

Establish Life Goals

- What do you want in these core areas of your life? *(be specific)*

Career / Biz

Health

Spiritual

Relationships / Family

Education / Knowledge

Fun / Pleasure

Financial

Public Service

REI Litmus Test

- Your REI goals and biz should match your life goals to a “T”

Buy and Hold

- Cash flow
- Passive income
- Long-term wealth
- Less marketing / leads
- More potential for liability (not if you lessen it properly)
- Less deals
- Tenants

Wholesaling

- Cash flow
- Active income
- Short term wealth
- Must produce constant stream of leads
- Great marketer
- Must close constant stream of deals
- Build buyers list

Rehabbing / Flipping

- Cash flow
- Active income
- Short term wealth
- Constant stream of leads
- Constant stream of deals
- Have knowledge of construction
- Great marketer