our monthly Focus Group?

We cover such topics as updates in tax regulations, utilizing self directed retirement plans, payroll planning and different pension plans. All of our topics are intended to benefit real estate investors, so that they can maximize their profits and minimize their audit risk.

While we fully acknowledge that understanding the tax code can, at times, be overwhelming to CFRI members, (when we see that glazed-over look on their faces), we are committed to guiding them on the proper tax strategies for real estate investors. We would rather see a business set up correctly to begin with than having to deal with an IRS examination later on.

We begin each meeting by having members introduce themselves and talk about their interests and experiences as real estate investors. This helps us to guide them to other Focus Groups that would be most beneficial to them. For example: Investors interested in 1031 Exchanges are encouraged to


attend Ron Pruitt's Focus Group – Tax Deferred Real Estate Investments.

We also encourage our group to attend CFRI Seminars and the monthly general meeting, so that they can make the most of their CFRI membership.

After more than (12) twelve years of teaching this Focus Group, we have learned that as important as our selected topics may be, the time that we allow at each meeting for a Q & A session is most helpful to CFRI newbies. We have also noticed that one of the things that CFRI members who attend our meetings enjoy is the networking that takes place after our meetings, which gives the newbies an opportunity to mix with the more seasoned investors.

In our opinion, CFRI has always been an organization that offers its membership the best access to education and networking through its numerous Focus Groups, County Groups, Seminars and National Speakers. So the answer to our original question – **How does our Focus Group, Business / Tax Strategies for Investment Properties benefit CFRI members?** – is the same way that all CFRI Focus Groups benefit CFRI members; with access to superior education and networking opportunities, and a sense of community service.

We hope to see you at our next meeting!



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<p>Jack Scocchio Groups Business Member since 2010</p> 	<p>Lorraine Castro Membership Member since 2010</p> 	<p>Melvin Felton Operations Member since 2007</p> 

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Deals of the month

Robin Daniels, VICE-PRESIDENT

June Deals of the Month

DEAL 1

\$14,500 Profit in 2 1/2 Months

by Robin Daniels



Dave Dostal with
CFRI Vice President
Robin Daniels

Dave Dostal has been a member of CFRI for 14 years. He is mainly a buy and hold investor of properties in Deltona, FL. A friend brought him this deal because he knew he invested there. The house is a 3 bed / 2 bath

with 1,196 sq ft built in 1997 located at 1393 Tivoli Dr, Deltona, FL 32725. The sellers were the original owners, and were still living in the house, but wanted to downsize. They thought the house was starting to need a lot of repairs. They had to replace the water heater and were tired of fixing things like that. **They were asking \$100,000, but said "We know it's worth more, we just want \$100,000 and to be done."** They did not want to list it with a realtor, did not want to go through all the trouble they thought that involved. Dave thought it needed just \$3,000 in repairs, and that it was worth about \$130,000. Using the well known formula, 70% of after repair value less repairs came out to be \$88,000 for the offer. He offered them \$90,000 and they said, "Sounds good". When going over the contract to purchase Dave includes a line that says **"I plan to make a HUGE profit."** When he read it to the sellers they both laughed and said, **"We hope you do!"** They signed on December 30th.

They contracted to close quickly, but the sellers asked to extend a couple weeks to give them more time to move. Dave borrowed the \$90,000 on a high interest loan from a private lender who is also a CFRI member. Dave fully intended on keeping this house, but figured he would get long term financing later.

Dave told the sellers they could leave whatever they wanted to leave, and they did. Once Dave cleaned it out, and the curtains were gone, he realized it did need paint and new flooring which he says "they all do," so repairs ended up totaling \$5,500. The rehab only took 9 days, and CFRI Business member Adan Soto put in the flooring. Dave had picked the vinyl plank

flooring since he originally thought it would be a rental, and it came out beautiful.

A realtor friend of his who knows Deltona said, "I know you can sell this house fast." **Dave said, "I don't want to sell it, I want to keep it."** He gave her 1 month to sell it on MLS. **Sure enough it sold in 3 weeks.** He listed it for cash or conventional loans only, because of the 90 day wait required to sell with FHA financing. His buyer's first offer was FHA, but they loved the house and switched to conventional to get the contract accepted. He listed at \$135,000 and sold it for \$135,000 less a \$3,500 credit for a new roof. He had hired a buddy inspector to look at the house before buying it. The inspector said, "The house is great, and the roof has 5 years left on it." The buyers said, "It needs a new roof." Dave said, "I don't think so." In the end they said, "We need a new roof or we're done," so Dave gave them credit for half the cost of the roof at closing. He wishes he hadn't done that. The lender did not require it.

Sold for	\$135,000
Rehab	-5,514
Loan Payoff	-95,535
Commissions	-8,100
Closing Costs + Other	-11,319
	= \$14,532 profit

Dave thought if he could sell it and make \$20,000 right away he would. After selling the property and tracking all the numbers, he realized that due to the roof concession and the prepayment penalty on the loan, there were more costs than he expected. **The profit was \$14,500. Dave said, "The house was only 20 years old, that's why I wanted to keep it, it was beautiful. I wish I hadn't sold it."**

Post-It Note Turns Into \$11,500 profit

by Robin Daniels



Eric Jorczak with CFRI
Vice President Robin
Daniels

Eric Jorczak has been a CFRI member since 2011 and has mostly been buying and holding rental properties. Back in November he got a

text from his date saying she would be 2 hours late in meeting him, so he used the time waiting for her to knock on some doors in a good rental neighborhood nearby.

At about the fifth door he knocked on, the homeowner said she was not looking to sell, but knew a house that was vacant and needed some TLC and brought him to it. The outside was fully renovated but the inside needed lots of work. Eric left a pre-printed post-it note on the door, and two weeks later got a call from the owner of the vacant house saying she and her husband could meet him at the property. They were getting divorced and wanted to sell the house without finishing the rehab. They had paid cash for it in 2015 with the intention of fixing and flipping it.

The after repair value would be at least \$300,000, and it needed a minimum of \$40,000 in repairs. It was a 4 bed 2 bath frame house with a pool located at 5623 Spring Run Ave, Orlando, FL 32819. The owners wanted to sell for \$200,000 which was at a \$30,000 loss to them with all they had spent so far. They just wanted out, and quick. Eric told them

in order for him to be able to buy it he would need to pay no more than \$175,000. They agreed.

The divorce process held up the signing of the contract for a few months. Eric kept in touch throughout this time to make sure they still planned on selling to him. Once the contract was signed, Eric called CFRI Business Member and wholesaler Jack Scocchio of New Beginningz who has done many deals and finds buyers quickly. Jack found Eric a buyer for the property in 30 minutes. They would pay \$198,000 and planned to rehab then resell the house.

Since it was a pool home Eric did not want to keep it for a rental. Jack provided his assignment of contract, and they closed in 3 weeks on March 31, 2017 at Orlando Title Professionals, also a CFRI Business Member. Eric & Jack split the profits 50/50 and Eric received a check for \$11,500 at closing after spending about 5 hours of time on the deal, and no money out of his pocket except the penny for the post-it note. Oh, by the way, the seller was an attorney, and had a realtor who had told Eric the sellers "only want to sell to you."

Congratulations Eric on your ability to develop rapport with the seller and on your great profit!

business member directory

Type of Business	Company Name	Phone	Website	Primary Contact
Architects	Darren Sowell Architecture	505-238-2698	www.DSAABQ.com	Darren Sowell
Attorney	CPC Law	407-851-0201	www.cpc.law.net	Charles Castellon
Attorney	Joseph E. Seagle, PA	407-770-0100	www.seaglelaw.com	Joseph Seagle
Attorney	Roland H. Acosta & Associates, P. A.	407-644-2531	www.acostaatlaw.com	Roland Acosta
Auctioneer	Jim Ferrell's Fun Live Auctions	407-765-4682	www.JimFerrell.com	Jim Ferrell
Bank	Citizens Bank of Florida	407-622-7142	www.mycbfl.com	Tim Hendricks
Bathroom Refinishing	Bath Reglazing Pro	407-371-9732	www.bathreglazingpro.com	Jose Rivera
Cabinet Wholesaler	Spectrum Cabinet Co.	407-314-3849	www.SpectrumCabinetCo.com	Gregg Chouinard
CFRI Success Coaches	Creating Wealth USA, LLC	863-662-9429	www.PactProsperity.com	Augie Byllo
CFRI Success Coaches	Godfather Education	321-385-7355	www.facsold.com/coaching	Foster Algier
CFRI Success Coaches	Homes To Own	321-203-4514	www.HomesToOwnFL.com/jvpartnership/	Eric Sandhaus
CFRI Success Coaches	Real Wealth Publishing	321-632-9998	www.myrealwealth.com	Chris McClatchey
CFRI Success Coaches	Wealthbuilder Coaching	321-302-5909	www.imawealthbuilder.com	Charles Fischer
Commercial RE Mortgage Broker	Angel Oak Prime Bridge	404-844-5521	www.angel oakprimebridge.com	Jackson Jones
Contractor - Air Conditioning	Air Conditioning Experts Inc.	407-920-3402	www.airconditioningexperts.net	Alex Fernandez
Construction Residential/Commercial	StoneBridge Construction Group	407-613-2080	www.StoneBridgeConstructionGroup.com	Derek Hovey
Consulting	HomeVestors of America	828-964-5705	www.alerthomes.net	Matt Nelson
CPA - Incorporation Services	Small Business Resources USA, Inc.	407-298-4646	www.sbrorlando.com	James Duerr, CPA
CPA Firm	Glickstein Laval Carris CPA	(407) 645-4775	www.glccpa.com	Ellie Norden
Credit Repair	Credit Repair of Florida	407-734-3426	www.creditrepaiofflorida.com	Tim Sanders
Electrical Contractor	Sea Breeze Electric	(941) 255-5968	www.seabreezeelectric.com	Matt Giddens
Financial Service	House Solution Network, LLC	407-929-7327	www.yesmovein.com	Gustavo Oropeza
Flooring	SotoAAAA Inc.	407-722-2293		Adan Duran
Foreclosure Data	IRSFL.com	407-724-2461	www.irsfl.com	Gail Gates
Furniture Staging	LC Home Stagers	(386) 218-4658	www.lchomestagers.com	Elsie Mendez
Furniture Staging	MHM Professional Staging, LLC	844-646-7824	www.professionalstaging.com	Taylor Gregory
General Contractor	Property Rehab Service, LLC	321-947-7021		Phillip LeMieux
Home Improvement Store	Build Smart Liquidators	517-483-3973	www.BuildSmartLiquidators.com	Mark Patel
Home Improvement Supplier	Remodel Surplus, LLC	407-681-7333	www.remodelsurplus.com	Jose Ortiz
Inspections	ACS Home Inspection Services	407-862 8063	www.ACSHomeInspectionServices.com	Brian Sullivan
Inspections	The Inspectagator	407-678-4663	www.inspectagator.com	Jon Bolton
Inspections	StoneBridge Inspection Group	407-613-2080	www.StoneBridgeInspectionGroup.com	Derek Hovey
Insurance Agency	Florida Ins Planners	407-767-1634	www.flinsplanners.com	Ken Szczepanek
Insurance Agency	Hunt Club Insurance	407-862-4898	www.huntclubins.com	Mildred Moore
Investment Company	ASAP Investments Inc.	407-888-3255	www.asapinvestments.com	Kimberlee Frank
Kitchen and Bath	Prestige Kitchen & Bath	407-377-7775	www.prestigefl.com	Farah Dhanji
Land Trust Services	Common Wealth Trust Services, LLC	407-851-0201	www.CommonWealthLandTrust.com	Augie Byllo
Lenders	Lima One Capital	786-574-7147	www.limaonecapital.com	Lorena Diaz
Manufacture Storage Sheds	South Country Sheds LLC	863-491-8700	www.southcountrysheds.com	Orlando Penner
Marketing	10 Billion Leads	321-236-3482	www.10billionleads.com	Nick Martin
Mobile App	Letterfly	407-383-6891	www.letterfly.co	Rick Allen
Mold Assessment and Remediation	Sunsation Restoration	321-453-4220	www.sunsationrestoration.com	Ned Marcoux
Mortgages	A to Z Capital	(772) 480-1774	www.atozcapital.net	Bob Tucker
Mortgages	Mortgage Professionals of Central Florida	407-330-2855	www.MortgageFlorida.biz	Fern C. Burr
Mortgages - Hard Money	EquityMax, LLC	954-267-9103	www.equitymax.com	Greg Emmer
Mortgages - Hard Money	Investors Mortgage LLC	386-202-2362	www.investorsmtg.net	Pat Kiehl
Mortgages - Hard Money	Ormond Mortgage Group, Inc.	386-267-8446	www.ormondmortgage.com	Jason Habali
Mortgages - Hard Money	Private Money Network	386-626-2062		Robert Burozski

Type of Business	Company Name	Phone	Website	Primary Contact
Mortgages - Hard Money	Secured Investment Lending	407-878-2830	www.SecuredInvestmentLending.com	Trey Aulls
Mortgages - Hard Money	Visio Lending	512-334-1448	www.visiolending.com	Dozell Varner
Online Marketplace for Mortgage Notes	PaperStac	407-753-4347	www.paperstac.com	Richard Allen
Pressure Washing	BLBTS Services, LLC	407-488-9122	www.BLBTSservices.com	Doug Ross
Private Lending	Direct Lending Partner	407-252-6282	www.directlendingpartner.com	Kevin Earnest
Property Management	All County CFL Property Management	407-802-2379	www.AllCountyCFL.com	Reshard Battle
Property Management	All County Metro Property Management	863-529-7031	www.allcountymetro.com	Tim Davis
Property Management	The Property Manager Guys, LLC	407-252-9658	www.TPMGuys.com	Greg Bond
Property Management	Sand Dollar Property Management	407-246-7118	www.cflpropertymanager.com	Sherry Zwick
Property Management	Stonebridge Property Management	407-613-2080	www.StoneBridgeManagementGroup.com	Derek Hovey
Property Preservation Services	Viper Group LLC	407-461-9451	www.viperpropertypreservation.com	Andrew Keel
Real Estate Acquisition	New Beginningz Equity Group	407-658-7002	www.CheapHomeDeals.net	Jack Scocchio
Real Estate Brokerage	Auction.com	407-792-9093	www.auction.com	Dorothy Murray
Real Estate Brokerage	Florida Home Realty & Investments	407-209-3346	www.floridahri.com	Danny Vargas
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Title Company	Fidelity National Title	(480) 570-1894	www.fnf.com	Adam Woodhall
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July 4**MONEY 101*, with Steve G. Bersz**

Focus Group. Identify how non-bank money can work for you. (Meets at 6:30 pm, Seminole County. First Tuesday of Each Month.)

Cancelled**July 6****TAX-DEFERRED REAL ESTATE INVESTMENTS*, with Ron Pruitt**

Focus Group. Learn how to fully utilize self-directed IRAs and 1031 exchanges. (Meets at 6:30 pm, Altamonte Springs. First Thursday of Each Month.)

**July 6, 13,
20 & 27****ADVANCED INVESTORS*, with Robin Daniels**

Focus Group. Limited openings—email application from CFRI Online Library to leader. Experienced investors meet for lunch weekly to network, buy, sell, and listen to speakers. (Meets at 11:30 am, Orlando. Every Thursday.)

July 10**WOMEN INVESTORS*, with Marie Bravo**

Focus Group. Discusses issues that women face in the real estate investment business and how to support each other. (Meets at 11:30 am, Orlando. Second Monday of Each Month.)

July 10**CFRI OSCEOLA COUNTY CHAPTER, with Augie Byllott**

Email osceolacounty@cfri.net. (Meets at 6:30 pm. (Meets at 6:30 pm, Stetson University Center at Celebration, 800 Celebration Avenue, Celebration 32747. Second Monday of Each Month.)

July 11**COMMERCIAL & MULTI-FAMILY*, with Denny Troncoso**

Focus Group. Explore different aspects of commercial and multi-family investing. (Meets at 6:30 pm, Seminole County area. Second Tuesday of Each Month.)

July 12**General
Meeting****CENTRAL FLORIDA REALTY INVESTORS GENERAL MEETING**

Our signature monthly networking and educational event. The July 12th General Meeting will feature CFRI's Summer Business Member Trade Show & Best Brownie Baking Contest! Doors open at 5:00 pm. Edgewater High School, 3100 Edgewater Drive, Orlando, FL 32804. (Second Wednesday in July)

July 12**CFRI LAKE COUNTY CHAPTER**

Email lakecounty@cfri.net. (Meets at 6:30 pm, The Holiday Inn Express, 181 US 27, Clermont. Second Wednesday of Each Month.)

Cancelled**July 15****"LAND TRUSTS – WHAT YOU REALLY NEED TO KNOW"****with Augie Byllott**

Saturday seminar. Includes lunch. Meets from 9 am - 5 pm. CFRI Education Center, 138 Wilshire Blvd., Casselberry 32707.

July 17



LANDLORDING AND PROPERTY MANAGEMENT* with Tim Davis
Focus Group. Learn all aspects of being a landlord such as screening the tenant, evictions, how to handle the 3:00 am phone call, etc. (Meets at 6:30 pm, Orlando Vicinity. Third Monday of Each Month.)

July 18



"GOOGLE HACKS TO RUN YOUR REAL ESTATE BUSINESS"
with Sandra Edmond
Tuesday Seminar. Meets from Noon - 4 pm **OR** 5:30 pm - 9:30 pm at CFRI Education Center, 138 Wilshire Blvd., Casselberry 32707.

July 18



CFRI BREVARD COUNTY CHAPTER with Chris McClatchey
Email brevardcounty@cfri.net. (Meets at 6:30 pm to 8:30 pm, ****NEW LOCATION** Cocoa Civic Center, 430 Delannoy Ave, Cocoa, FL 32922. Third Tuesday of Each Month.)

July 19



CFRI ORANGE COUNTY CHAPTER with Krystal Little
Email orangecounty@cfri.net. (Meets at 6:30 pm, ****NEW LOCATION** Colonialtown Neighborhood Center, 1517 Lake Highland Drive, Orlando 32803. Third Wednesday of Each Month.)

July 20



QUICKTURN / FLIPPING* with Charles A. Fischer
Focus Group. Explore the basics of rehabbing. Email quickturn@cfri.net. (Meets at 6:30 pm, Seminole County. Third Thursday of each month.)

July 24



REAL ESTATE INVESTMENT TECHNIQUES* with Augie Byllo
Focus Group. Explore utilizing different investment techniques. (Meets at 6:30 pm, Orlando. Fourth Monday of Each Month.)

July 25



CFRI SEMINOLE COUNTY CHAPTER with Fern C. Burr
Email seminolecounty@cfri.net. (Meets at 6:30 pm, at the CFRI Education Center, 138 Wilshire Blvd., Casselberry 32707. Fourth Tuesday Of Each Month.)

July 26



"FINDING PROBATE RICHES" with Foster Algier
Thursday Seminar. Meets from 1 - 4 pm **OR** 6:30 pm - 9:30 pm at CFRI Education Center, 138 Wilshire Blvd., Casselberry 32707.

July 26



BUSINESS & TAX STRATEGIES* with James K. Duerr, CPA
Focus Group. Explores real estate investing with an emphasis on entity structuring and varying tax treatments. Email businesstaxstrategies@cfri.net. (Meets at 6:30 pm, Orlando. Last Wednesday of Each Month.)

July 27



CFRI VOLUSIA COUNTY CHAPTER with Marlana Dates
Email volusiacounty@cfri.net. (Networking at 5:30 pm. Meeting at 6:00 pm. ****NEW LOCATION** Lakeside Community Center, 1999 City Center Circle, Port Orange 32129. Last Thursday of Each Month)

cfri announcements

General Meeting

Don't Miss This Opportunity...

The July 12th General Meeting features CFRI's Summer Business Member Trade Show & Best Brownie Baking Contest.

Network with over 300 real estate investors from all over the Central Florida area. We are very excited to welcome our Business Members as they show off their products and services to our members.

Location: Edgewater High School Cafeteria
3100 Edgewater Drive, Orlando 32804

Date: Wednesday, July 12, 2017

Time: 5:00 pm - 8:00 pm

General Meeting Sponsor Information

Sponsor the General Meeting for \$300. Get a premium table location and time on stage to promote your business.

If your business would like to sponsor the General Meeting, contact executive@cfri.net or call 407-328-7773.

**Thank you
for your support!**

Save the Date

- | | |
|----------------|--|
| July 12 | CFRI's Summer Business Member Trade Show & Best Brownie Baking Contest |
| July 15 | "Land Trusts – What You Really Need to Know" with Augie Byllott |
| July 18 | "Google Hacks to Run Your Real Estate Business" with Sandra Edmond |
| July 26 | "Finding Probate Riches" with Foster Algier |

Visit www.CFRI.net for more information.
All meetings/speakers subject to change.

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Return Service Requested
 Central Florida Realty Investors
 138 Wilshire Boulevard
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CFRI calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
July						1
2	3	4 MONEY GRUBBERS FOCUS 6:30 pm <i>Cancelled</i>	5	6 ADVANCED INVESTORS LUNCH 11:30 am TAX-DEFERRED RE INVESTMENTS FOCUS GROUP 6:30 pm	7	8
9	10 WOMEN INVESTORS FOCUS GROUP 11:30 am OSCEOLA COUNTY CHAPTER 6:30 pm	11 COMMERCIAL & MULTI-FAMILY FOCUS GROUP 6:30 pm	12 JULY'S MEETING IS ON A SPECIAL DATE! GENERAL MEETING EDGEWATER HIGH SCHOOL FEATURING CFRI's SUMMER BUSINESS MEMBER TRADE SHOW & BEST BROWNIE BAKING CONTEST 5:00 pm - 8:00 pm	13 ADVANCED INVESTORS LUNCH 11:30 am	14	15 LAND TRUSTS – WHAT YOU REALLY NEED TO KNOW with Augie Bylott 9 am - 5 pm
16	17 LANDLORDING AND PROPERTY MANAGEMENT FOCUS GROUP 6:30 pm	18 BREVARD COUNTY CHAPTER 6:30 pm GOOGLE HACKS TO RUN YOUR REAL ESTATE BUSINESS with Sandra Edmond Noon - 4 pm OR 5:30 - 9:30 pm	19 ORANGE COUNTY CHAPTER - NEW LOCATION 6:30 pm	20 ADVANCED INVESTORS LUNCH 11:30 am QUICKTURN / FLIPPING FOCUS GROUP 6:30 pm	21	22
23	24 REAL ESTATE INVESTMENT TECHNIQUES FOCUS GROUP 6:30 pm	25 SEMINOLE COUNTY CHAPTER 6:30 pm	26 BUSINESS & TAX STRATEGIES FOCUS GROUP 6:30 pm FINDING PROBATE RICHES with Foster Algier 1 - 4 pm OR 6:30 - 9:30 pm	27 VOLUSIA COUNTY CHAPTER - NEW LOCATION 5:30 pm ADVANCED INVESTORS LUNCH 11:30 am	28	29
30	31					

The monthly calendar provides an at-a-glance overview of events detailed on the Upcoming Events page.
 For complete descriptions, please turn to page 24