

From
Commissions
to Legacy:

THE REVENUE LAB

Asset Stacking for
Long-Term
Freedom



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THE PROBLEM AND THE PROMISE

The Problem

Not having passive income or a retirement plan as a real estate agent.

The Promise

Having passive income or a retirement plan that allows you to put selling real estate on the back burner when you want to “retire” from real estate.

The Strategy

Using your commission to buy stacked asset real estate to keep you afloat when you aren’t generating income.



“Commission income is temporary, passive income is durable.”

Asset Stacking



Assets:

- Active Income
- Controlled Assets
- Yeilded Assets
- Brand Assets
- Legacy Assets

Opportunity

Leverage these assets to do the following:

- Brand equity
- Community Involvement
- Donations
- Tours
- Income Layering
- Destination Real Estate



Only Eight Years In

2 Buildings with 3 different kinds of income and a Family farm that is turning into the next venture.



Leasing my OWN Future

Before starting to rent on my own, I got the first right of refusal from the previous owner. And today I own and rent!



You Will Always Remember

You will always remember how I made you feel, whether you worked with me in Real Estate, stayed with me in a short-term rental, or are one of my long-term tenants. It's about the experience.



Destination-Based Real Estate

This is how I do what I do to make you feel a certain way, with design, luxury, welcoming, homey, hit you in the feels! This is what created the referrals in all 3.

“Start small, start slow, start intentionally.”

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PRACTICAL APPLICATION



Stabilize Predictable Income

Buy a Control Asset

Stack Income Streams

Brand the Assets not Just the Businesses

Add Systems so it Can Operate Without You

"I'm not preparing for retirement, I'm Designing Freedom."

Vendors

using local vendors and contractors that I have used in my real estate business for cleaning, repairs, updating, maintenance, etc.

Software Platforms

Guesty, VRBO, Airbnb, Social Media, getting professional photos and a virtual tour done.

Word of Mouth

Social Media

Local Chamber Membership

Local Events

I host events at each one of my buildings every year to show off the properties and their uses.

Donations

Tours

Accountant

My Time Each Month

I do not spend a lot of time on or in my properties unless it is my real estate office, where I base my team out of.

My monthly/yearly duties are: deposits in collecting rent, paying bills, keeping an eye on the STR calendar for cleanings, and what I enjoy most is decorating and updating each season.

“Legacy isn’t built fast, it’s build deloberatly.”

Key Steps

Earn the \$

Save the \$

Open and deposit into

High-Yield Savings Accounts

Identify Purchase Opportunities

*Always keeping an eye on the market and trends)

Get Financials Together

Meet with Lender

*Be Ready for the PITA

SERIOUS Conversation with

Financial Advisor

Worksheet

What amount of cash do I need to

earn and **save** each year to

purchase one building just to start?

The Formula

You will need to put down 20-30% on this kind of loan or go all cash. (varies per bank/lender)

\$600,000 Sales Price

25% Down in Cash = \$150,000

What will I need to sell to get there?

My average sale price is?

\$ _____

My average commission is?

\$ _____

The number of transactions that I need to close to save \$150,000 in cash is = # _____

*This is ABOVE and BEYOND the everyday costs of selling real estate and your brokerage fees.

Opportunities

Quarterly P and L Statements

Find Cost Savings in Expenses

Look for More Opportunities to Generate More Business

Create Trusts

Write Your Own PA

Threats

Paying for Leads Instead of Using Your Database/SOI

Time Suckers/Tire Kickers

Not Having Daily Goals and Habits



Buildings that need too much work.

Interest rates tend to be higher.

Commercial loans tend to be ARMs, so you have a balloon payment at 5/10 years.

Check with local/city authorities to see what is allowed or can be changed.

Verify Zoning and what's Legally Permitted.

Research restrictions for rents and programs.

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SINGLE NEXT STEP

SCAN

“Tools don’t build legacy, decisions do.”

Thank You

White Glove Service!

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