

INDEX



- abundance principle, 55–56, 65–66,
77–78, 104, 157, 182, 232
- accountants, 13, 33, 34, 38, 39, 214,
215, 262, 286
- accounting structures, 285–87
- ACRE system, 4, 7, 12, 15, 16, 21, 30,
36, 38–39, 60, 143, 144, 155, 219
- action talkers, 226, 231
- adaptability, 8, 61, 77
- adjudicators, 193
- advertising, 8, 108–9 (*See also* marketing)
- “alligators,” 253
- analysis paralysis, 36–38, 182, 217
- “and/or nominee,” 211
- annual business activities, 282–83
- arbitration, 189
- articles, 273–74
- assertiveness, 101
- asset protection, 192–93
- attraction vs. pursuit principle, 55, 65,
92, 98, 232, 239, 262
- Authentic Canadian Real Estate system.
See ACRE system
- background checks, 171, 181, 184
- bank accounts, 207–88
- bankers, 33–34
- bankruptcy, 120, 172
- blogs, 167
- bookkeepers, 33, 38, 39, 284–85, 286
- bookkeeping, 6, 8, 15–16, 52,
152–53
- brainstorming, 80, 90, 91
- business approach, 98, 75, 105, 111
- business cards, 98, 100, 112, 235
- buy-and-hold, 2, 28, 59, 60, 90, 101,
108, 113, 169, 170, 210, 222,
257, 268
- buying strategies, 267, 276–77
- call to action, 108, 113, 130, 131, 156,
184–85
- Canada Revenue Agency, 205, 207, 237,
280, 281, 287
- Canadian Mortgage and Housing Corp
(CMHC), 273
- capital gains tax, 205
- Cash and Other Contributions of JV
Partners chart, 191
- cash deposit, 180, 183, 244
- cash flow expectations, 138
- cash flow management, 5
- Cash Flow Zone, 30, 34, 37–38, 57
- Cashflow™ board game, 45, 84, 108
- caution vs. delay, 174
- charitable giving, 102
- chart of accounts, 281–82, 286
- charts, benefits of using, 191
- Chilton, David, 9
- Circle of Influence, 78–91, 234–35
(*See also* Generate Leads Chart)
- Clason, George C., 9
- Classic 50/50 Joint-Venture Deal, 50,
145, 149–53, 159–64, 170, 205,
221, 222, 223, 294
- “clouded” title, 205, 206
- collage exercise, visualizing success, 17,
19–25
- commitment, lack of, 253
- communication, 38, 42, 100, 105–7,
113, 130, 143, 170, 246–47,
254, 257–58, 274, 292 (*See also*
relationship building)
- complacency, 64
- confidence, 57, 112, 144, 165, 170,
232–33, 258, 286, 297
- congruency, 99–100
- Conn, Carson, 92
- consistency, 276, 292

- contingency plans, 170, 172, 178–79, 210, 214, 239, 244, 253, 263
- continuous action, 276–77
- continuous improvement, 228
- corporate ownership as trustee for joint venture, 208–9
- corporate ownership, 207–8
- courses/seminars, 9–10, 46, 228, 258
- cover letter, follow-up, 269–70
- creativity, 73, 84, 168, 244, 251
- credibility, 165, 166, 167, 168, 195, 236, 258, 286
- credit checks, 171
- credit rating, 237
- curb appeal, 94

- deadlines, 34, 163
- deal scenarios, 89–90
- death of partner, 177, 202, 291
- debt investor, 94
- decisiveness principle, 59–60, 68–69, 77, 157, 232, 262
- delay. *See* caution vs delay
- dispute resolution, 189, 193, 195, 216
- Dobson, Jamie, 169–72
- Dobson, Monte, 169–72
- documentation, 41 (*See also* financial records)
- dream, defining, 11 (*See also* Personal Belize)
- due diligence, 36, 42–43, 53, 59–60, 68, 71, 81, 82, 85, 86, 89, 144, 151, 179, 227, 239, 245, 253, 254–55, 262, 280
- duplication, 264, 274–80

- economic development, 13, 15, 170
- economic downturn, 66, 71, 75, 126, 127, 128, 198, 289
- economic fundamentals, 165, 167, 240, 241, 257, 273
- economic news, 13, 14, 71
- economic updates sample, 241
- education, 27, 46–47, 61, 92, 93, 143, 219, 224, 227, 242–43, 256, 266–67
- 81 Financial Management & Tax Tips for Canadian Real Estate Investors* (Campbell), 44
- elevator speech, 109–10
- estimates vs hard numbers, 243, 255
- excellence, commitment to, 21, 80, 155, 276
- excuses, 61, 63, 64–70, 104, 276
- executive summary, 240–42, 271
- exit strategy, 4–5, 28, 153, 170, 198, 252, 296–97
- expectancy principle, 57, 66–67, 77
- expectations, 33, 93, 170, 254, 269, 292
- expenses. *See* real estate expenses
- experience, 37, 262, 268, 297, 299
- expertise principle, 60–61, 69, 157, 232, 262, 297
- Expression of Interest letter, 65, 70, 102, 107, 148, 164, 175, 180, 182, 236, 311–12
- Facebook, 108
- face-to-face meetings, 131, 132, 138–41
- failure, fear of, 250
- fear, 9, 42, 217, 250
- 51 Success Stories from Canadian Real Estate Investors*, 106
- filing system, 280–82
- filters, 236–38, 252–55, 258–59, 262 (*See also* Potential-for-Relationship Questionnaire)
- financial records, 279–85
- financial risk, 42–43 (*See also* risk/reward)
- fix-and-flip market, 46, 222–23, 268
- flexibility, 152, 198, 233, 263–64
- flip market. *See* fix-and-flip market
- Flip School, 224
- follow-through, 7, 11–13, 35–36, 53, 89, 130, 131, 156, 184–85, 197, 250
- follow-up, 142–43, 217, 224, 235, 262, 264–69
 - letter, 68, 70, 99, 130, 269–73
 - time line, 268

- formal legal agreement, 224, 258–59
(*See also* Joint-Venture Agreement)
- for-sale-by-owner, 16
- fraud, 256 (*See also* mortgage fraud)
- full disclosure, 193, 212, 246, 256
- fun, 37
- Further Monies chart, 191
- GDP growth, 14
- Generate Leads Chart
Level 1, 97, 98–105, 107, 113
Level 2, 105, 107–9, 113
Level 3, 105, 107–9, 112–13
- gentrification, 60
- get-rich-quick, 4, 9, 11, 12, 15, 27,
37, 108
- giving, principle, 58–59, 68, 77, 80–81,
232
- Goldmine Score Card
(*See* Property Goldmine Score
Card)
- Graham, Wade, 26–28
- greed, 239
- Gross Debt Ratio (GDR), 134
- guaranteeing outcome, 243–44 (*See also*
under-promise/over-deliver)
- Gunther, Jeff, 295–99
- Hewitt, Les, 9
- Higher Ground Real Estate Investments
Inc., 26
- Hill, Napoleon, 9, 105
- home inspectors, 33, 34 (*See also*
property inspection)
- home-equity loans, 143
- honesty, 15, 16, 17, 25, 34, 50, 57, 84,
85, 100, 139, 170–71, 212, 223,
239, 242, 255, 258, 275, 276
- Hope, Jared, 124–28
- ideal partner, 140–41, 278
(*See also* investor profiles)
- imagination principle, 57–58, 67–68,
77, 157, 232, 262
- incorporation, 203–5, 207–8, 215, 212
- indemnification, 189
- independent legal advice, 191, 194–95,
215–16, 221, 245–46, 260, 262,
274, 278
- Inner Circle. *See* Circle of Influence;
Generate Leads Chart, Level 1
- integrity, 165, 166, 168, 221
- “interest in land,” 205
- Internet, 108–9, 167
- invalid clauses, 189
- investment binder, 280
- investment pool. *See* Circle of Influence
- investor profiles, 26–28, 45–48, 73–76,
92–96, 124–28, 154–68, 169–72,
196–98, 219–21, 222–24, 289–92,
295–99
- investor questionnaire, 132, 133–38
- joint tenancy vs tenants in common,
202
- joint venture vs partnership, 189
- Joint-Venture Agreement, 41–42, 91,
125–26, 152, 184–85, 256
- components of, 210–21
- flow chart, 213
- fundamentals, 193–95
- templates, 189, 191
- joint-venture checklist, 187–89, 245
- joint-venture deal package, 143–45
- Joint-Venture Deal Worksheets
145–47
- JP Management, 125, 127
- Kinch, Peter, 165
- kingdom building, 296–99
- Kiyosaki, Robert, 9
- landmines
avoiding, 249, 250, 251–60
most common, 229–50
(*See also* mistakes, learning from)
- lawyers, 13, 33, 34, 35, 126, 151, 171,
175, 190–91, 194–95, 198, 207,
209, 211, 212, 214, 215, 245,
256, 260, 262 (*See also* independent
legal advice)
- leadership, 153

- leads, potential, 12–13, 15, 16, 30, 185
(*See also* Generate Leads Chart)
- learner's guilt, 9, 10
- learning. *See* education
- lease-to-own, 90, 195, 206, 268
- Letter of Intent, 148, 184
 how to write, 154–64
- Letter of Interest, 173–74, 180, 181,
 182, 197–98
- letter of interest. *See* Expression of
 Interest letter
- letterhead, 112
- letters, personalizing, 158, 159
- levels of support. *See* Circle of Influence;
 Generate Leads Chart
- liability insurance, 204
- limited partnership agreement, 152
- LinkedIn, 108
- listening, 111
- loaned money vs co-ownership, 243–44
- Loeffler, Mark, 45–48
- long-term real estate formula, 242
- luck, 12, 49, 89, 198, 299

- maintenance, 6, 16, 40, 169, 172
- market fundamentals, 71, 223 (*See also*
 economic fundamentals)
- market shifts, anticipating, 14
- marketing, 97–113, 115, 255 (*See also*
 advertising)
- master account, 28c
- McGowan, Gary, 219–21
- McKenzie, Ange, 196–98
- McKenzie, Jules, 196–98
- mediation, 189
- mentors, 12, 13, 15, 73, 92, 165, 166,
 224, 228
- Millar, Danielle, 289–92
- Millar, Todd, 289–92
- mistakes
 learning from, 181, 214, 226–27,
 258, 259
 most common. *See* landmines
- money magnet, 79–81
- money partners vs. co-venturers, 83–84
- mortgage
 brokers, 33–34, 47–48
 fraud, 42, 43, 194, 246
 paying down, 5, 6
 qualifying for, 121
 sub-prime crisis, 289

- negative messages, 69, 100
- negative news, 71, 170
- negative response, 61, 63 (*See also*
 objections to deal, most common;
 partner withdrawal; rejection,
 dealing with; stereotypes)
- networking, 45–46, 107–8, 167
- 97 Tips for Canadian Real Estate Investors*
 (Campbell), 16, 23c
- “no agency” stipulations, 189
- “nominee” action, 210–11, 246

- objections
 dealing with, 111–12, 118
 most common, 119–20
 (*See also* rejection, dealing with)
- one-partner ownership structure, 206–7
- Oro Properties, 73
- overoptimism, 242–43, 254–55 (*See also*
 under-promise/over-deliver)
- ownership structure, 213, 199–209, 262

- “paper tiger,” 280–83
- partition, 189
- partner guaranteeing mortgage
 worksheet, 147
- partner withdrawal, 214–15, 233, 244
- partner/property/business continuum,
 220–21
- partners, attracting, 78–86 (*See also*
 attraction vs pursuit principle)
- passion, 10, 112
- passive income, 15–16, 17
- Peever, Derek, 92–96
- PeeverConn Properties, 92
- perfection, 228
- Personal Belize
 collage, 17, 19–25, 28, 29
 defined, 2
 reviewing, 51

philanthropy, 58

Plan B. *See* contingency plans

“planning for the divorce,” 75–76, 175, 193, 245

political news, 14

Ponte, Michael, 257–60

portfolio questionnaire, 17–18

positive business image, 105

positive cash flow real estate, 156, 220

Potential-for-Relationship questionnaire, 131, 133–38, 175, 305–10

prescreening, 131–42, 159

presentations, 46, 102–3, 104, 217

professionalism, 98–100, 105, 108, 113, 162, 235

profit & loss (P&L) statement, 272

property appreciation, 14, 75, 121–22, 233, 273

property cash flow statement, 272–73

Property Goldmine Score Card, 12, 36, 300

property inspection 232

property management, 5, 6, 26–27, 46–47, 66, 68, 94, 127–28, 151, 152, 166, 177, 260

property managers, 3, 14, 33, 34, 38, 40–42, 48

property notes sample, 241

property resale value, 74

prospect development checklist, 111–12

Prosperity Real Estate Investments, 258

Purchase Price of Units chart, 191

questions, answering with question, 118–19

Ragona, Joe, 165–68

real estate drivers, 14

real estate expenses, 255

real estate expert, 13–14, 26, 27, 28, 60, 77, 85, 93, 103, 107, 110, 214, 290–91

Real Estate Investing in Canada (Campbell), 2, 9, 12–13, 26

Real Estate Investing in Canada 2.0 (Campbell), 16, 60, 130, 143, 155, 236–37

Real Estate Investment Network. *See* REIN

real estate investment networks, 71, 107, 109–10

real estate investment team, 13, 151, 155, 172, 229–31, 232, 278
(*See also* team approach)

real estate language, 61

realism, 8–11, 233, 243, 291

realtors, 13, 14, 33–34

Receipt Spreadsheet Sample, 284

reframing, 181–84

REIN Power Paperwork System, 281

REIN™ Property Analyzer, 36, 58, 301–2

REIN, 2, 9, 15, 17, 27, 45, 50, 60, 73, 75, 78, 92, 127, 143, 165, 169, 170, 171, 185, 189, 196, 197, 198, 219, 220, 223, 234, 242

rejection, dealing with, 180–84, 217, 239–40

relationship building, 31–33, 41, 44, 52–53, 217, 268–69, 277, 296

renovate-and-resell market. *See* fix-and-flip market

renovation, 30, 33, 34, 60, 73, 90, 93
worksheet, 146

rental pool, 198 (*See also* tenant selection)

Rental Properties Monthly Statements, 282–83, 313–17

rent-to-own, 58, 60, 104, 143, 216, 221

reputation, 212, 221, 239, 243, 252, 292

research, 6, 151, 170

reserve funds, 93, 168, 170, 172, 285, 298–99

resiliency principle, 61–62, 69–70, 71–72, 158, 232, 262

respect, 27, 32, 33, 37, 82, 111

retirement, 1, 3, 102, 128

return on investment (ROI), 137, 141, 182, 265

ripple effect, 13, 14

risk aversion, 143

risk/reward, 256, 298

RRSP funds, 60, 143, 169, 195

- sample deal, 156–57
- Schedule B Cash Contributions chart, 191, 192
- securities regulations, 84, 108
- self-employed partners, 237
- self-help books, 9
- self-managing property, 60, 127–28, 289–90
- seller's market, 28
- seminars. *See* courses/seminars
- signage, 98
- signatures, 164, 201, 211
- signed-in counterparts, 189
- simple vs detailed JV agreement clauses, 190
- simple, personal, basic ownership structure, 200–2
- 60/40 deals, 168
- Solid Oak Marketing rules, 98–101
- spec market, 47
- special reports, 143–44
- standing out, 98–100, 102–3
- stereotypes, 98
- stress, 4, 6, 66, 264
- success
 - commitment to, 181
 - 7 steps to, 261–63
 - stories, marketing tool, 101, 109
 - visualizing, 17, 19–25 (*See also* Personal Belize)
- systems, commitment to, 7, 12–13, 15, 30–31, 52, 131, 155, 166, 181, 196, 197, 228, 251–52, 263–64, 276, 290, 295
- Szabo, Ian, 222–24
- Szeto, Erwin, 60
- tax issues, 34, 44, 199, 203–4, 205, 207, 209, 212, 262 (*See also* accountants)
- team approach, 33–35, 38, 47–48 (*See also* real estate investment team)
- tell, not-sell approach, 55, 57, 67, 77, 100–1, 102, 113, 130, 217, 239
- templates, 189, 191, 192
- 10 per cent concept, 62, 65–70, 91
- tenant profile, 166
- tenant relations, 5, 6, 14, 38, 57–58, 94
- tenant search/selection, 74–75, 100, 297
- tenants in common, 202
- timeline, follow-up, 268–69
- title
 - change in, 194
 - number of names on, 201–2
 - partner's name on, 204–5, 224
- Tracy, Brian, 9
- transportation system, 13, 14
- trust, 27, 34, 36, 37–38, 171, 182, 224, 238, 244, 256, 260, 292, 298
- tunnel vision, 8
- unanimous shareholders' agreement, 207–8
- under-promise/over-deliver, 170, 231, 239, 263
- USAs. *See* unanimous shareholders' agreement
- value, real estate expert, 75, 247–48
- vendor-take-back mortgages, 195
- verbal agreement, 180, 199, 216
- wealth attraction, 49–51
 - fundamentals of, 52–53
 - principles of, 54–62
- website, marketing, 115, 235
- Wennerstrom, Cindy, 73–76
- win-win relationship, 7, 11–13, 14, 26, 62, 81, 82, 88, 89, 90, 91, 100–1, 103–4, 129, 144, 157–58, 168, 216, 218, 230–31, 239, 243–44, 252, 256, 262, 273
- writing offers, 151–52

<http://www.pbookshop.com>