



A Residential Realtor's Guide to Investment Real Estate

Written & Presented by:

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You Tube Course Description: <https://youtu.be/LI5W1uTgeOw>

Course Length

Level One: 3 hours class time

Level Two: 3 hours class time

A Residential Realtor's Guide to Investment Real Estate is a 4 part, classroom style workshop, designed to bring Realtors with limited Real Estate investing knowledge to base-level competency. The objective of the program is to encourage Realtors to become engaged with client's in the investment Real Estate sector and to better understand how to personally profit by building a personal Real Estate investment portfolio. This program is co-authored by leading Canadian Real Estate educator Gerry Halstrom and one of Canada's leading investment Real Estate specialists Mr. Andrew Schulhof. The program is best delivered live but can be custom tailored to suit a webinar audience.

Program Outline & Participant Takeaways

Level One: 3 hours class time

Chapter 1 - Investor Preferences (About You) & The Many Correct Options: The choices, the opportunities and hazards of Investment Real Estate. How to take your investor client through a critical information process that will enlighten and clarify the vast array of investment property options. The program includes a number of questionnaires and exercises to help determine the investor's personal preferences and key needs.

Chapter 2 - How To Find A Good Deal - The Math & Terminology of Investment Real Estate: The formulae, the terminology and measurement tools to used in Investment Real Estate. Investment Real Estate has its own language and math that is used to qualify & measure. © "PAT" our amazing software will do all major calculations used in this specialty area. Understanding of the rationale of the formula and how to apply them to Real Estate transaction is key to success in this practice area.

Level Two: 3 hours class time

Chapter 1 - Investor Financing & Getting the Deal Done: This chapter provides specifics on the many banking and loan options for Investment Real Estate. How to set up a winning application. Key do and don't strategies. The investor personal finance template. The program includes a significant amount of takeaway data that can be used as an "investor binder" for financing Investment Real Estate. Participants learn why and how Investment Real Estate financing is different and how to prepare the client for this process including what will be needed.

Chapter 2 Profiting and Presenting Trends and Timing What factors to use in spotting the trends that can make or break your investment. How to measure and make winning decisions based on trends, events and forecasts. Exactly what should be in a successful investment property presentation. Participant workbook provides checklists and outlines of what a winning investment presentation for Real Estate property ought to include.

Chapter 3. Negotiating Investment Real Estate Our final chapter looks at some of the traditional "moves and countermoves" one experiences in negotiation with the pro's and sharks found in the Investment Real Estate sector. Participants will walk away with 18 moves and countermove strategies to use in their next negotiation.

Unique Deliverables

This program provides unique deliverable © tools the participant & investor will use.

Each participant receives a complete learner workbook PLUS a digital package of all materials such that the Realtor can quickly and easily use the course materials immediately upon completion of the course.

- “PAT” - Our copyright © spreadsheet software that is included in this course. This amazing software does all key investment calculations you will need. (Property Analyzer Tool)
- Investor Team Tracker Checklist & System.
- Investor SWOT (strength, weakness, opportunity, threats) analysis.
- *Fundamentals and Formula* ©. These tools and software will be provided to the participants such that they can completely evaluate properties.
- Personal Investor Finance Binder Template. This is used to organize all the participants financial documents for funding presentation
- Trends & Timing Checklist
- © Investment Planner & Tracker Workbook

About the Author: Gerry Halstrom

Winning over audiences from BC to Ontario, Gerry Halstrom is one of Canada's most recognized voices in Real Estate training. He is a senior instructor with the BC Real Estate Association; offering professional accredited provincial courses in the areas of Technology; Legal Risk Management and Selling New Homes and Condominiums. Mr. Halstrom offers seminar topics to industry professionals in many sales and marketing formats. Some of the most popular being his "Real Estate Tech Tune-up" and "Negotiating Real Estate." Mr. Halstrom's seminars are available in both live and online formats.

Professionally, Mr. Halstrom has been a "super producer" in the Real Estate sales field building one of BC's largest personal sales volumes in the project marketing sector. Additionally he has served as Senior Vice President in leading Real Estate and Health Technology companies.

Mr. Halstrom has offices in both Vancouver & Toronto and is active in the Canadian Real Estate training & marketing sector from coast to coast.

About the Author: Andrew Schulhof

As the founder, CEO and managing broker of Strategic Investment Realty, Andrew's speciality is to educate and help busy working professionals create a monthly income to fund their retirement years.

Working together with his clients to build wealth by acquiring geographically diversified real estate investment portfolio that is best suited to their objectives, that delivers: Tangible returns on investment & Mitigated risks.

Over a 20+ year career, Andrew has helped over 500 clients acquire close to 1,000 investment properties valued at over \$97,000,000.00. Additionally Andrew is a savvy investor himself with holdings in both Canada and the US.

Sharing his knowledge of real estate investing is a passion. Andrew has taught thousands of real estate investors, assisting some to become millionaires. How? By strategically investing in real estate as an integral part of their overall investment portfolio.

Gerry Halstrom Seminars
gerryhalstrom.com