

BUILDING WEALTH THROUGH REAL ESTATE

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Brandon Brittingham is a serial entrepreneur with a passion for winning and seeing those around him do the same.

He currently is the CEO of The Maryland and Delaware Group which is a conglomerate of 20 plus successful real estate companies - strategically designed to make all facets of the transaction easier for his clientele.

Brandon is also a real estate investor and fund manager that invests in multi family and single family homes with a stellar track record of return on investment for his investors.

He has several thousand doors - from single and multi family to townhomes and condos under management and is a sought out National keynote speaker in the real estate and business world.

For years Brandon has spoken, coached, trained and consulted for the best and brightest in the real estate industry and has been involved in some of the most elite invite-only mastermind and training groups in the U.S.

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INTRODUCTION: WHY REAL ESTATE? MAILBOXMONEYB.COM

INTRODUCTION: WHY REAL ESTATE?

Why do so many people gravitate toward real estate? It's simple. Real estate has stood the test of time as one of the most reliable paths to financial independence and wealth. But why is real estate so attractive? Unlike stocks or bonds, real estate offers tangible benefits: steady cash flow from rental income, the potential for property value appreciation, the tax advantages, and the ability to use leverage to control large assets with a relatively small amount of your own money. But perhaps the biggest advantage is control. Unlike stocks or mutual funds, with real estate, you have the power to directly influence the value of your investment through property improvements, management, and strategic decision-making. In essence, real estate gives you the power to shape and influence the outcome of your investment—a quality not found in many other asset classes.

For me, investing in real estate has been more than just a strategy; it's been a way to create lasting wealth and security. If you're reading this book, you're likely looking for similar results, whether it's financial independence, passive income, or a secure retirement. The path to success in real estate is filled with opportunities, but it's also lined with potential pitfalls. By understanding the fundamentals, building a strong foundation, and continually educating yourself, you can navigate these challenges and build a profitable, sustainable real estate portfolio.



WHAT IS REAL ESTATE INVESTING?

Real estate investing is the process of acquiring, owning, managing, and possibly selling real estate assets with the goal of generating income and building wealth. It goes beyond simply buying property; it involves strategy, knowledge of the market, and a thorough understanding of the factors that influence property values. Successful investors know that each property is unique and that the key to maximizing returns lies in careful planning and informed decision-making.

Whether you're looking at single-family homes, multi-family properties, commercial buildings, or even raw land, the goal is the same: to make your money work for you through appreciation, cash flow, and the smart use of leverage. As an investor, you'll need to understand the risks and rewards associated with each type, along with the best practices for managing your investments.

THE REAL ESTATE MARKET: A LOCAL PHENOMENON



Understanding the market is key to successful investing. Real estate markets are driven by supply and demand, which in turn are influenced by factors like the economy, interest rates, and population growth. But remember, all real estate is local. What's happening in one city or neighborhood can be vastly different from another. That's why it's crucial to understand the dynamics of your target market— whether it's the booming rental market in an up-and-coming urban area or the stable, long-term growth of a suburban neighborhood.

The real estate market often moves in cycles. These cycles can vary based on factors like the local economy, interest rates, and broader housing market trends. Understanding these cycles can help you time your investments more strategically, allowing you to buy when prices are low and sell when they're high.



DEVELOPING YOUR INVESTMENT STRATEGY

SETTING CLEAR, REALISTIC GOALS

Before diving into real estate, it's crucial to have clear goals. Ask yourself, "What do I want to achieve?" Do you envision a steady stream of passive income? Are you looking to increase your net worth over time? Or perhaps you're planning for an early retirement? Your goals will shape your strategy.

Short-Term vs. Long-Term Goals

Understanding your timeline will guide your investment choices. If your goal is to earn income quickly, a short-term approach like flipping houses might be suitable. For those interested in long-term wealth accumulation, buy-and-hold strategies, which focus on property appreciation and rental income, might be a better fit.

Financial Targets and Milestones

Set specific income targets to track your progress. For example, if you aim to earn \$5,000 monthly in passive income, calculate how many properties you need to own and rent out to achieve that goal. Break down these goals into manageable milestones to keep yourself on track.

Risk Tolerance

Be honest about your risk tolerance. Real estate investing can be as safe or as risky as you want it to be. Strategies like flipping may promise high returns but come with greater risk, while buy-and-hold investments in stable markets are generally safer but may yield lower immediate returns. Knowing your risk tolerance will help you choose a strategy that aligns with your comfort level and financial objectives.

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CHOOSING YOUR NICHE

Real estate investing isn't one-size-fits-all. There are various niches, each with its own pros and cons. Here's a breakdown to help you choose the one that aligns with your goals:

FIX-AND-FLIP

This strategy involves buying distressed properties at a low cost, renovating them, and then selling them at a profit. It's a hands-on strategy that requires a good eye for undervalued properties, strong project management skills, and an understanding of the local market. The key to success here lies in accurately estimating renovation costs and choosing properties in neighborhoods with high demand.

BUY-AND-HOLD

For investors seeking consistent cash flow and appreciation over time, the buy-and-hold strategy is ideal. Renting properties out provides monthly income, and as the property appreciates, so does the investor's equity. This is a more passive approach, especially if you hire a property manager. This strategy works well in both residential and commercial real estate.



RENTAL PROPERTIES

Within the buy-and-hold category, rental properties can be further divided into single- family homes, multi-family units, or vacation rentals. Each type has different management needs and potential returns.

WHOLESALING

Wholesaling involves finding undervalued properties, securing the contract, and then selling it to another investor for a profit. It's a good entry point for beginners, as it requires less capital and is a way to learn the ropes without holding onto properties.

COMMERCIAL REAL ESTATE

Commercial properties—such as office buildings, retail spaces, and warehouses—often yield higher rental incomes and longer lease terms. However, they usually require more upfront capital and come with increased management complexity. Leases tend to be longer, and the tenants—businesses rather than individuals—can be more reliable.

Real estate is rarely a solo endeavor – it's a team sport. A team of reliable professionals can be instrumental in helping you achieve your goals. Here are some key members to consider for your team:

REAL ESTATE AGENT

A knowledgeable agent is invaluable. They'll help you find deals, negotiate terms, and navigate the complexities of the market. Look for someone who specializes in investment properties and understands your goals.

ATTORNEY

Real estate transactions are full of legal details. A competent real estate attorney will ensure that your contracts are airtight and that your interests are protected.

LENDER

Real estate transactions are full of legal details. A competent real estate attorney will ensure that your contracts are airtight and that your interests are protected.

CONTRACTOR

If you're investing in properties that need renovations, a trustworthy contractor is crucial. They can give you accurate estimates, manage renovations, and help ensure that your projects stay on budget and on time.

PROPERTY MANAGER

For those pursuing a buy-and-hold strategy, as your portfolio grows, consider hiring a property manager to handle the day-to-day operations. They'll take care of tenant screening, rent collection, maintenance, and more, allowing you to focus on expanding your investments.



THE ART OF FINDING DEALS



One of the most challenging yet crucial aspects of real estate investing is finding good deals. The properties you choose will directly impact your return on investment, so honing your deal-finding skills is essential.

Here are some tried-and-true methods for sourcing potential investment properties:

MLS LISTINGS

The Multiple Listing Service (MLS) is where real estate agents post properties for sale. While many listings are at market value, some motivated sellers—especially those dealing with foreclosures or time-sensitive relocations—might be willing to negotiate a lower price. Developing relationships with agents who understand your investment criteria can provide early access to MLS properties before they hit the open market.

FORECLOSURE AUCTIONS

Properties in foreclosure are sold at auction, often at a significant discount. However, auction properties come with risks, such as unknown property conditions, no guarantees on title, and purchases are generally made in cash. If you're comfortable with these challenges, foreclosures can provide profitable opportunities. It's important to do your homework before bidding.

THE ART OF FINDING DEALS



WHOLESALERS

Wholesalers specialize in finding undervalued properties and selling the contract to other investors. Working with a reliable wholesaler can help you access deals without handling the sourcing and negotiation yourself, though you'll typically pay a fee for this convenience.

NETWORKING

Real estate is a relationship-driven industry. Networking with other investors, agents, contractors, and lenders can be one of the most effective ways to find good deals. Many of the best opportunities come through personal connections and referrals.

OFF-MARKET DEALS

Off-market properties, not listed on MLS, can be hidden gems. These deals often come from direct outreach to homeowners, such as through direct mail campaigns or word-of-mouth referrals. Investors who establish connections in their local real estate community—whether through networking events, online forums, or local meetups—can increase their chances of finding off- market opportunities. Off-market deals can be great opportunities because there's less competition, and sellers might be more flexible on price.

ANALYZING DEALS

Once you've found a potential property, analyzing its financial viability is the next step. Here's a breakdown of the key metrics to consider:

- 1. RETURN ON INVESTMENT
- 2. CAP RATE
- 3. CASH-ON-CASH RETURN
- 4. GROSS RENT MULTIPLIER
- 5. BREAK EVEN RATIO

ANALYZING DEALS

RETURN ON INVESTMENT (ROI)

The Multiple Listing Service (MLS) is where real estate agents post properties for sale. While many listings are at market value, some motivated sellers—especially those dealing with foreclosures or timesensitive relocations—might be willing to negotiate a lower price. Developing relationships with agents who understand your investment criteria can provide early access to MLS properties before they hit the open market.

CAP RATE

The capitalization rate, or cap rate, reflects a property's annual return based on its net operating income (NOI) and market value, calculated as (NOI / Property Value) * 100. Higher cap rates can signal higher returns but may also indicate higher risk. Cap Rate: The capitalization rate, or cap rate, is a measure of a property's yield relative to its value. It's calculated as (Net Operating Income / Current Market Value)* 100. A higher cap rate indicates a better return, but it also often reflects higher risk.

CASH-ON-CASH RETURN

Cash-on-cash return measures the return on the actual cash invested in a property, calculated as (Annual Cash Flow / Total Cash Invested) * 100. This is especially useful when evaluating properties purchased with financing.

DUE DILIGENCE

Before finalizing any purchase, conduct thorough due diligence to avoid costly mistakes.

PROPERTY INSPECTION

Hire a professional inspector to assess the property's condition. They'll identify potential issues, from structural concerns to plumbing or electrical problems. This information is critical for negotiating the price or deciding whether to walk away.

TITLE SEARCH

Ensuring a clear title is essential to avoid future legal disputes. A title search will confirm there are no outstanding liens or encumbrances on the property. Your attorney or title company will handle this, but it's important to understand what's at stake.

MARKET ANALYSIS

Look at comparable sales (comps), current rental rates, and local market trends. This will help ensure the property aligns with your investment goals.

DUE DILIGENCE

ZONING AND PERMITS

Verify the property's zoning designation and ensure your planned use complies. Additionally, if you're planning renovations, check with local authorities about required permits.

REVIEW FINANCIALS (FOR INCOME PROPERTIES)

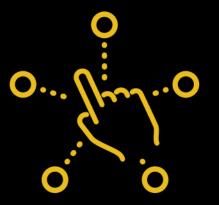
If buying an income-producing property, review its rent rolls, expense reports, and tax history to confirm it meets your financial expectations.

CHAPTER5

FINANCING YOUR INVESTMENT

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UNDERSTANDING FINANCIAL OPTIONS



When it comes to real estate investing, one of the most common barriers is access to financing. But here's the good news: there are more options out there than you might think. Traditional mortgages are just one piece of the puzzle. You've also got hard money loans, private lenders, and even partnerships that can help you get your foot in the door.

TRADITIONAL MORTGAGES

Most investors start with a traditional mortgage. These are long-term loans provided by banks or mortgage lenders, usually requiring a down payment and proof of income. Traditional mortgages are ideal for investors with strong credit who plan to hold onto a property for an extended period.

HARD MONEY LOANS

Hard money lenders offer short-term loans, typically with higher interest rates and shorter repayment terms, secured by the property itself. These loans are useful for fix-and-flip projects and often have less stringent qualification requirements.

PRIVATE LENDERS

Private money lending is an excellent way to finance your deals without the rigidity of banks. These lenders are individuals or companies willing to finance real estate deals for a return. They often offer more flexible terms than banks but may require a higher interest rate or equity stake.

PARTNERSHIPS

Teaming up with other investors to share resources and responsibilities can enable you to pursue larger deals. Partnership agreements should clearly outline roles, profit-sharing arrangements, and exit strategies.

CREATIVE FINANCING STRATEGIES

When traditional financing isn't an option, creative strategies can help you secure deals. Let's talk about a few that I've used successfully over the years.

SELLER FINANCING

In a seller-financed transaction, the seller acts as the lender, allowing you to make payments directly to them. This is beneficial for buyers unable to qualify for traditional loans, and sellers gain a steady income stream.

LEASE OPTIONS

A lease option lets you lease a property with the option to purchase it later. This can be an excellent way to build equity while deferring a full purchase commitment. This strategy is particularly useful when you expect the property's value to rise.

SUBJECT-TO DEALS

With a subject-to arrangement, you take over the seller's existing mortgage payments, allowing you to acquire a property with minimal cash. The mortgage stays in the seller's name, but you gain ownership of the property. This is an excellent strategy in situations where the seller needs to move quickly, and it allows you to acquire properties with little to no money down. This strategy can be advantageous when the seller is motivated to move quickly.



Debt is a tool, and like any tool, it can either help you build or lead to problems if mismanaged. The key to successful real estate investing is understanding how to leverage debt to grow your portfolio while minimizing risk.

LEVERAGE WISELY

Leverage amplifies returns but also increases risk. Balance the amount of borrowed money and equity to maintain a stable portfolio, especially in economic downturns. Always maintain a healthy balance between equity and debt in your portfolio.

REFINANCING

Refinancing a property can free up capital for new investments. As property values rise or improvements are made, refinancing can allow you to extract equity without selling the property.

DEBT SERVICE COVERAGE RATIO (DSCR)

Always calculate the DSCR to ensure your rental income can cover your debt payments comfortably. A DSCR of 1.25 or higher is generally considered safe, meaning your property generates 25% more income than your debt obligations.



THE IMPORTANCE OF PROPERTY MANAGEMENT

Investing in real estate isn't just about acquiring properties—it's about managing them effectively. Good management maximizes occupancy, minimizes expenses, and keeps tenants satisfied. Poor management can turn a profitable investment into a headache, so whether you do it yourself or hire a property manager, this aspect should never be overlooked.

SELF-MANAGEMENT VS. HIRING A PROPERTY MANAGER

If you're just starting out or have a small portfolio, managing your own properties might make sense. It gives you firsthand experience and saves money. But as your portfolio grows, a professional property manager can be invaluable. They handle everything from tenant relations to maintenance issues, freeing up your time to focus on growing your investments.

SETTING EXPECTATIONS

Whether you manage properties yourself or hire someone, set clear expectations from the start. Clear lease terms and management policies help avoid misunderstandings and maintain order. Outline maintenance responsibilities, rent payment protocols, and procedures for late payments. This clarity will save you a lot of trouble down the road.

TENANT SCREENING

Your tenants are your customers, and choosing the right ones is crucial to maintaining steady cash flow and avoiding complications. Proper tenant screening can save you time, money, and stress.

BACKGROUND CHECKS

Always run thorough background checks, including credit, criminal, and eviction histories. This helps you avoid tenants with a history of unpaid rent or property damage.

INCOME VERIFICATION

Verify that tenants earn at least three times the rent to ensure they can afford monthly payments. This reduces the risk of late or missed payments.

REFERENCES

contact previous landlords to get a sense of the tenant's rental history and reliability. Were they punctual with payments? Did they take care of the property? This feedback is invaluable.

MAINTENANCE AND REPAIRS

Regular maintenance and timely repairs are essential to keeping your property in good shape and your tenants happy. A well-maintained property also retains its value better over time.

PREVENTATIVE MAINTENANCE

Set up a schedule for regular inspections and maintenance tasks like HVAC servicing, plumbing checks, and roof inspections. This helps catch potential issues before they become expensive problems.

HANDLING REPAIRS QUICKLY

When repairs are needed, act quickly. Delays can lead to bigger issues and unhappy tenants. Have a list of reliable contractors and handymen you can call on short notice.

BUDGETING FOR MAINTENANCE

Always budget for maintenance and repairs. A good rule of thumb is to set aside 1-2% of the property's value each year for maintenance costs.

CHAPTER7

SCALING YOUR PORTFOLIOS

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GROWING PAINS

As you scale your real estate portfolio, you'll face new challenges. More properties mean more tenants, more maintenance, and more complexity. But with the right systems in place, you can manage growth effectively.

ESTABLISH SYSTEMS AND PROCESSES

As your portfolio grows, establish systems for everything—tenant management, maintenance, accounting, and even communication. These processes help ensure consistency and efficiency, making it easier to manage multiple properties.

DELEGATING RESPONSIBILITIES

When repairs are needed, act quickly. Delays can lead to bigger issues and unhappy tenants. Have a list of reliable contractors and handymen you can call on short notice.



Diversification is key to minimizing risk and maximizing returns in real estate investing. A diversified portfolio is better equipped to weather market fluctuations and economic downturns.

PROPERTY TYPES

Consider different property types such as residential, commercial, and industrial. Each type has its own risk and return profile, so spreading your investments can balance your overall risk.

GEOGRAPHIC DIVERSIFICATION

Investing in different regions reduces the impact of local market downturns on your portfolio. A diversified portfolio across various regions can provide more stable returns.

REINVESTING PROFITS

Profits from your current investments can fuel portfolio growth. To keep growing, you need to reinvest your profits back into your business. This might mean acquiring more properties, improving existing ones, or even exploring new markets.

Strategies include:

ACQUIRING NEW PROPERTIES

Use the profits from your current investments to fund new acquisitions. This approach allows you to grow your portfolio without over-leveraging yourself.

IMPROVING EXISTING PROPERTIES

Reinvesting in your existing properties—whether through renovations, adding amenities, or improving management—can increase their value and cash flow.

EXPLORING NEW MARKETS

As you gain experience, consider diversifying your portfolio by investing in different markets. Look for areas with strong economic growth, population increases, and favorable real estate trends. Diversifying into different markets can stabilize returns by reducing exposure to any one area's economic fluctuations.

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CHAPTER8 EXIT STRATEGIES Having an exit strategy is just as important as having an entry strategy. Knowing when and how to exit an investment can significantly impact your overall returns. MAILBOXMONEYB.COM

KNOWING WHEN TO SELL

Sometimes it's best to hold onto a property for the long term, but there are situations where selling makes more sense. Key indicators include market conditions, personal financial goals, and the property's performance.

MARKET CONDITIONS ARE FAVORABLE

Pay attention to the real estate market. If property values have peaked or the market is cooling, it might be time to sell and reinvest in a more promising area. Sell in a seller's market to maximize returns.

FINANCIAL GOALS ARE MET

Reevaluate your financial goals periodically. If you've achieved the returns you were aiming for, or if your goals have shifted, selling might be the right move.

PROPERTY PERFORMANCE DECLINES

Monitor the performance of your properties. If a property is underperforming or becoming too costly to maintain, consider selling it and reinvesting the proceeds elsewhere.

SELLING OPTIONS

TRADITIONAL SALE

The most common exit strategy is a traditional sale through a real estate agent. A straightforward sale is often the simplest exit but may involve commissions and taxes.

1031 EXCHANGE

A 1031 exchange allows you to defer capital gains taxes by reinvesting the proceeds from a sale into a similar property. This strategy is great for investors looking to scale their portfolio while minimizing tax liability.

SELLER FINANCING

If you don't need the proceeds immediately, consider offering seller financing. This can attract more buyers and generate steady income over time.

CHAPTERS

CONCLUSION:
BUILDING LONG-TERM
WEALTH

CONCLUSION

Real estate investing offers one of the most powerful ways to build long-term wealth. It's not about getting rich overnight; it's about taking calculated steps to create a sustainable income stream and asset base that will grow over time. Real estate investing requires patience, resilience, and a commitment to learning. The wealth you build doesn't just come from the properties you own—it comes from the decisions you make, the relationships you cultivate, and the strategies you implement along the way.

As a real estate investor, you are in control of your financial destiny. Unlike traditional investments, real estate offers you the ability to shape the outcome of your investment through strategic improvements, management, and smart financing. Each property you acquire represents an opportunity to learn, grow, and create lasting value, not just for yourself but also for your family, community, and future generations.

THINK LONG TERM

Real estate is a long game, but success starts with your first deal. Too many people get stuck in analysis paralysis, waiting for the "perfect" opportunity. The truth is, there's no perfect property, but there are countless properties with potential. Start with what you have, make the best decision with the information available, and take that first step.

ADAPT AND KEEP LEARNING

The real estate market is always evolving. Economic changes, new financing options, technology, and shifting consumer preferences can all affect your investments. Continuous learning will help you adapt to these changes. Stay informed by networking with other investors, attending industry events, and consuming educational resources. Knowledge compounds over time, and what you learn today could be the key to a profitable decision tomorrow.

STAY DISCIPLINED WITH FINANCES

Cash flow management is the backbone of successful real estate investing. Always keep a close eye on your income and expenses. Maintain a buffer for unexpected repairs and vacancies, and avoid overleveraging. Many investors have gone under because they stretched themselves too thin with debt. Practice financial discipline to ensure your investments can withstand market fluctuations and unforeseen circumstances.

PRIORITIZE BUILDING A STRONG NETWORK

Real estate is a people business. From finding deals and securing financing to managing properties and making profitable sales, relationships are key at every stage. Cultivate a network of real estate agents, lenders, contractors, attorneys, and fellow investors who can support you. Your network is an invaluable resource that will help you access new opportunities, gain valuable insights, and even weather tough times.

TAKE A BALANCED APPROACH TO GROWTH

Scaling your portfolio is exciting, but it should be done thoughtfully. As you expand, focus on maintaining the quality of each property, ensuring consistent cash flow, and balancing risk. Growing too quickly can lead to burnout or financial strain. Pace yourself and set milestones that allow you to measure progress and make adjustments. Remember, real estate wealth isn't built in one massive leap; it's achieved through steady, strategic growth.

YOUR NEXT STEPS

Now that you've got a solid understanding of the basics of real estate investing, the next steps are up to you. Here's a simple roadmap to guide you forward:

1. DEFINE YOUR GOALS CLEARLY

Take the time to outline your short-term and long-term objectives. Decide what you want to achieve in the next year, five years, and ten years. Clear goals provide direction and will shape every decision you make in your investment journey.

2.START BUILDING YOUR TEAM

Even if you're just beginning, start developing relationships with professionals who can support you. Meet with local agents, network with other investors, and seek out a mentor if possible. Your team will be one of your biggest assets.

3.CONDUCT MARKET RESEARCH

Cash-on-cash return measures the return on the actual cash identify potential markets or neighborhoods that align with your investment strategy. Learn about local property values, rental rates, and demographic trends. The more knowledge you have about the market, the better equipped you'll be to make wise investment decisions.

YOUR NEXT STEPS

4. BEGIN WITH A SMALL, MANAGEABLE PROPERTY

Start with a property that fits your budget and level of experience. A small rental property, such as a single-family home or a duplex, is often an ideal starting point. It allows you to get hands-on experience with property management, tenant relations, and cash flow management without overwhelming complexity.

5. EVALUATE AND ADJUST

Real estate is a dynamic field, and not every investment will go as planned. Regularly assess the performance of your properties and adjust your strategies accordingly. If something isn't working, don't be afraid to pivot. Flexibility and adaptability will keep you resilient and open to new opportunities.

A FINAL WORD ON MINDSET



Real estate investing is as much about mindset as it is about finances. Success often comes to those who are persistent, patient, and willing to put in the hard work. You'll encounter challenges, from tenant issues to market downturns, but with a resilient mindset, each challenge becomes an opportunity to learn and grow. Approach each deal with humility, curiosity, and the determination to improve.

In the end, real estate investing is about building more than just wealth; it's about creating freedom, security, and opportunity. The assets you acquire can provide a legacy for your family, contribute to your community, and offer you the freedom to live life on your own terms. Each step forward, no matter how small, brings you closer to financial independence and the life you envision.

Remember, the journey of a thousand miles begins with a single step. Today, you have taken the first step by equipping yourself with knowledge. Now, go out and take action. Start building your real estate empire and craft a future that reflects your vision, values, and dreams. Real estate investing isn't easy, but with determination and the right strategies, it's one of the most rewarding paths you can pursue.

The world of real estate awaits. Your future as a successful investor starts now.

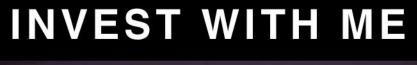
One of the easiest paths to wealth is investing in real estate

The key to wealth is not access to money, it's access to knowledge

Get the knowledge and the money will follow



INTERESTED IN PERSONAL COACHING OR MENTORSHIP?





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REAL ESTATE



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