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**NATIONAL
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The Ultimate Guide to Real Estate Investing

How To List & Sell Commercial/
Investment Property

Recording Available: **Friday, August 28th**

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October 7th

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www.nar.realtor/cfw/live



REALTORS® will learn:

- Strategies and tips for managing their income to stay ahead of obstacles that may arise in their business.
- How to invest in their future through various channels to build a constant stream of income.
- Investment planning for the next stage in either their life or career.



 NATIONAL
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Meet Your Instructor:

Michael Simpson

The NCREA Founder | Senior Instructor

- National Speaker with 30+ years consulting, training & coaching
- Licensed Broker (State of California)
- Top 1% of all U.S. Agents
- Top 3 Commercial Broker California/Hawaii
- Past Director & Arbitrator for C.A.R.
- Past Director & Arbitrator for PWR (5th largest board in the nation)
- Commercial Investment Consultant (C.I.C)
- Commercial REO & Short Sale Specialist



THE ULTIMATE GUIDE To Real Estate Investing

How To List & Sell Commercial/ Investment Property

45 Minute Presentation

Designed specifically for
Residential, Commercial &
Investment Agents

*Please turn on your Cameras, Let's all
agree to not be SECRET AGENTS*



INVESTMENT

- Location
- Market
- Improvement

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www.TheNCREA.com

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GREAT TIME FOR INVESTORS!

ARE YOU READY?



THE STARS HAVE ALIGNED!

- Great time to get into or add Commercial Investment Real Estate to Your Portfolio of Services.
- Resimercial[®] Firms Launching Commercial Divisions
- It used to be that being an agent that understands both Residential and Commercial (Resimercial[®]) Real Estate was not Accepted




The future is here,
But...

its

unevenly
distributed

WE ARE ALL IN THIS TOGETHER

NOT!

A large, light blue diamond shape is positioned on the left side of the slide, pointing towards the right. It is composed of several concentric lines, creating a layered effect.

HUGE
TRANSFER
OF
WEALTH!

ARE YOU READY?

- **High unemployment, lack of significant job growth, and limited capital are all working together to recalibrate the real estate market.**
- **A skilled and knowledgeable professional who can work with landlords, tenants, and even lenders will be extremely valuable during this time.**

Eviction moratoriums in some states

differ by county

and even by city within the same county.

Some cities and counties have imposed
eviction moratoriums only on residential
property and others on both commercial
and residential.

Sometimes, even when the moratorium covers both commercial and residential property, the *type of property* is handled differently.

In some places, the eviction moratorium
imposes obligations on the tenant in order
to receive the protection of the
moratorium and in some places...

the landlord is obligated to notify the
tenant, in advance of the tenant's
moratorium rights.

It is confusing.

Compounding the confusion are separate court closures and orders not to issue summons in unlawful detainer matters or for the Sheriff not to do lockouts.

To top it all off, the orders and
moratoriums are changing from
week-to-week or even,
day-to-day.

**A skilled and knowledgeable professional
who can work with landlords, tenants,
and even lenders will be extremely
valuable during this time.**

Glossary of Terms



Terminology 101

C.A.M. Charges
Common Area Maintenance

Cap Rate
Rate of Return on sales price:
 $\text{N.O.I.} \div \text{sales price}$

Debt Service
Mortgage Payments

Debt Coverage Ratio
 $\text{N.O.I.} \div \text{debt service}$

Estoppel Agreement
Tenant signs statement stating that no verbal agreements exist between tenant and landlord applying to lease agreement.

G.R.M.
Gross Rent Multiplier

N.N.N. (Triple Net)
Tenant pays taxes, insurance, maintenance & utilities for operating a property

N.O.I.
Net Operating Income: $\text{S.G.I.} - \text{less vacancy and expenses}$

Overage
Tenant pays agreed-to-percent of gross sales volume over agreed—to base sales volume

R.O.E.
Return on Equity: $\text{Return on value of property} - \text{less balances.}$

01



02



Terminology 101 Cont'd

R.O.I.

Return on Investment: Rate of return on down payment. Cash flow divided by down payment

SGI

Scheduled Gross Income; Income before vacancy & expenses

Vacancy

5% of S.G.I.

G.O.I.

Gross Operating Income: S.G.I. less vacancy

Expenses

35% of G.O.I.

Tax Stop

Tenant pays increase on real property taxes

Cash Flow

N.O.I. subtract debt service

Value

N.O.I. divided by Cap Rate

Value

S.G.I. x G.R.M.



R.O.I. ANALYSIS	Assumptions	Current Rents	Market Rents	Seller Carry	
	GRM	8.44	7.42	8.01	
	CAP Rate	7.31%	8.32%	7.71%	
	Price	\$750,000	\$750,000	\$810,000	
	Down Payment	\$187,500 (25%)	\$187,500 (25%)	\$162,000 (20%)	
	First T.D.	\$562,500	\$562,500	\$438,000 (54%)	
	Int. % / # Years	9% / 30 yrs	9% / 30 yrs	9% / 30 yrs	
	Second T.D.	---	---	\$210,000 (26%)	
	Int. % / # Years	---	---	11% / 3 yrs	
				(% only deferred)	
	S.G.I.	\$88,830	\$101,100	\$101,100	
	Vacancy (5%)	(\$4,442)	(\$5,055)	(\$5,055)	
	G.O.I.	\$84,388	\$96,045	\$96,045	
	Expenses (35%)	(29,535)	(\$33,615)	(\$33,615)	
	N.O.I.	\$54,852	\$62,429	\$62,429	
	Less: Debt Service	Pmt on First	(\$54,312)	(\$54,312)	(\$42,290)
	Pmt on Second	---	---	---	
	Total Debt Pmts	(\$54,312)	(\$54,312)	(\$42,290)	
	Debt Cov. Ratio	1.0	1.14	1.47	
	Cash Flow (pre- tax)	\$540	\$8,117	\$20,139	
	% Return (C/C ROI)	0.29%	4.33%	12.43%	

Assumptions	Current Rents
GRM	
CAP Rate	
Price	\$725,000
Down Payment	?
First T.D	?
Int. % /# Years	9% / 30 yrs
Second T.D.	---
Int % /# Years	---
S.G.I	\$114,000
Vacancy (%%)	
G.O.I.	
Expenses (35%)	
N.O.I.	
<u>Less: Debt Service</u>	
Pmt on First	(\$52,501)
Pmt on Second	---
Total Debt Pmts	(\$52,501)
Debt Cov. Ratio	
Cash Flow (pre-tax)	
%Return (C/C ROI)	

R.O.I. ANALYSIS



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BUYER R.O.I. ANALYSIS

	1	2	3	4
ASSUMPTIONS	_____	_____	_____	_____
GRM/CAP	_____	_____	_____	_____
PRICE	\$ _____	\$ _____	\$ _____	\$ _____
DOWNPAYMENT	\$ _____ %	\$ _____ %	\$ _____ %	\$ _____ %
FIRST T.D.	\$ _____ %	\$ _____ %	\$ _____ %	\$ _____ %
INT/AMORT.	_____ % /yrs	_____ % /yrs	_____ % /yrs	_____ % /yrs
SECOND T.D.	\$ _____ %	\$ _____ %	\$ _____ %	\$ _____ %
INITIAL INT/# YRS	_____ % /yrs	_____ % /yrs	_____ % /yrs	_____ % /yrs
SUB. INT/#YRS	_____ % /yrs	_____ % /yrs	_____ % /yrs	_____ % /yrs
SUB. INT/#YRS	_____ % /yrs	_____ % /yrs	_____ % /yrs	_____ % /yrs
S.G.I	\$ _____	\$ _____	\$ _____	\$ _____
VACANCY	\$ (_____) %	\$ (_____) %	\$ (_____) %	\$ (_____) %
G.O.I.	\$ _____	\$ _____	\$ _____	\$ _____
EXPENSES	\$ (_____) %	\$ (_____) %	\$ (_____) %	\$ (_____) %
N.O.I.	\$ _____	\$ _____	\$ _____	\$ _____
DEBT SERVICE-1ST	\$ (_____)	\$ (_____)	\$ (_____)	\$ (_____)
DEBT COV.RATIO	(_____)	(_____)	(_____)	(_____)
SECOND	\$ (_____)	\$ (_____)	\$ (_____)	\$ (_____)
TOTAL	\$ (_____)	\$ (_____)	\$ (_____)	\$ (_____)
DEBT COV RATIO (INC 2ND)	(_____)	(_____)	(_____)	(_____)
CASHFLOW (PRE-TAX)	\$ _____	\$ _____	\$ _____	\$ _____
%RETURN (C/C) (ROI)	_____ %	_____ %	_____ %	_____ %

R.O.I. ANALYSIS



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R.O.I. ANALYSIS

Assumptions	Current Rents 25% Down
GRM	6.35
CAP Rate	9.71
Price	\$725,000
Down Payment	\$181,250
First T.D.	\$548,750
Int. % / # Years	9% / 30 yrs
Second T.D.	---
Int. % / # Years	---
S.G.I.	\$114,000
Vacancy (5%)	(\$5,700)
G.O.I.	\$108,300
Expenses (35%)	(\$37,905)
N.O.I.	\$70,395
Less: Debt Service	(\$52,501)
Pmt on First	
Pmt on Second	---
Total Debt Pmts	(\$52,501)
Debt Cov. Ratio	1.34
Cash Flow (pre-tax)	\$17,894
% Return (C/C ROI)	9.87%

Buyer R.O.I. Analysis - Ways to make a deal work

Exercise 2

- \$800,000 Sales Price
- Buyer 15% Down Payment
- \$114,000 Scheduled Gross Income
- Seller Carry 10%
- 2nd T.D. 10% for 3 Years (INTEREST ONLY)
- Debt Service – 9% over 30 years (52,831)

R.O.I. ANALYSIS



Assumptions	Current Rents 25% down
GRM	
CAP Rate	
Price	\$800,000
Down Payment (15%)	?
First T.D. (75%)	?
Int. % / # Years	8% / 30 yrs
Second T.D. (10%)	?
Int. % / # Years	?
S.G.I.	\$114,000
Vacancy (5%)	
G.O.I.	
Expenses (35%)	
N.O.I.	
<u>Less: Debt Service</u>	
Pmt on First	
Pmt on Second	
Total Debt Pmts	
Debt Cov. Ratio	62
Cash Flow (pre-tax)	
% Return (C/C)	

BUYER R.O.I. ANALYSIS

	1		2		3		4
ASSUMPTIONS	_____		_____		_____		_____
GRM/CAP	_____		_____		_____		_____
PRICE	\$ _____		\$ _____		\$ _____		\$ _____
DOWNPAYMENT	\$ _____ %		\$ _____ %		\$ _____ %		\$ _____ %
FIRST T.D.	\$ _____ %		\$ _____ %		\$ _____ %		\$ _____ %
INT/AMORT.	_____ % /yrs		_____ % /yrs		_____ % /yrs		_____ % /yrs
SECOND T.D.	\$ _____ %		\$ _____ %		\$ _____ %		\$ _____ %
INITIAL INT/# YRS	_____ % /yrs		_____ % /yrs		_____ % /yrs		_____ % /yrs
SUB. INT/#YRS	_____ % /yrs		_____ % /yrs		_____ % /yrs		_____ % /yrs
SUB. INT/#YRS	_____ % /yrs		_____ % /yrs		_____ % /yrs		_____ % /yrs
S.G.I	\$ _____		\$ _____		\$ _____		\$ _____
VACANCY	\$(_____) %		\$(_____) %		\$(_____) %		\$(_____) %
G.O.I.	\$ _____		\$ _____		\$ _____		\$ _____
EXPENSES	\$(_____) %		\$(_____) %		\$(_____) %		\$(_____) %
N.O.I.	\$ _____		\$ _____		\$ _____		\$ _____
DEBT SERVICE-1ST	\$(_____)		\$(_____)		\$(_____)		\$(_____)
DEBT COV. RATIO	(_____)		(_____)		(_____)		(_____)
SECOND	\$(_____)		\$(_____)		\$(_____)		\$(_____)
TOTAL	\$(_____)		\$(_____)		\$(_____)		\$(_____)
DEBT COV RATIO (INC 2ND)	(_____)		(_____)		(_____)		(_____)
CASHFLOW (PRE-TAX)	\$ _____		\$ _____		\$ _____		\$ _____
%RETURN (C/C) (ROI)	_____ %		_____ %		_____ %		_____ %

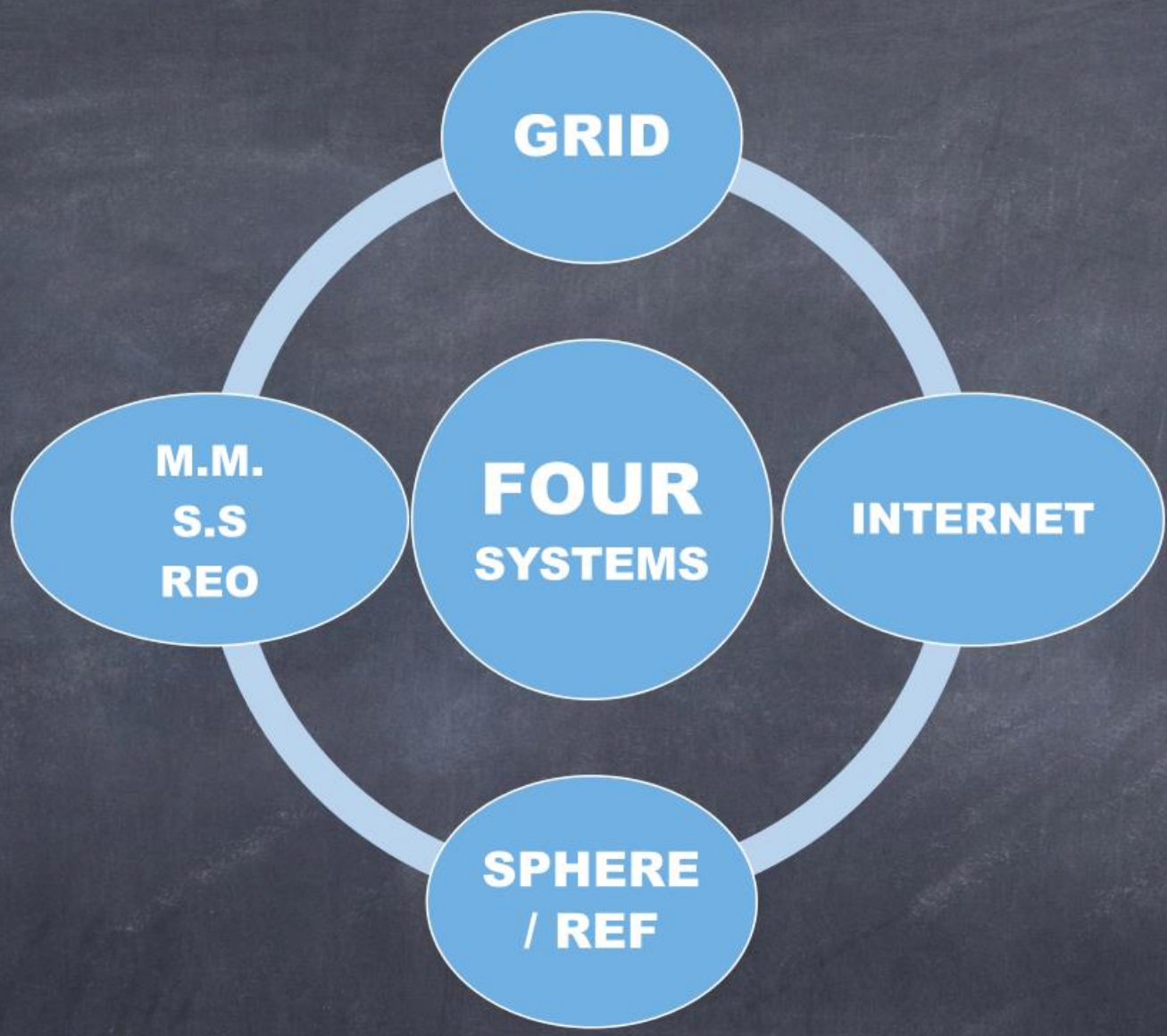




Buyer R.O.I. Analysis

Assumptions	Current Rents	25% down
GRM	7.0	
CAP Rate	8.8	
Price	\$800,000	
Down Payment (15%)	\$120,000	
First T.D. (75%)	\$600,000	
Int % / # Years	8 / 30 yrs	
Second T.D. (10%)	\$80,000	
Int % / # Years	10% / 3 yrs	
	(% only)	
S.G.I.	\$114,000	
VACANCY (5%)	(\$5,700)	
G.O.I.	\$108,300	
Expenses (35%)	(\$37,905)	
N.O.I.	\$70,395	
<u>Less: Debt Service</u>		
Pmt on First	(\$52,831)	
Pmt on Second	\$8,000	
Total Debt Pmts	(\$60,831)	
Debt Cov. Ratio	1.15	

SAVE
YOUR
SELF
TIME
ENERGY
MONEY



6 - 8

Cash-on-Cash Vs. After Tax ROI

12 Month Operating Data

	CURRENT	Proj ___Mo.
Scheduled Gross Income:	\$ 111,300	\$ 140,400
less Vacancy Reserve (5%)	\$ 5,565	\$ 7,020
Gross Operating Income:	\$ 105,735	\$ 133,380
less Expenses**	\$ 38,955	\$ 49,140
Net Operating Income	\$ 66,780	\$ 84,240
less Loan Payments	\$ 59,877	\$ 59,877
Pre-Tax Cash Flow	\$ 6,902	\$ 24,363
Principal Reduction	\$ 7,618	\$ 8,169
Cash Flow plus Prin. Reduction:	\$ 14,520	\$ 32,532
Plus Taxes Saved (passive)	\$ 5,407	\$ <535>
TOTAL RETURN	\$ 19,927	\$ 32,000

- As percent of down Payment
- ** Expense as percent of schedule gross income



**BENEFITS OF
OWNING REAL
ESTATE**

BENEFITS OF OWNING REAL ESTATE_____

- Principal Reduction
- Interest Paid
- Taxes Saved
- Depreciation
- And of course....Appreciation
(when)

CASH ON CASH VS. AFTER TAX ROI



(2) AFTER TAX COMPUTATION (Passive)

	Current	Projected 12 Mo.
Net Operating	<u>\$ 66,780</u>	<u>\$ 84,240</u>
Less Interest:	<u>\$ 52,258</u>	<u>\$ 51,708</u>
Less Depreciation:		
Ratio/Land/Build:	<u>15/85</u>	
Building:	<u>\$ 30,909</u>	<u>\$ 30,909</u>
Cost:	<u>\$ 850,000</u>	
Life:	27.5 Yrs <u>S.L.</u>	
Taxable Income (loss):	<u>\$ <16,387></u>	<u>\$ 1623</u>
Tax Bracket Assumed:	<u>33</u> % \$ _____	_____
TAXES SAVED:	<u>\$ 5,407</u>	<u><535></u>

Cash-on- Cash
Vs.
After Tax ROI

**3 DIFFERENT
TYPES OF RETURN
ON INVESTMENT**

3 DIFFERENT TYPES OF R.O.I. _____

- Before Tax (Cash on Cash C.C.)
- After Tax
- Internal Rate of Return
- IRR – Takes into consideration all of the gains and all of the losses, the entire time they have owned the asset



**DIMINISHING
RETURN ON
EQUITY
(R.O.E.)**

Diminishing Return on Equity

As an owner's equity in property increases, the return on equity decreases.

Year of Purchase	Today
Property value \$1,000,000.00	\$1,800,000.00
Loan balance \$ (750,000.00)	\$(650,000)
Equity \$ 250,000.00	\$1,150,000.00
Cash Flow \$ 25,000.00	\$50,000.00

Logical decision...

ARE YOU READY?


High unemployment, lack of significant job growth, and limited capital are all working together to recalibrate the real estate market. We need to use our knowledge to not only serve our clients, but also seek opportunities to invest.

A skilled and knowledgeable professional who can work with landlords, tenants, and even lenders will be extremely valuable during this time. You can use the commissions you are earning and the knowledge you have to invest in the products you are selling.

HUGE TRANSFER OF WEALTH

Is occurring right now! Are you prepared
as I wish I was in the 80's and in 2008.

I'm ready now and I hope this presentation
has helped you view this situation
differently

A photograph of Michael Simpson, a bald man with a mustache, wearing a dark suit jacket over a light blue shirt. He is shown in profile, looking towards the left, with his hands clasped in front of him. The background is a blurred outdoor setting with water and buildings.

The purpose of Life should
be to pursue your Passions.

“ The purpose of Business
should be to fund that Purpose.

~ **Michael Simpson, Founder**
The National Commercial Real Estate Association
www.TheNCREA.com

THE 3 DAY COURSE ULTIMATE GUIDE TO LIST & SELL COMMERCIAL INVESTMENT PROPERTY

Specifically Designed for the Residential, Commercial,
and/or Investment Agent

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In this Exciting 3 Day Course*, You'll Learn:

- ✓ How to Be Unique & Separate Yourself from the Competition
- ✓ How to Create Written Real Estate Plans & Other Real Estate Investment Planning Strategies
- ✓ How to Find Off Market Deals/Pocket Listings (Properties that are NOT on the Market)
- ✓ How to Get the Appointment & Key Scripts for What to Say
- ✓ How to Professionally Present to the Commercial Buyer & Seller
- ✓ The Financing Requirements & Process for Pre-approving Assets
- ✓ Essential Marketing Tools & Tips, including where to network, market and locate various types of income producing properties
- ✓ How to Prepare a Listing Presentation & Buyer/Seller Proposal
- ✓ What, When & How to Calculate Depreciation
- ✓ Michael's Secret Sauce for Winning Listings & Making Deals - The Grid System
- ✓ & Tons of Business Tips to give you an Competitive Edge, such as Why Sitting on a Bunch of Equity "Diminishes the Return."

Upon Completion of this Course, you'll Receive:

- ✓ Invaluable Knowledge that You Can Start Implementing Right Away to Get Listings, Close Deals & Get Paid
- ✓ Software to Help You Analyze
- ✓ Forms & Contracts
- ✓ Checklists & Templates
- ✓ List of Lenders
- ✓ Best of all you'll earn these prestigious designations to establish your authority in the marketplace as a true CRE Professional



*THE 1 DAY INTRODUCTORY COURSE IS A PREREQUISITE

YES, I need more listings...
Sign me Up TODAY!

"Michael, THANK YOU! THANK YOU! THANK YOU! I got this listing Friday evening, just 1 day after completing your class. This Commercial investor dropped a \$2.4M property in my lap. Thank you Michael for the confidence you have given me. I implemented what you suggested and BAM! It worked!"

- Kory J.

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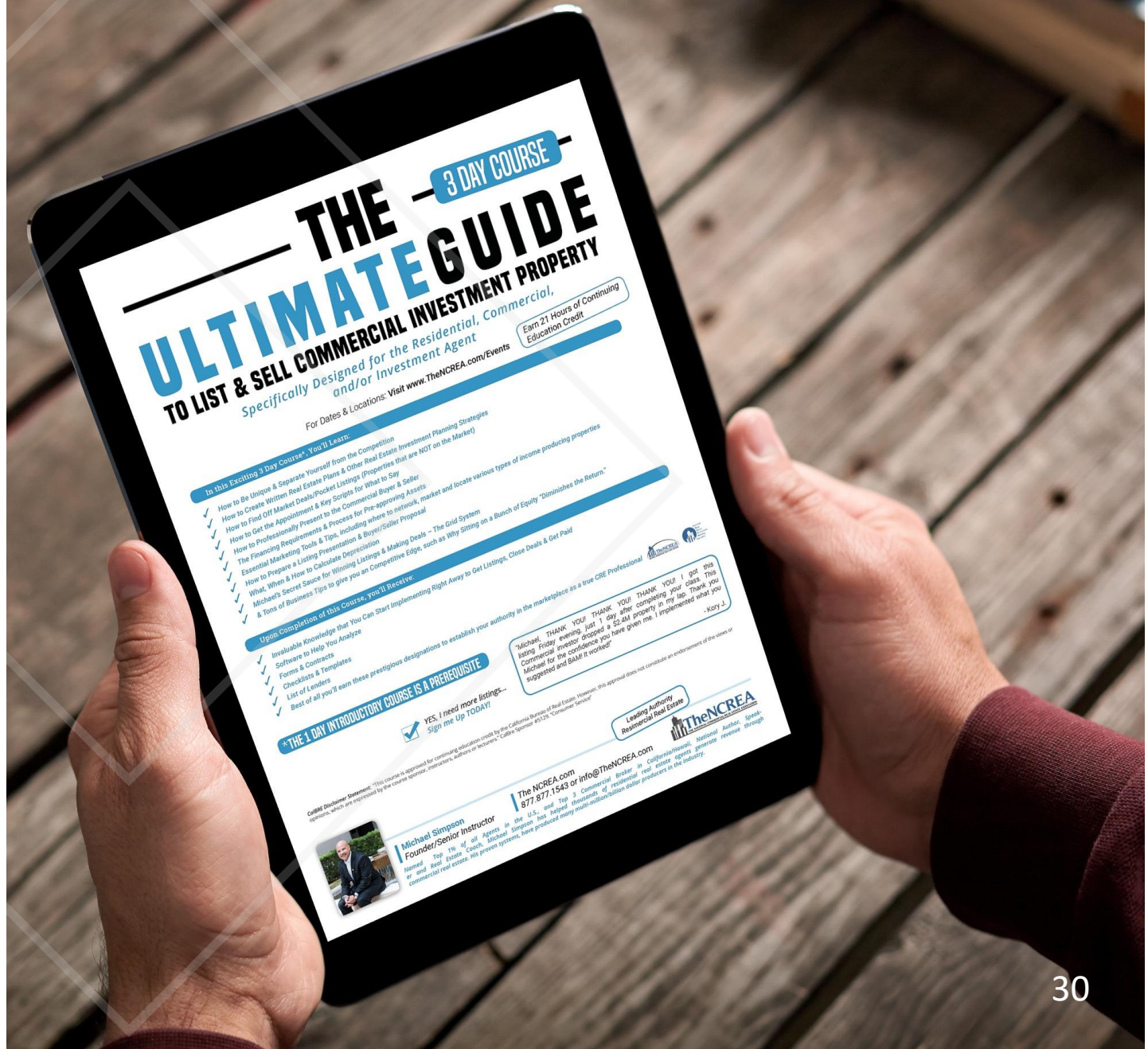
Michael Simpson
Founder/Senior Instructor

The NCREA.com
877.877.1543 or info@TheNCREA.com



Named Top 1% of all Agents in the U.S., and Top 3 Commercial Broker in California/Hawaii, National Author, Speaker and Real Estate Coach, Michael Simpson has helped thousands of residential real estate agents generate revenue through commercial real estate. His proven systems, have produced many multi-million/billion dollar producers in the industry.

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Founder/Senior Instructor

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See you at PART 2!

September 30th



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THANK YOU

See you at PART 2!

September 30th

Without limitation

The Ultimate Guide To How To List & Sell Commercial/ Investment Property

A Focus on the Numbers 102

Answer to the question “what is a good or bad Cap”

Review calculations

Identify opportunities/factors you will use

as an investor to identify a good deal

The 4 ways to determine value

Real world and hands-on Deal analysis

Analyzing deals for personal investment

And MUCH MORE!!!!!!

Questions?

ASK IN THE CHAT

OR SEND QUESTIONS TO:

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EMAIL MICHAEL'S TEAM: *TRAINING@THENCREA.COM*



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