



# Bonus Material: Rules of Thumb for REI

# 1. Fix and Flip - 70% Rule



## Fix & Flip:

Use 70% Rule to calculate offer price:

After Repair Value:	\$500,000
Rule of Thumb:	\$350,000
Subtract Repair Budget:	(\$ 70,000)
Wholesale Fee:	\$ 0
Max Allowable Offer:	\$280,000

Where is the other  
30%?



\$ 150,000

Closing Costs: \$ 30,000

Holding & Maintenance: \$ 10,000

Financial Costs: \$ 20,000

**Profit:** \$90,000

## 2. Buy & Hold - 1% Rule

Use 1% Rule to calculate offer price:

Estimated Rent	\$ 2,500
Rule of Thumb:	\$250,000
Subtract Repair Budget:	(\$ 20,000)
Wholesale Fee:	\$ 0
Max Allowable Offer:	\$230,000

\$ 2,500/month

Mortgage:	\$ 1,200
Property Taxes:	\$ 275
Insurance:	\$ 75
HOA&Maintenance	\$ 375
<b>Monthly Cash Flow:</b>	<b>\$ 575</b>

### 3. Rules of Thumb for CMAs (Comparative Market Analysis)

<i>Distance:</i>	<i>0.25 mile</i>
<i>Recency:</i>	<i>90 days</i>
<i>Square footage:</i>	<i>+/- 20%</i>
<i>Year built:</i>	<i>+/- 10 years</i>
<i>Subdivision:</i>	<i>Same</i>

## 4. Rule of 72

How long it takes for money to double given an annual interest rate.

## 4. Rule of 72

How long it takes for money to double given an annual interest rate.

Example 1: 3% interest rate:

$$72 \div 3 = 24 \rightarrow \text{Takes 24 years to double}$$

Example 2: 4% interest rate:

$$72 \div 4 = 18 \rightarrow \text{It takes 18 years for money to double}$$

Example 3: 6% interest rate:

$$72 \div 6 = 12 \rightarrow \text{It takes 12 years for money to double}$$

Example 4: 12% interest rate:

$$72 \div 12 = 6 \rightarrow \text{It takes 6 years for money to double}$$

How do I get started?

Follow us:

Join Deal Makers Livestream  
Thursdays 11am-12pm CST

- Deals update
- REI Market update
- Wealth building



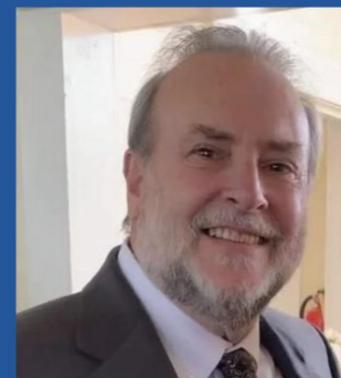
Steve Liang

Executive Partner  
Entrepreneur



Tamela Henderson

Real Estate Investor  
Entrepreneur



Randy Windograd

Funding Partner  
Mortgage Expert



Jon Huang

Executive Partner  
Entrepreneur

1. Get a Distressed Sellers list.  
The more research, the better.

# First-hand data benefits:

1. Freshest data available
2. Extensive research – estimate equity
3. Limited time: disruptive pricing



CMA CRM Membership

- Home
- Off Market Leads
- Contact Us
- Plans & Pricing
- FAQ
- Academy

## Off Market Leads

Pre Foreclosure Probates Heirship Tax Sale Eviction Divorce Loan Modification Appointment of Substitute Trustee Lis Pendens Notice Of Default

State:  City:  County:

Filters Save Current Filters  Show only favorite Search Export CSV

Favorite	Property Address	Property City	Property State	Yr Bt	Estimated Equity	Equity	Appraised Value	
★	1005 Cedar Lake Dr	Tampa	FL	1959	\$126,530	35.00%	\$363,790	<a href="#">Details</a> <a href="#">Comp</a>
★	1007 Timberview Dr	Hutchins	TX	2017	\$104,301	37.19%	\$280,450	<a href="#">Details</a> <a href="#">Comp</a>
★	1008 Augusta Rd	Red Oak	TX	0	\$0	0.00%	\$90,694	<a href="#">Details</a> <a href="#">Comp</a>
★	1009 Jamie Dr	Grand Prairie	TX	2006	\$0	94.00%	\$254,610	<a href="#">Details</a> <a href="#">Comp</a>
★	100 Easy St	Hutto	TX	2005	\$146,856	50.00%	\$294,418	<a href="#">Details</a> <a href="#">Comp</a>
★	100 El Camino Dr #102	Winter Haven	FL	1971	\$0	0.00%	\$103,000	<a href="#">Details</a> <a href="#">Comp</a>
★	100 Kendall Cv	Elgin	TX	2005	\$172,536	59.00%	\$290,478	<a href="#">Details</a> <a href="#">Comp</a>
★	100 Lake Isle Circle	Irving	TX	1984	\$205,825	72.49%	\$283,920	<a href="#">Details</a> <a href="#">Comp</a>
★	100 Pinnacle Cir	Aledo	TX	2002	\$318,747	81.59%	\$390,680	<a href="#">Details</a> <a href="#">Comp</a>
★	100 Pr 907	Liberty Hill	TX	1986	\$155,159	53.00%	\$291,801	<a href="#">Details</a> <a href="#">Comp</a>

Showing: 10 Leads 41-50 of 3744 items 1 3 4 5 6 7 375 Page

**Metro**  
**\$89+**/month

Unlock local opportunities: start investing in real estate right away

Please Select Metro

Add to cart

**Includes**

- ✓ Preforeclosure daily updated data
- ✓ 1,000 leads download limit monthly
- ✓ Fresh data mining – sourced straight from the courthouses
- ✓ First-hand information – cleaned, organized, and analyzed.
- ✗ Skip Tracing included – up to 5 phone numbers and emails

**Metro**  
**\$189+**/month

Unlock local opportunities: start investing in real estate right away

Please Select Metro

Add to cart

**Includes**

- ✓ Preforeclosure daily updated data
- ✓ 1,000 leads download limit monthly
- ✓ Fresh data mining – sourced straight from the courthouses
- ✓ First-hand information – cleaned, organized, and analyzed.
- ✓ Skip Tracing included – up to 5 phone numbers and emails



Hi! How can I help you?

## 2. Find a Mentor / Coach (Deal Accelerator Program)



# ***SUCCESS STORIES: Meet JORDAN***

*Got 2 deals in 1  
month, a total of*

**\$60,000**

*in profits.*

“Closed two deals in one month thanks to the system:

The first deal earned him \$55,000.

The second deal brought in \$5,000.”

**JORDAN— Real Estate IQ Client**

# *SUCCESS STORIES: Meet SALVADOR*

*Won his first deal with*

**\$30,000**

*in profits, and more  
on their way.*

"Yeah, uh, using the system is very friendly to use and last year I got my first deal and it was amazing. We profited on that deal and this year I got a couple deals from the system. Well, the first deal, probably about \$25,000 to \$30,000 profit. Yeah, it was a good deal, a rehab,"

**Salvador— Real Estate IQ Client**

# *SUCCESS STORIES: Meet Ismael*

Ismael, a dedicated real estate professional, has been working with Real Estate IQ for two years. He has completed ten transactions and generated a steady income with our tools.

*Recent Deal: Successfully  
closed ten transactions.*

**\$80,000**

*From his most recent 10 deals.*

“ Consistent, reliable data  
is crucial—I need to trust the leads I’m getting.”

**Ismael — Loyal Client**

# Take action: Get started:

<https://realestateiq.co/one-on-one-consultation/>

SCHEDULE RIGHT AWAY

## Talk with our experts in a one-on-one consultation

- Get a complimentary, 30-minute, in-depth demo of Real Estate IQ's solutions with one of our experts!
- Schedule a consultation today and discover how our products can help you find a deal within 90 days!



- We have the freshest and most accurate data in the market to improve your lead generation process and seal solid investment deals. Our experts are ready to show you how they work.

Fill out this form and our team will contact you soon:

First name\*

Last name\*

Email\*

Phone\*

At Real Estate IQ, we value your privacy and the trust you place in us by providing your information. We may use your contact details to share valuable insights, updates on products, and relevant marketing information. You can unsubscribe from our communications at any time. For more information about our privacy practices and how we protect your data, please refer to our [Privacy Policy](#).

Schedule it!

Hi! How can I help you?





Best of Luck and Happy Investing!