

THE REAL ESTATE INVESTOR'S GUIDE

Your Path to Building Wealth
Through Real Estate

KIEARA BRAXTON

REALTY ONE GROUP
UNIVERSAL

Welcome to the world of real estate investing. This guide is designed to help you navigate the journey of becoming a successful investor with clarity, confidence, and proven strategies.

Why Invest in Real Estate?

- Stability & appreciation over time
- Passive income potential from rentals
- Portfolio diversification for balance
- Hedge against inflation and market volatility

Types of Real Estate Investments

1. Residential Rentals (single-family, multifamily)
2. Airbnb & Short-Term Rentals
3. Fix & Flip Properties
4. Commercial Real Estate
5. Out-of-State/Turnkey Investments

The Investor's Process

1. Define goals (cash flow, appreciation, quick flips)
2. Get financing in place (conventional, hard money, business credit)
3. Analyze markets (location, growth potential)
4. Run property analysis (ROI, Cap Rate, Cash-on-Cash)
5. Secure property & perform due diligence
6. Plan exit strategy (hold, flip, refinance, 1031 exchange)

Key Metrics Investors Must Know

- ROI (Return on Investment)
- Cash Flow (monthly income minus expenses)
- Cap Rate (property income ÷ property value)
- ARV (After Repair Value for flips)
- NOI (Net Operating Income)

Risks & How to Mitigate Them

- Vacancies → Screen tenants & set reserves

- Market shifts → Diversify & plan long-term
- Repairs → Budget for maintenance and updates
- Financing risks → Use LLCs & secure funding sources

Tips for First-Time Investors

- ✓ Start small and scale smart
- ✓ Work with investor-friendly real estate agents
- ✓ Don't skip inspections or appraisals
- ✓ Use property managers when scaling
- ✓ Leverage tax advantages (1031 exchange, depreciation)

Your Investment Journey Begins Here

Real estate investing is more than a financial strategy—it's a wealth-building lifestyle. With the right guidance, your journey to building a real estate portfolio can be seamless, rewarding, and tailored to your vision of success.

Ready to Invest?

Contact Kieara Braxton today for your private investor consultation.

 Phone: 227-268-2071

 Email: kieara.braxton@yahoo.com