



**NOREIA**

# New Orleans Real Estate Investor Association

## Meeting this MONTH



**Getting Rich in today's market  
with bank-owned foreclosures  
and  
'rent-smart' lease options"  
Presented by Andy Heller of  
Regular Riches**



Look inside for articles.....

### Inside this issue:

- New and Tidbits **2**
- Look who is new **2**
- Opportunity knocks **2**
- New Board Members **3**
- Real Estate Basics **3**
- NOREIA can help you **5**
- NOREIA MEMBERSHIP/  
GUEST PRICING **5**

### American Legion Hall

2431 Metairie Road  
Metairie, LA 70001  
(Between Causeway and Bonnabel )  
(504) 833-2800

Meeting is **June 17, 2010**

- ❖6:15 p.m. — 6:45 p.m.: Network-  
ing
- ❖6:45 p.m. — 9:00 p.m.: Meeting

### June, 2010

Sun	Mon	Tue	We	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	<b>17</b>	18	19
20	21	22	23	24	25	26
27	28	29	30			

## “Recommended by Fortune Magazine”

Saturdays are great days to watch some football, go shopping, attend kids soccer games, or rest up for the upcoming week. Every now and then comes an opportunity that can CHANGE YOUR LIFE...but first you have to change your schedule.

**Regular Riches**

REGULAR PEOPLE. TRUE RICHES.

June 26, 2010

On June 26, 2010, real estate expert Andy Heller will show you why TODAY'S real estate market is the best time EVER for investors, and this window of opportunity will be open only so long. In addition to explaining his Fortune Magazine recommended "Buy Low, Rent Smart, Sell High" strategy, Andy will conduct two seminars on how to calculate what to pay for properties when Buying Low, and How to Pick a Great Tenant. Highlights of this special opportunity include:

**Hans van der Kolk. Hans bought a business with the money he made from Andy's system, then returned to real estate investing last year and has already made \$168,000 on three deals!**

To register for this special event, please register today

at [Neworleansreia.com](http://Neworleansreia.com)

or call

**SPECIAL GIFT .... FOR ALL WHO PRE-REGISTER**



Real estate expert Andy Heller will show you why TODAY'S real estate market is the best time EVER for investors.

- Why Fortune Magazine recommended the Buy Low, Rent Smart, Sell High program
- Why today's COOLING market is a RED HOT opportunity for investors
- Buying Low: Learn about the untapped fortunes with bank-owned real estate
- What types of properties can you buy from banks?
- How to buy REOs BEFORE they are listed on MLS?
- How the "typical" lease options minimize, not maximize, an investor's profits
- How to make a fortune in real estate AND help your tenants at the same time
- How to sell for top dollar WITHOUT paying real estate commissions
- Achieve your REGULAR RICHES: Real estate fortunes for regular people... without the hassles

All attendees are recommended to bring a calculator and notepad.

## Look who is new...

*Success is to be measured not so much by the position that one has reached in life as by the obstacles which he has overcome.*

Please welcome the following new members:

- Pam Abide**
- Emmadell Anderson**
- Philip Clement**
- Scott Darrah**
- Rodnelle Hadley**
- Walter Hogan**
- Rachel Prampin**



Opportunity Knocks....

## OPPORTUNITY FOR YOU.....

Enjoy meeting people...want to learn more about real estate...what better way is get involved with our membership as a greeter during meetings or work our membership table at break to help assist new members.

We also have opportunities for you to volunteer to assist our membership director...for more information , please contact Larry

## “Being Rich is about more than Money”

Many people think that being rich is about having enough money to do whatever you want. However, these same people miss an IMPORTANT POINT. Having millions of dollars may make you “financially rich”. However you will have lived a “poor life”, if you were a “slave to money” and did not have adequate time for family, friends, and the many other enjoyable things life has to offer. The following stories illustrate this point.

### Jack’s Story

Shortly after Jack turned thirty, he married his college sweetheart. Jack was a sharp and thoughtful guy, as well as a meticulous planner. Jack saw all the layoffs happening in the corporate world, and wanted to establish a safety net for his upcoming family beyond the fragile sanctuary of his day job. He was determined to give his two kids a better quality of life than he had growing up.

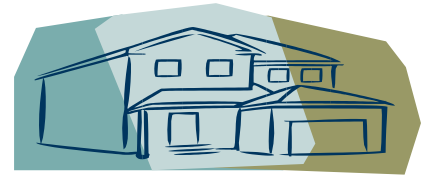
Jack invested in rental homes. He also bought a sandwich shop franchise.

Over the years, Jack did make money on his real estate investments. However, he also found some very unpleasant surprises. Tenant turnover was a big problem. Repairs and re-renting the properties were eating up much of Jack’s time with his family. Especially upsetting to Jack was the weekend and evening time these properties ate up. This was time he would rather have spent coaching his son’s sports team and watching his daughter’s theatrical productions.

The sandwich shop also made money. However, Jack was surprised at how hard it was to find dependable employees. Whenever an employee did not show up, Jack or his wife often had to fill in. Several times Jack had to cancel or postpone the family vacations due to employee issues.

Yes, in the end, Jack’s investments made “good money”. However, his investments had made a significant negative impact on his family life, as well as his ability to spend time with friends and on other things he loved to do. There was many a time when he wondered whether all the extra money was worth the sacrifices he made.

### Jill’s Story



“

## NOREIA can help you through our meetings, newbie meetings and networking to learn about...

Real estate is a "multidisciplinary" field. By that we mean you must master a number of academic disciplines to be competent in real estate, namely:

- the real estate law of your state
- federal income tax law
- property management
- real estate finance
- real estate leasing
- real estate sales
- real estate appraisal
- construction (in some strategies)
- securities law (in some strategies)

*NOREIA is there for you!*



Jill was an average student and never finished college. However, Jill had a lot of “common sense”. When Jill settled down, she decided that her family would not be dependent on corporate America for their long-term well being.

Jill worked for a few years in advertising, then got married and had three children. Even before marrying, Jill began investing in real estate. Jill marketed all of her homes as “lease/purchase”. She gave the tenant a locked in sales price, and three years to purchase. In exchange, the tenant assumed the repairs and maintenance responsibilities of the home. This trade-off worked for both the tenant and Jill. The tenant got a fair deal on the home, and Jill found that she was able to build up a nice portfolio of homes without the typical problems (a lot of time, energy, and headaches) inherent in most rentals. Because of her real estate success and ease of investing, she saw no need to consider other businesses (like a sandwich shop).

Jill made “great money” from her real estate investments. However, most importantly, Jill’s investments never took up a significant portion of her “invaluable and irreplaceable time” with family, friends, and her other interests. Best of all, she felt like she was living a “full and wonderful life”.

### **Regular Riches**

Sadly, we all know plenty of Jacks. People who seem to be a slave to the very investments that were intended to provide “freedom” for them and their families. The investors do their best job to rationalize with defenses, such as “I am doing this for my kids” or “one day this is going to pay off”. However, they often miss out on many of life’s most precious gifts....quality time with family, friends, and other interests.

We can speak from experience. We are “regular people” like you. We have always tried to live good lives, make an honest living, invest on the side, spend quality time with family and friends, take nice vacations, enjoy hobbies, and more.

When Scott met Andy in the late 1980’s, he was managing a portfolio of headaches (pure rental properties) that were eating up a lot of his time and energy. The money was pretty good, but it wasn’t making up for the hassles. Because of this negative experience, Scott almost decided to give up on real estate investing. However, both considered that the flaw may be with the system (landlording), not the investment category (real estate).

Over time we developed a model similar to Jill’s (lease/purchasing). After a combined more than forty years and approximately 100 properties, we can say that we have developed an investment strategy that minimizes our time, energy, and headaches, while it maximizes our profits. We’ve also developed an easy to use strategy for efficiently buying discount properties (more specifically, post foreclosures, aka “REOs”).

Some years, our side real estate investments have made more money than our individual successful careers, and this on an average of just 5 – 6 hours per week. More importantly, during this time we have enjoyed a higher quality of life with our families due to the financial freedom that comes with “smart investing”.

Don’t be a JACK! Life is so short, and it is not enough to end up with a huge pot of gold. Rather, be a JILL! It is more important to enjoy the journey of life along the way. This is what we refer to as “REGULAR RICHES”.

---

*What you need to be looking for is a mentor who has been down in the trenches, who has actually done what you are looking to do.*

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Put your investment to the following test, asking these five questions. Yes to 4 or 5 indicates an investment opportunity that has the potential to provide "Regular Riches", and worthy of further research and consideration:

Does the potential investment have the ability to get more lucrative and easier over time (greater profits, less time)?

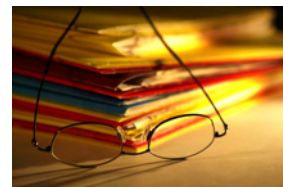
If examined on an hourly basis, will the potential investment produce returns of at least 3-4 times higher than the investor's hourly pay on his/her day job?

Does the investment have the ability to scale back (e.g. ease of exit strategy such as slowly sell off properties or a partner that is willing to buy out your share in a successful business)?

Does the investment opportunity produce passive income, where you could simply do almost nothing for many months and still collect big profits (regular rent checks, royalties, cash from an ongoing business)?

Does the investment opportunity have a good chance to be profitable during bad economic cycles?

*Andy Heller and Scott Frank have been investing in real estate for a combined more than 40 years. During this time they have bought, rented, and sold approximately 100 properties worth over 10 million dollars. They've done all this while maintaining successful careers in the business world. Today, their company, Regular Riches LLC, teaches their system of long-term wealth building with minimal time, energy, and headaches to new and established real estate investors throughout North America. Visit them at [www.RegularRiches.com](http://www.RegularRiches.com).*



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- construction (in some strategies)
- securities law (in some strategies)



NOREIA can help you...

# NOREIA VENDOR MEMBERS



## How to Get a **NOREIA** Classified Ad:

Classified Ads are available to Vendor Members only. Vendor membership provides for advertising in this monthly newsletter, promotion on our NOREIA website as a vendor member, ability to promote on our vendor member tables at the monthly General Membership meetings, as well as a chance to speak before our Association members. If you have a real estate related business, you should seriously consider becoming a vendor member. *It's cheap, and effective.* See the vendor membership section of our website, [www.neworleansreia.com](http://www.neworleansreia.com), to view different levels of participation as a vendor member. All vendor classified ads must be 50 words or less. Classified Ads may not be changed once submitted. All ads expire and are removed at the end of the vendor member

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New Orleans, LA	TBA	8,014	Tax Title Sale
Walla Walla, WA	TBA	8	Tax Deed Sale



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Whatever the motivation, [we welcome and ask for your assistance on the subcommittee and/or board level](#). We are solely an organization of volunteers. Dues are kept at a minimum, due to the men and women who pitch in and help. We hope you will be one of them. Every smallest effort helps! If you would like to serve on any committee, please contact the board member in the area of your choice!



New Orleans Real Estate Investor  
Association  
P. O. Box 8064, Metairie, LA 70011



N.O.R.E.I.A. is an open, evolving organization. We welcome new participation on the board level. Board members are not paid. Their service to the association is pro bono. They can expect to donate approximately ten (10) hours a month to fulfill their respective tasks.



Many people who help the association by volunteering for different subcommittees, though, have no aspiration for becoming a board member some day. Many are just looking to give something back and help out. Many are looking to work more closely with the board member in charge of the subcommittee. Others are just looking to earn some NOREIA BUCKS!

**Stop wasting your networking time at the meeting and *Renew from home!***

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## Our 2010 Board Members

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**Vice President — Linda Locascio**

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