



## **FINANCIAL POISE WEBINAR SERIES REAL ESTATE INVESTING MADE SIMPLE 2018**

### **ABOUT THIS SERIES**

Real estate has always been a popular asset class for investment. After all, as the adage says, “they’re not making more of it.” Investors considering making an investment in real estate have a variety of choices: retail, office buildings, industrial, raw land, and, of course residential. More and more investors are turning to the real estate market to invest their funds. This Financial Poise webinar series covers several types of real estate classes that one may choose to invest in, explaining where to look for opportunities; how to diligence them; possible funding solutions; and best practice for execution.

As with every Financial Poise Webinar, each episode is delivered in Plain English understandable to investors, business owners, and executives without much background in these areas, yet is also valuable to attorneys, accountants, and other seasoned professionals. And, as with every Financial Poise Webinar, each episode brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. 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 episodes.

### **About Episode #1**

#### **Investing in Residential & Multi-Family Real Estate**

March 19, 2018 at 2:00 PM CST

Apartment buildings and other residential and multi-family housing can provide a stable income to an investor. This Financial Poise webinar discusses some of the pros and cons of being a landlord. It provides a basic overview about how to find and assess opportunities, obtain financing, negotiate a deal, and manage a multi-family investment. The accounting, tax, and legal aspects of being a landlord are part of the discussion.

This webinar is delivered in Plain English, understandable to you even if you do not have a background in the subject. It brings you into an engaging, even sometimes humorous, conversation designed to entertain as it teaches. And, it is specifically designed to be viewed as a stand-alone webinar, meaning that you do not have to view the other webinars in the series to get a lot out of it.



### **About Episode #2**

#### **Investing in Commercial Property**

April 23, 2018 at 2:00 PM CST

Before taking the plunge into commercial real estate investing, one should have a clear understanding of how to select the right location, preferred type and class of property, what due diligence to do, how to secure financing, how to negotiate a deal, and how to manage the property going forward as a commercial landlord. This Financial Poise panel explains the process from looking for the investment, to contract, to closing, and beyond.

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### **About Episode #3**

#### **Investing in Real Estate through Equity Crowdfunding**

June 11, 2018 at 2:00 PM CST

Real estate is one of the most tried and true asset classes one can invest in existence. Crowdfunding on the internet, in contrast, is a new technology that didn't exist just a few years ago. Yet, it is already facilitating significant investment activity each year. And with at least 85 real estate crowdfunding platforms already in existence, the activity is poised to keep growing. Should you invest in real estate through one or more crowdfunding platform? If so, which one? And if you do, how do you decide which specific deals to invest in? This Financial Poise webinar walks you through objective answers to these questions in plain English.

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