



**FINANCIAL POISE WEBINARS  
REAL ESTATE INVESTING DUMBED DOWN -  
SO YOU WANT TO BE A LANDLORD? 2017**

Sponsored by: EisnerAmper

**SERIES OVERVIEW**

Wouldn't it be great to be a landlord, rather than a tenant? All you have to do is collect money and deposit into your bank account. Not only that, since the value of real estate never goes down, after a few years, all you have to do is sell it and you can live the life of Riley. Not so fast. The reality is, nothing is ever as simple as it looks. With income property ownership comes all sorts of responsibilities, issues, concerns and problems. Most of these can be handled if you are knowledgeable and prepared up front. This webinar series is designed to get you started on the road to wealth and financial security using the tremendous opportunities of commercial real estate. But be wary, there are bumps in the road. Each episode is delivered in Plain English understandable to business owners and executives without much background in these areas. Yet, each episode is proven to be valuable to seasoned professionals. As with all Financial Poise Webinars, each episode in the series brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. And, as with all Financial Poise Webinars, each episode in the series is designed to be viewed independently of the other episodes, so that participants will enhance their knowledge of this area whether they attend one, some, or all of the episodes.



## EPISODE SUMMARIES

### EPISODE #1

**Landlord-Tenant Law Made Easy**  
September 26, 2017 at 2pm CST

What's the saying about "the best laid plans of mice & men?" No matter how hard you plan, no matter how much due diligence you do, something always goes wrong. Disputes happen between landlords and tenants, for many reasons. This webinar explores the areas most ripe for dispute, how landlords can try to protect themselves ahead of time, and the common law applicable to a number of the most common situations.

### EPISODE #2

**Leases Deconstructed**  
October 24, 2017 at 2pm CST

Landlords have a differing perspective from tenants. They want to be bothered as little, and receive as much rent, as possible with the fewest costs. Tenants want to know that they are getting the type of space/property that will maximize their productivity at the lowest cost possible. Neither party wants any surprises during the term of the lease. A well-constructed lease provides a considerable level of certainty in a relationship that is inherently in some conflict. In this webinar, we break down a number of key provisions of commercial leases in an effort to help you anticipate and prevent potential problems.

### EPISODE #3

**Green/LEED Building Opportunities**  
November 28, 2017 at 2pm CST

The green movement is beginning to pick up steam and many buildings and landlords are starting to make modifications to their property to take advantage of the economic and marketing benefits associated with have a green building. But what does having a green building *mean*? This webinar explores what it takes to be "certified" as a green building and how to structure your leases in green buildings, how to maximize the effectiveness of your green strategy, and how to get your your tenants and their employees to buy into the program.