

MAY
2022

Peak Possibilities

Your Monthly Guide to Informed Real Estate Decisions



Investment Community of the Rockies
— COLORADO'S REAL ESTATE INVESTORS ASSOCIATION —

6795 E. Tennessee Avenue
Suite 401
Denver, CO 80224
970-682-4267
icorockies.com

Table of Contents

Page 2

May @ ICOR

Page 3

Staycation for Urban
Market Renewal

Page 4

"Buy Term Insurance
and Invest the
Difference"... True,
Misleading, or False?

Page 5

Building Cañon City

Page 6

Size Matters

Page 7

Why Investors
Are Settling For
Negative Cash Flow

Page 8

What is an Insurance
Property Inspection?

Page 9

Out of State or....
Out of Your Mind?

Page 10

Over \$99 Billion Sold

Page 11

Rapid Cash Generator

Page 12

What is a Beneficiary?
And Other Important
Questions

Page 13

ICOR Business
Member Directory

Short-Term Rentals: Uniting Vacation & Urban

By Elizabeth Sickels

The traditional vacation rentals have been in business for 50+ years, think beaches, ski resorts, etcetera. These professionally managed properties have had their systems down. Running like a well-oiled machine and reaping the benefits of their hard work. Then in 2008 these three punks from San Francisco were out of money and needed to make some cash. Who knew renting out an air mattress would turn into a \$30 billion plus valuation in less than a decade?

Airbnb was dismissed heavily by the traditional vacation rental companies, then competition came into play. Airbnb and VRBO (although VRBO doesn't have the market presence of Airbnb) let any Joe Schmo become a host. No experience needed, none. Take some pictures, set a rate and post your property. Done. The floodgates opened and guests were booking.

Short-Term Rentals Go Mainstream

Coming out of the 2008 recession, real estate became a hot investment strategy for the average person. The economy was growing, unemployment continually decreasing, extra money was abounding. The rise of the entrepreneur was becoming a status symbol instead of being crazy, not wanting to work for a corporation and have that security. The gig economy was born as well, allowing free spirits and those with different life goals to after it.

As short-term rentals became accepted in true vacation areas, it morphed into the urban market and your neighborhood. That eventually led to a rub between the professionally managed properties and those that are, well, let's just say not professionally managed. As the urban market opened more and more to both

vacationers coming to see family, friends or visiting the location, to business folks – it evolved into a whole new sector.

Identity Crisis for Short-Term Rentals

Eventually the discussion became "who are we as an industry"? Are we vacation rentals, or are we short-term rentals? Where does the "urban rental" play into this? There is some bias as to the true vacation rental destinations and the urban destinations. And yes, Indianapolis is an extremely popular urban destination!

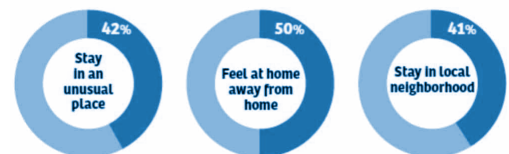
Join ICOR
May 10th – 12th
from 6-8:45 pm
Investing in Short Term
Rentals: "Making Up to
3x Rental Cashflow"

There are money hungry people in every sector of life. And people who could care less about standards, reputation, or just doing the right thing. That is no different in the short-term rental industry. Now is the time in our industry to come together, no matter what type of properties you manage. We have such a great

opportunity to stand even further apart from properties that are not professionally managed. Including hotels, motels, and every other form of nightly accommodations.

FIGURE 30
**Seven in 10 millennial business travelers
want to stay in local host rentals.**

These are the reasons why:



source: Data from Condé Nast Traveler.

Continued on page 2



MAY MEETING INFORMATION

May @ ICOR

May 10th – 12th from 6 to 8:30 pm Investing in Short Term Rentals: “Making Up to 3x Rental Cashflow”

There are 650,000 Airbnb hosts worldwide, competing to book about 43.3 million travelers on the platform. Less than 7% of hosts qualify as “Superhost”. Less than 0.04% of those hosts have been invited into the Airbnb Plus program.

After the past two years, you may be asking yourself do I invest in long term rentals, short term rentals, corporate rentals, traveling nurses, or the any of the other options that would allow you to not only diversify your rental portfolio but TRIPLE your rental income through all the varying types of short term rentals (or STR, Airbnb’s, vacation rentals, etc.).

There are tons of things to take into consideration when looking to invest in STRs including:

- Evaluating and identifying ideal properties
- Understanding local laws, regulations, and possibly licensing
- Setting up your short-term rental business
- Operating your business
- Marketing and booking your short-term rental

AND all the small things you might not be thinking of that make you and your STRs stand out and maximize your cashflow!

**For full details or to register visit
www.icorockies.com/events**



Colorado Springs

Tuesday, May 10th

Hyatt Place Colorado Springs
503 Garden of the Gods Rd West
Colorado Springs, CO 80907



Denver

Wednesday, May 11th

PPA Event Center
2105 Decatur St
Denver, CO 80211



Northern Colorado / Fort Collins

Thursday, May 12th

C.B. & Potts
1441 E Horsetooth Rd
Fort Collins, CO 80525

Short-Term Rentals: Uniting Vacation & Urban

Continued from page 1

A Call for Inclusion

Our passion for the guest, for our client (the property owner), our team, the commitment to cleanliness, safety, and providing unique interiors and locations truly let us stand out. No matter where your properties are or what you consider your space in providing overnight accommodations, let us include all of those who have a passion for our industry. We are here to host our guests, and what an honor it is.

Join ICOR in May as we welcome Elizabeth Sickles to discuss the investment and hospitality side of short-term rentals, how it compares to long term rentals, and the nuances that will allow you to triple your cashflow from one door. For more information visit www.ICORockies.com/monthly-meetings

May Meetings

Colorado Springs

In Person
Tues., May 10th,
6 PM-9 PM (MDT)

Denver

In Person
Weds., May 11th,
6 PM-9 PM (MDT)

N.CO / Fort Collins

In Person
Thurs., May 12th,
6 PM-9 PM (MDT)

Subgroups

Join these topic-based communities of like-minded investors, share “Haves & Wants”, network and learn in small groups.

Beginner Investor Subgroup

Virtual
Thurs., May 5th

Canon City Market Tour

In Person
Sat., May 7th

Short-Term & Vacation Rental Investing Workshop

In Person
Sat., May 14h

Rental Property Subgroup

Virtual
Weds., May 18th

**Find out more and register online
at www.ICOROCKIES.com/events**



Staycation for Urban Market Renewal

Now is a fantastic time to be in the vacation rental/short-term rental space. Indeed, I know that sounds crazy. We've never had cancellations like this or even close. Prior to COVID-19 we only processed about 15 cancellations in a 3-year period. That all changed starting March 11, 2020. However, there is always a silver lining and always opportunity.

Part of our growth plan was to move outside of Indiana to include destination accommodations for our guests. We are currently 100% urban. All the short-term rental homes we host are in the city of Indianapolis. As more and more conventions and business travel became restricted or cancelled, it was looking bleak for our team.

Last Saturday night was the first time ever we did not have a guest. Our policy requires a two night minimum and we're always booked for the weekend. There's a new tide coming in though, finally! As the financial impacts of layoffs, furloughs, and closings are starting to hit, we are seeing an uptake in reservations. This weekend we have 5 properties booked.

Locals that Staycation Support Local Business

Four of our sets of guests are locals, just needing a quick getaway during the quarantine. I think we're going to see more and more of this. Locals will be our guests for a while. Whether you're in a destination market, beach, ski area, or urban. Which is great for all of us who host and manage. There is plenty to go around because people will need "a getaway" no matter where they live. Even if it's just a few blocks from home.

And this is where your local, professional property managers are going to make their mark. My team is all local, we love Indy, we love hosting. It shows in how we treat our clients (property owners), guests, staff, and all of Team EM (supply, cleaning, maintenance, lawn care, the list goes on and on). Our guests knew that before. Moving forward, they will know and feel that passion more than ever!

If your family or someone you know needs an Indianapolis staycation, please don't hesitate to contact us. We're also here for any college students, quarenteams, health professionals, or first responders in need of a change of space.

SATURDAY, MAY 14, 2022 | DENVER, CO | 9AM - 1:00PM

Short-term & Vacation Rental Investing Workshop

There are 650,000 Airbnb hosts worldwide, competing to book about 43.3 million travelers on the platform. Less than 7% of hosts qualify as "Superhost". Less than 0.04% of those hosts have been invited into the Airbnb Plus program. What if you could open your vacation rental business with the basic knowledge needed to start at the top right away?

Elizabeth Sickels is joining us on Saturday, May 14th to outline the items you need to know and understand to successfully start your vacation rental business with confidence. Or, to optimize your current business. Just a few of the topics she will be sharing so you can leverage the knowledge of an Airbnb Superhost.

- Evaluation
- Design & Furnishing
- Client Acquisition
- Guest Hospitality
- Systemization
- Business Development
- Regulations & Taxes
- Expert Guidance

Register early to take advantage of early bird pricing and as always. ICOR Members save at least 50%.



REGISTER AT

www.icorockies.com/events/your-short-term-and-vacation-rental-business

\$99 for Members and

\$149 for Non Members



PRIVATE BANKING SYSTEM EXPERT

OLIVIA MCGRAW / OMCRAW@UNBRIDLEDWEALTH.COM / UNBRIDLEDWEALTH.COM

“Buy Term Insurance and Invest the Difference”... True, Misleading, or False?

Common financial advice from prominent figures says “buy term life insurance and invest the difference.” As a life insurance broker, I cringe, for several reasons, every time I hear this statement. In my opinion, this statement is misleading at best.

Let's start with why this appears to be true. Traditional permanent life insurance is expensive. It is commonly seen as something only accessible and necessary for the wealthy. The wealthy often only view it as only an expense, and consider their personal assets as enough inheritance to pass along to the next generation. So why “waste” money on something not needed? Term insurance is inexpensive for a defined period of time, and will cover outstanding debts should the worst happen while the insured is young. However, 98% of term insurance never pays out. This is great news! It means that 98% of those insured live beyond the term of coverage. This is also why it is inexpensive. Don't get me wrong. There is a place for term insurance. I personally have a term policy, however, my plan is to convert it into a permanent policy in the near future. That's because I know something the financial gurus don't... how to properly structure a permanent policy.

The above adage is misleading because it does not understand how to properly structure a policy. A properly designed permanent policy will cash flows early, contain significant tax advantages, and give the policy

owner the ability to use the money in more than one place. My husband and I already own one of these. While we are covering our family if the worst happens, we also have access to the premiums. After only having our policy for a year we used the cash value in our policy to buy our car. Then without even fully paying back our policy loan, we've taken out another loan to purchase an investment property. The best part is that while we are paying off an amortized policy loan, the entire cash value in our policy grows, at compounding interest, as if we never took out the money. This is what the gurus do not understand.

Advising the masses to simply buy term insurance and invest the difference is a catchy phrase but ill-advised if you understand how, and are able, to make money in more than one place. Why pay a pure expense of term insurance when you could make money in a policy and in other investments? This is why many call a properly structured permanent insurance policy the “And Asset”.

Many of our clients are taking advantage of one of the best kept financial secrets. They are using their money both inside their policy that has guaranteed returns, and outside, which exponentially increases their profits. Savvy investors take the time to understand how and why this works. The question quickly changes from “how little does it take to get started” into “how much can I get into the system ASAP?”!



WHAT'S STOPPING YOU?

Your real estate strategy may be missing this game changer

SCHEDULE A CALL

(303) 957-9175



UNBRIDLED
WEALTH

Building Cañon City

and how Infinite Banking helped build it

Sponsored by ICOR

Presented by Unbridled Wealth

Saturday, May 7, 2022

9am - 1:30pm

Join us at we tour a small part of the city with Entrepreneur and business owner, Stan Bullis, as he shows us how he acquired over 100,000 square feet of real estate and continues to bring Cañon City into a new Golden Era.

You'll also hear from Business Owners, Real Estate Investors and Wealth Strategists, Jason K. Powers, Olivia McGraw and Jonathan Wield, how a little-known financial tool played an integral role in all that was acquired.

In addition to the tour, we will sit down for lunch at Unbridled's farm-to-table restaurant, Fremont Provisions.

During our meal, we'll look closer at the ins and outs of these real estate developments and show you how you can take advantage of the lucrative financial strategy that underpins them all. When this strategy is combined with real estate, it can accelerate your pay down on properties, create greater cash flow over time, reduce your taxable burden, all while building up a cash flow system that can last for generations!

**Register at icorockies.com/events
or click on the QR Code!**





FINANCE EXPERT

TADD JONES / TADD@BOOMERANGCAPITAL.COM / BOOMERANGCAPITAL.COM

Size Matters

There is no doubt that rising rates are having an impact on housing demand. As rates rise, payments go up and therefore homes become less affordable. In commercial markets, the building or project price usually follows lower. Whereas, the residential market frequently marches to the beat of a different drum, as is the case right now.

Two things about these phenomena are worth examining. First, why the disconnect exists and second, if the same effect is happening equally across the entire spectrum.

First, why does the disconnect exist? Millennials are buying their first homes, and there's a lot of Millennials out there. This type of displacement has happened before, in the 70's when those Boomers were buying their first homes. As the Wall Street Journal points out: "It isn't as if the housing market hasn't weathered a significant increase in rates before. In the 1970s mortgage rates doubled. And yet, over the decade ended in 1979, the number of total homes rose by 25%—then the result of a boomer push for homeownership."

As can be expected, this large group of Millennial buyers creates some disparities. In February 2022, we wrote about this, in this very publication. We pointed out that prices were rising fastest among the lower priced homes. However, now we see those rates rising, and homes becoming less affordable; so cold water is thrown on everything, right?

Looking at the data from the National Association of Realtors shows that this is not actually the case. Average 30-year mortgage rates started climbing at the beginning of the year. When existing home sales for February 2022 were announced on March 18, sales were down 7.2% and a view at pending home sales showed that the cooling seems to be continuing. Those sales are broken down in a number of different ways, and we can get a better overall picture of these trends by looking at the sales statistics by size.

So, indeed sales slowed significantly, but only at the low-end of the market, among homes in the \$0-100K and \$100-250K range. Among those homes that are below the average price, representing about one third of the market, sales were off almost 25%.

Looking even deeper reveals that those homes have not been in demand for some time and are not subject to the supply constraints that hamper the homes that are in demand in the higher range. In fact, as the NAR points out: "Pending transactions diminished in February mainly due to the low number of homes for sale," said Lawrence Yun, NAR's chief economist. "Buyer demand is still intense, but it's as simple as 'one cannot buy what is not for sale.'"

Looking at the homes below the median price, supply is not an issue, with homes below \$100,000 in fact sitting on the market twice as long as homes that are over a million dollars. And the homes that are most subject to supply constraint seem to be the median priced homes, which is consistent with the first-time buyer push.

Bottomline, it's not so much that there aren't enough homes, per se, it's that much of the current housing stock is just not desired in this market. Part of that is location, certainly, and another part is the size and features in these homes. The mid and upper-end of the housing markets are very different from the low-end, with buyers in those upper-brackets having good income growth and strong savings. Indeed, it appears we have a two-tiered market, with the dramatic headlines heralding a housing crash being driven by what is happening at the low-end, while the mid and high-end markets seem well protected at this time.

1 <https://www.wsj.com/articles/rising-interest-rates-will-shift-housings-foundations-11648119600>
2 <https://www.nar.realtor/newsroom/pending-home-sales-dwindle-4-1-in-february>

% Change in Sales from 1 Year Ago						
Region	\$0 -100K	\$100 -250K	\$250 -500K	\$500 - 750K	\$750K - 1M	\$1M+
U.S.	-16.4%	-26.1%	2.8%	23.5%	24.1%	21.2%

Median Days-on-Market on Sold in February 2022						
Region	\$0 -100K	\$100 -250K	\$250 -500K	\$500 - 750K	\$750K - 1M	\$1M+
U.S.	28	13	9	10	11	14



Why Investors Are Settling For Negative Cash Flow

The time was 2015 and prices of homes were around \$300,000. You locked in your interest rate for under 4%. Life was good. Rents were continuing to climb, making your cashflow grow more and more. It was financially irresponsible not to buy real estate.

Fast forward 7 years and the average home price is closer to \$700,000 and interest rates are flirting with 6%. Rents have continued to climb, but not quite enough to justify these new payments. Welcome to the era of negative cashflow.

So why hasn't the market slowed down? Why are investors still buying? Does it still make sense?

Let's dive in, starting with defining cashflow! Cashflow is the rental income that is left over after you have covered all your payments and expenses: mortgage, homeowner's insurance, taxes, maintenance and repairs, utilities (if not covered by renter), property management (unless you're self-managing) and other expenses. You're cash positive when you have leftover income piling up in the bank. If you are breaking even that means you are covering all costs, but not making any money on top of that. Negative cashflow means the rent doesn't cover your payment and expenses, and some of that will have to come out of your pocket. So, why would you ever buy a deal that has negative cashflow? Why would you direct a portion of your monthly income into a 401k plan? Savvy investors are realizing that purchasing a property with negative cashflow can easily be justified by its rapidly appreciating value. What

is the difference between throwing a few hundred dollars into the stock market and throwing it into real estate? One of those investments is going to drastically help you during tax season, and one of them may give you a heart attack due to volatility.

If you have been around the block long enough, you understand that interest rates are just a point in time. If you want to drastically lower your monthly payment, acquiring a low interest rate is key. So, when you purchase a property today, you know that you may have a higher interest rate for the time being, but when they go back down, you can refinance and reduce that payment. If your plan of attack is to wait for interest rates to go down, you will have missed out on missed out on years of potential appreciation, debt reduction, and tax benefits.

Leveraging your money to build wealth can only happen when you give it time. The more time you allow your investment to grow, the more money you will make. Cashflow is not the end all and be all of real estate investing. It is merely a piece of the pie. Sacrificing one stream of income to use real estate as a wealth building tool should not be overshadowed by growing wealth through appreciation, debt reduction, and tax benefits.

All in all, interest rates are high. Purchase prices are high. Risk may even seem high. However, I would STILL argue that NOT investing in real estate is an even greater risk. Don't sit on the sidelines. Calculated risk can lead to great reward.



ATLAS
REAL ESTATE

Property Management By the Numbers

3,200

UNITS CURRENTLY
MANAGED

98%

OCCUPIED &
COLLECTED

10

AVERAGE DAYS
BETWEEN RESIDENTS

4

CONSECUTIVE YEARS
VOTED BEST OF
COLORADO



0

MAINTENANCE
UPCHARGES OR
HIDDEN FEES

cory@realatlas.com | 303.242.8980 | realatlas.com



INSURANCE EXPERT

EVE HOELZEL / EVE.DSTANSFIELD@FARMERSAGENCY.COM / EVEINSURANCECOLORADO.COM

What is an Insurance Property Inspection?

When a real estate investor purchases a new rental property and finds a proper insurance policy to provide coverage, the insurance carrier will then continue the process with an inspection in the first 30 days of submission. A property insurance inspection for residential or commercial buildings will assess the replacement cost, identify any risks to correct, and confirm eligibility for the insurance carrier's terms and conditions.

A property insurance inspection benefits both the owner and insurance carrier. It can give a property owner peace of mind that the structure's conditions are safe for an investment property and that it has been accepted by the carrier to provide coverage. In some situations, the inspector could reveal unknown pre-existing damage or a liability risk for the property owner. The owner must then correct the issues within a specified deadline. The average time limit to correct these results after an inspection is 30 days.

Depending on the dwelling limit, the insurance inspection may consist of an exterior and interior inspection. High value homes often require an interior inspection to reassure the properties' high-end features and value. However, most rental properties only require an exterior inspection to look at the property's conditions and current materials. The inspector will look at the roof, siding, chimney, entrance and windows. Other potential hazards would include trees, damaged sidewalks, or driveway debris etc. The inspector will document these results and take photos to complete the report.

Each carrier's inspection list varies, but below are some of the most common items the inspector will be looking for:

- Dwelling conditions
- Age and type of roof
- Type of siding
- Number of floors
- Type of foundation
- Cracks on foundation
- Number of units if multifamily
- Occupancy

After you have signed and submitted your new insurance application, your agent should notify you of the upcoming inspection. That way you can be prepared prior to the inspector arriving, it is highly recommended that you assess the following areas:

- Roof for any loose or missing shingles.
- Gutters are secured to the home properly and clear out any debris.
- Trim any overhanging branches or dead limbs that could present a hazard to roofing or other parts of the home.

- Remove any remodeling debris
- Assess any other potential hazards.

If your real estate property does not pass the inspection and you disagree with the inspector's decision, you can meet with your insurance agent to discuss the failed inspection further. There are situations where the inspector makes a mistake and assesses another property. Your insurance agent can request a second inspection (in most cases) to fix the misunderstanding or may be able to send updated photos to the underwriter.

When the insurance carrier cancels an insurance policy due to a failed inspection, you should have an average of 30 days to discuss the cancellation with your agent, there will be three options:

- Make the necessary repairs within the time frame given by the carrier.
- Dispute the unfair cancellation with a complaint with the Division of Insurance.
- Shop for a different insurance company (please remember you will have another inspection with the new carrier).

Any concerns regarding the property insurance conditions, occupancy, or type of ownership should be addressed with your agent to avoid having any issues with the insurance inspection and eligibility. I personally have been an insurance agent for real estate investors for several years and would be happy to answer any questions potential investors might have. Please feel free to reach out to me anytime!

Sure, you have a roof over your head, but do your investments have the right coverage?

How can I help? Let's set up a time to review your policies!
Your Investment Insurance Specialist,
Eve Hoelzel, Licensed Agent Producer

970.217.8019
eve.dstansfield@
farmersagency.com
www.eveinsurancecolorado.com





Out of State or.... Out of Your Mind?

Yes those were the exact words a prospective client said to me about a month ago on a Zoom call. I thought it was pretty funny considering I had just ran through the numbers with her showing her how we can take her from a 1.2% return that she currently was making on her Denver area property to an approximately 9% return if she were to purchase a turn key property from us in one of our mid-west markets. Didn't matter, it wasn't for her. And that's the point, out of state investing isn't for everyone. So how do you know if out of state investing is for you? Ask yourself the following questions:

Do I need to physically drive by my properties? I actually have investors who tell me this. If that's you, then stick to investing in your own back yard. But remember, wherever the property is, it will still be there if and when you decide to visit it.

Do you prefer to manage your own properties? This one is tough. If you manage your own properties and enjoy that level of involvement then out of state investing may not work for you. I have had several clients try to manage their out of state properties from their home base and it typically did not end well because yes if there is already a good tenant in the property you will be fine initially, but once that tenant has maintenance issues or moves out and you need to rent to another tenant, you are at a huge disadvantage to any local property managers in terms of showing the property etc...I tell people, trust the system and let a local property manager handle property management for you.

Are you buying for appreciation or for cash flow? Typical investors who buy CO or properties in western US markets are buying for appreciation and hoping to break even on cash flow, which is difficult in the current market. And if the market corrects, even a little, your rents may go down and you may be in a negative cash flow position and find yourself writing a check every month to cover the difference

on that "slam dunk" CO investment you thought you made. Personally, I cannot afford to write checks every month, especially if I own more than a couple of properties. If you are investing out of state on the other hand, I tell investors to buy for cash flow first because that will always carry you through, regardless of the ups and downs of the market. And if you can get appreciation, so much the better. For example, right now in Kansas City MO, one of our mid-west markets, we are seeing appreciation north of 12%. But we tell people not to plan on that, plan on more like a steady 3-4% appreciation per year and if you get more than that then great. Our belief is that you should expect your properties to deliver returns to you both in terms of strong positive net monthly cash flow as well as appreciation potential. We call those the "Twin Pillars of Real Estate Investing". If a property does not offer both, its too risky an investment for me.

Are you looking for a quick turn or profit? If this is the case then out of state investing is definitely not for you. I had a guy a couple years ago who said he wanted to buy 5 properties from us, hold them for 18 months and then sell them for a quick profit. I told him we weren't a good fit because we recommend holding for a minimum of 5-7 years to really maximize return on your real estate investments. If you are going to the model he suggested, just call your self a flipper and go that route. We are talking about long term buy and hold properties. They deliver steady positive cash flow month in and month out and down the road if you decide to sell you should have made some solid appreciation on your property during the holding period.

In the end, the decision is always personal. There is no right or wrong answer. As my kids say, "you do you", and that really holds true with real estate. Ask yourself the questions I have outlined and think about what kind of an investor you are. And if you are still interested in out of state investing or have additional questions, reach out to us, we would be happy to help.

**ACHIEVING
FINANCIAL FREEDOM
THROUGH REAL
ESTATE INVESTING**

WITH INVEST 1 PROPERTIES:

- We find the property for you
- We fully renovate the property
- We partner with local property management to manage the property
- You just COLLECT THE CHECK

This is truly "hands-off" turn-key investing. We include a rent guarantee and renovation warranty on every property we sell and WE PAY ALL 1031 exchange fees when you close with us! We even offer In house financing with no tax returns, paystubs or W2's, and no bank qualifying!



Invest 1 Properties

Turn Key Investment Properties



TAX EXPERT

LARRY STONE / LARRY@COLORADOTAXCOACH.COM / COLORADOTAXCOACH.COM

Over \$99 Billion Sold

I recently drove by a McDonald's restaurant and observed the sign – "Over \$99 Billion Sold". McDonald's has sold a lot of burgers. Billions and billions of burgers. Is that even accurate to say "Over \$99 Billion Sold. That has been what McDonald's has said since April 1994. They are so successful they have quit counting.

They still measure things like — <https://expandedramblings.com/index.php/mcdonalds-statistics/>:

- 25 million customers served daily
- Average number of hamburgers sold per minute—75
- Number of Big Macs sold each year—550 million

So why is it important to measure? You accomplish what you measure. You measure what is important to you. It is true at McDonald's. It is true with every business.

At Stone Wealth Strategies, formerly Stone CPA and Advisors, we coach our clients to reduce their taxes and save cash. We exist to empower our clients to live their dreams. If you waste your dollars paying taxes you do not owe, you simply have less cash to apply to your dreams. Our vision is a world where anything is possible. Our mission is to provide life-changing financial coaching for you to achieve freedom and abundance.

We use empirically proven and documented methods to reduce taxes and assist them with equity investments. For our tax clients, we provide them with a written tax plans explaining what to do, when to do it, how to do it and why you can do it. The why is the most important because that is the basis of your defense in an IRS examination.

Is it true that the claim by McDonald's restaurants that they have "Over \$99 Billion Sold". Yes. It is. They began to grow their restaurant chain to the largest in the world. They did it by measuring the number of burgers sold.

I am often asked questions like:

- How many real estate investors are your clients?
- Have you ever done this (fill in the blank) transaction?
- How much is it to get my taxes done?

Just a sampling of questions. But not the right one. The right question would be "How much can you reduce my taxes and save me in cash?" Isn't that what you really want in a tax professional? Someone who has a process and system to allow you to pay the lowest amount of taxes allowed and to save cash. No one ever asks that question, but they should.

At Stone Wealth Strategies, we have designed a system and process using a written tax plan to assist you in doing just that and we have proof of concept. We know it works. For the 2020 tax season, our clients saved \$572,026 in cash. Since we began the detailed tax planning, our clients have saved \$7,247,023 in cash.

I always like to ask this question—when was the last time your tax professional brought you an idea to reduce your taxes and save cash?

We are intentional about reducing client's taxes legally and saving them cash. Our process begins with a Discovery Session designed to identify the mistakes and missed opportunities of your tax situation. Depending on your circumstances, we could recommend a business starter tax plan or a detailed tax plan. Do not wait till it is too late to make a difference in your 2022 tax results. Email us at info@coloradotaxcoach.com and ask about our Discovery Session.

Stone | **WEALTH STRATEGIES**
formerly Stone CPA & Advisors

Landlord Tax Issues

This discussion is about taking advantage of being a Landlord and reducing your taxes

May 26, 2022 | Thursday 10:00 AM MT
970-668-0772 | info@coloradotaxcoach.com
STONEWEALTHSTRATEGIES.COM

Tom Zeeb's **THE RAPID CASH
GENERATOR MASTERCLASS**TM
*How to Quickly Make Money Without Money In Real Estate*TM



September 17th, 2022 | 9—5pm | Denver, CO

1 Master Marketing:

From Marketing Tumbleweeds to Marketing Stampede

- ✓ Cut through the noise, destroy the competition & get sellers contacting you! Strategies that work in today's market
- ✓ (the economy has changed things)
- ✓ How to become a magnet for CONSISTENT motivated seller leads
- ✓

4 The Numbers:

How to go from Uncertainty to Clarity

- ✓ Learn to Identify the 3 critical numbers & how they work together
- ✓ Determine these numbers with ease
- ✓
- ✓ What to do if you get stumped on the numbers
- ✓

2 Seal the Deal:

Getting the Seller's from "No" to "Yes"

- ✓ The special techniques that get sellers to drop their price fast
- ✓ Learn the frameworks to negotiate with ease (even if you fear it)
- ✓ How to get the best price & best terms to maximize your profits
- ✓

5 The Right Contracts:

From How to protect yourself so Legal Ignorance to Legal Precision

- ✓ Learn the key clauses your sales contracts must have
- ✓ Finally understand the tricky legal lingo so you don't get yourself in trouble
- ✓ you never get legally stuck with a bad deal
- ✓

3 Property Value:

From Uncertainty to Certainty When it Comes to Value

- ✓ The three keys to a property's estimated resale value
- ✓ The best resources to get a property comparable value
- ✓ How to determine the value
- ✓

Join Tom Zeeb:

Saturday September 17th
To Learn these 5 Frameworks
At the Master Class
Register Tonight
Or Go Online

www.ICORockies.com/events



SELF DIRECTED IRA EXPERT

CHRIS TANNER / CTANNER@NDTCO.COM / NDTCO.COM

What is a Beneficiary? And Other Important Questions

All of your retirement accounts—your Traditional IRA, SEP, SIMPLE, Roth IRA, your 401Ks from past and present employers, 403(b)s, and deferred-compensation employer plans—have beneficiary forms. Whoever you name as your beneficiary will receive the assets or funds in your account(s) when you pass away. This allows you to provide for your loved ones when you are gone.

What is the difference between primary and contingent beneficiaries? There are two kinds of beneficiaries: the primary beneficiary and the contingent beneficiary. Your primary beneficiary (or beneficiaries, as you can have more than one) is the first in line to inherit your assets. Your contingent beneficiary will be next in line to inherit your assets if your primary beneficiary is deceased or can't be found.

How many beneficiaries can I have?

There is no limit to the number of beneficiaries, primary or contingent, you can have on one account. You can differentiate the allocation percentage for each beneficiary as well. For example, you may want your spouse to receive 50% of your assets and the remaining 50% to be split amongst your siblings.

What happens if no beneficiary is named on a 401k, IRA, or other retirement accounts?

If no beneficiary is named, your assets go to your estate, and the government decides on distribution—which means neither you nor your family has control over government decisions. If you didn't name a beneficiary, it could take months or years for a probate court to decide the value of those assets and where they will end up.

Who can I not name as a retirement beneficiary?

You cannot name your estate as your beneficiary. However, if you've not named a beneficiary, all your assets will go to your estate, giving the government complete control over the contents of your retirement accounts.

Choosing your retirement beneficiaries

Most individuals name spouses and children as beneficiaries—but that's not always the case. Be intentional about naming your beneficiaries so that you can continue taking care of your loved ones even after you're gone.

Consider who you want to provide for.

Remember that you can name more than one person as your beneficiary, and you can differ the allocation to all those named. If any of your beneficiaries are high earners, you should be aware that you could run the risk of bumping them into a higher tax bracket by leaving them with an inherited IRA. If you name a minor, you should also designate a custodian or financial planner to assist them in receiving and handling the asset.

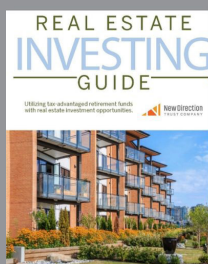
Do an annual review of your beneficiaries.

Every year—and after major life changes—log into your retirement account(s) to review and update your beneficiaries. Keeping your beneficiary form updated is a gift that you can give to your loved ones to ensure they are easily able to receive what you intend for them.

Questions about beneficiaries? NDTCO can help!

Please give us a call at 877-742-1270 if you have questions.

Unlock Your Retirement with a Real Estate IRA



Download our FREE
real estate investing guide

ndtco.com/real-estate-investing-guide



New Direction
TRUST COMPANY



ICOR BUSINESS MEMBER DIRECTORY

ICOR Business Member Directory

Service	Contact/Business	Phone	Email
Contractor/GC	Vern Robinson Ridge Construction	303.881.1169	vern@ridgeconstructioninc.com
Contractor/GC	Diana Maldonado Many Build	720.354.2630	alex@manybuildsolutions.com
Financial Planning	Chris Tanner New Direction Trust Company	877.742.1270	info@ndtco.com
Financial Planning	Jason Powers Unbridled Wealth	303.957.9175	jpowers@unbridledwealth.com
Insurance	Eve Hoelzel Farmers Insurance	970.970.8019	eve.dstansfield@farmersagency.com
Insurance	Isela Owens	719.219.8498	iselaj623@gmail.com
Lender	Tadd Jones Boomerang Capital Partners	480.779.9779	David@boomerangcapital.com
Lender	Shelly Quintana Northpointe Bank	720.314.4406	shelly.quintana@northpointe.com
Lender	Chuck Townsend Forrest Financial	303.877.3221	chuck@forrestfinancial.com
Lender	Greg Osborne Bridge Capital Resources, LLC	303.475.5873	gregosborne@bridgelending.com
Lender	Justin Cooper Pine Financial	303.916.5366	justin@pinefinancialgroup.com
Lender	Tyler Ideker Indicate Capital	303.567.6333	tyler@costfund.com
Property Mgmt	Cory Rasmussen Atlas Real Estate	303.242.8980	info@realatlas.com
Property Mgmt	Peter Jakel PMI Aspire	720.738.8500	peter@pmiaspire.com
Property Mgmt	William Jarnagin	254.855.4229	wjarnagin@valiantresidential.com
Property Staging	Joanna Brown Property Sparrow	303.900.0642	joanna@propertysparrows.com
Property Evaluation	Benson Suarez Privy	303.523.4490	benson@teamprivy.com
Rehabbing	Derrick Marlin ELEVATION	720.545.0490	derek@elevationinvest.com
Tax Planning	Larry Stone Stone Wealth Strategies	970.668.0772	info@coloradotaxcoach.com
Title	Bill McAfee Empire Title, Colorado Springs	719.499.0968	bill@etcos.com
Title	Debbie Myers First American Title	970.658.4702	DMyers@firstam.com
Wholesaling	Jose Sala 5280 Haus	720.633.0617	jose@keygleehaus.com
Turnkey Real Estate	Travis Abbott Invest 1 Properties	303.649.1607	Travis@Invest1Properties.com



Create your perfect landlord experience with...

ICOR MEMBER OFFER!

Enjoy a lifetime membership for just 95¢
ICOR discount sign up link: bit.ly/3fLtoW2

RentPerfect.com | **877-922-2547**

- Online application process
- Credit, criminal and eviction screening
- Custom lease creator with digital signatures
- Online move-in and move-out inspection process
- Online Rent Pay with payment reminders

AN EASY TO USE, ONLINE PLATFORM FOR LANDLORDS AND PROPERTY MANAGERS