



# Hoodoo Financial

Real Estate Asset Management



## **Hoodoo Digital Fund Management**

*Investor Services for the Real Estate Asset Class*

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# Real Estate Portfolio Management



As a real estate asset manager, we help investors build a diverse portfolio of investment properties. A diverse portfolio can help an investor earn both short-term and long-term profits, and protects the investor in case one of their revenue streams is interrupted.

As asset manager we will suggest properties to invest in and allocate revenue streams from the investor's other properties to finance new purchases. We use Financial Planning to guide clients towards becoming a suitable lending candidate. We help the client achieve the targeted financial ratios that underwriters use to qualify loan candidates.

What if instead of paying taxes on your real estate investment income, you were able to defer or potentially avoid paying those taxes and use them to reinvest? Real estate has historically been a stable investment that consistently appreciates. Few realize that they have the opportunity to invest in real estate via a self-directed retirement account and that the accounts can benefit from enormous tax-deferred or tax-free advantages.

Whether its Financial Advice & Analysis, Real Estate Asset Management, or Real Estate Coaching & Consultation, our goal is to help our clients build, grow, & optimize their Real Estate Investment Portfolios. There are multiple ways for our clients to invest in Real Estate and we help clients from individual investors to Real Estate Investment Fund Syndications. This E-Book can act as a guide to prepare you for your Real Estate Portfolio Building Journey.

# Real Estate as an Investment Asset Class

Asset Class Performance												
2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021 YTD	
REITs	TPS	Emerging Mk	Small Cap	REITs	REITs	Small Cap	Emerging Mk	Cash	Large Cap	Large Cap	Commodity	
28.4%	13.3%	18.1%	41.8%	30.4%	2.4%	28.6%	37.3%	1.7%	31.2%	18.0%	23.6%	
Small Cap	REITs	International	Mid Cap	Large Cap	Large Cap	Mid Cap	International	Bonds	REITs	Emerging Mk	Small Cap	
37.2%	8.4%	18.8%	32.2%	13.0%	1.7%	28.2%	35.1%	0.3%	28.9%	17.0%	15.8%	
Mid Cap	Bonds	REITs	Large Cap	Mid Cap	Bonds	Commodity	Large Cap	TPS	Mid Cap	Mid Cap	Mid Cap	
26.7%	7.7%	17.6%	32.3%	9.4%	0.5%	11.9%	31.2%	-1.4%	25.8%	13.5%	14.2%	
Emerging Mk	Large Cap	Large Cap	International	Bonds	Cash	Large Cap	Mid Cap	Large Cap	Small Cap	Small Cap	REITs	
16.2%	1.0%	16.2%	37.4%	6.9%	-8.7%	11.0%	18.2%	-4.4%	23.8%	11.6%	12.0%	
Commodity	Small Cap	Small Cap	REITs	Small Cap	International	Emerging Mk	Small Cap	REITs	International	TPS	Large Cap	
16.2%	1.1%	18.7%	2.3%	5.8%	-1.0%	13.9%	13.1%	-6.0%	22.8%	18.8%	8.4%	
Large Cap	Cash	Mid Cap	Cash	TPS	TPS	REITs	REITs	Small Cap	Emerging Mk	International	International	
15.0%	6.8%	18.2%	4.1%	2.8%	-1.8%	8.2%	-4.7%	4.4%	16.2%	7.6%	6.5%	
International	Mid Cap	TPS	Bonds	Cash	Small Cap	TPS	Bonds	Mid Cap	Bonds	Bonds	Emerging Mk	
8.2%	-1.9%	8.4%	-2.8%	-0.1%	-1.8%	4.7%	3.6%	-11.3%	8.5%	7.5%	0.8%	
Bonds	International	Bonds	Emerging Mk	Emerging Mk	Mid Cap	Bonds	TPS	Commodity	TPS	Cash	Cash	
6.5%	-12.3%	1.8%	-3.2%	0.9%	8.2%	2.5%	1.9%	-12.1%	8.4%	8.4%	4.8%	
TPS	Commodity	Cash	TPS	International	Emerging Mk	International	Commodity	International	Commodity	Commodity	TPS	
6.1%	-14.8%	0.8%	4.5%	-4.2%	-16.2%	1.4%	0.7%	-13.8%	7.6%	-4.1%	-0.3%	
Cash	Emerging Mk	Commodity	Commodity	Commodity	Commodity	Cash	Cash	Emerging Mk	Cash	REITs	Bonds	
4.0%	-18.1%	0.2%	-11.1%	-14.8%	-20.2%	3.3%	1.7%	-15.7%	24.2%	-9.7%	3.7%	
2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	

Real estate is a more complicated type of investment

than your standard stock or bond. Hoodoo Real estate investment management focuses more heavily on reducing operational costs and increasing rental profits for our clients.

Real estate investors seeking long-term profits might look for opportunities to buy properties that will significantly appreciate in value after a few or more years. In this instance, our real estate management would place special emphasis on making upgrades to improve property value.

## Real Estate Portfolios

Diversification is important in real estate investments just as in traditional capital market investments. Large investors build portfolios that consist of different types of property. They also make sure their holdings span a variety of markets.

Portfolio management involves asset allocation and selection by knowledgeable and informed experts in property development and maintenance. Choosing the right properties should be compatible with the client's investment strategy, risk tolerance, and investment goals, just as with any other type of investment portfolio. There are several factors to consider when choosing properties for the portfolio such as purchase price, maintenance costs, potential repairs, holding costs, and, if possible, a sales price in the future.

To help clients build a portfolio of real estate assets, it is most important to understand the investors risk tolerance, investment objectives, & family financial planning needs. The clients passive or active investment strategy will depend upon the investors desires and constraints.

## **Real Estate Investment Trusts (REIT's)**

REITs, or real estate investment trusts, are companies that own or finance income-producing real estate across a range of property sectors. These real estate companies have to meet a number of requirements to qualify as REITs. Most REITs trade on major stock exchanges, and they offer a number of benefits to investors.

REITs historically have delivered competitive total returns, based on high, steady dividend income, and long-term capital appreciation. The main reason REITs remain so popular with investors year after year is the reliable strength of their dividends. REITs are required to pay out at least 90% of their taxable profits as dividends. The S&P 500 Real Estate sector presently sports a dividend yield of 2.5%, or well above the 1.4% yield on the broader index itself. Many of the best REITs deliver even greater income.

As part of our Real Estate Asset Management strategy, we focus our Treasury Management on investing in REIT assets to further diversify client portfolios within the Real Estate Asset Class. Investing in REITs is a great method of Passive Investment into Real Estate that works well to diversify any Real Estate Portfolio.

## Active Investment Strategies for Real Estate Investors



We help our clients with Real Estate Investment

Management Services Strategy Consultation, Investment Analysis, Financial Advisory

### **BRRRR Strategy**

If done correctly, the BRRRR Method can provide passive income and a revolving method for purchasing and owning rental property. The method works through the following steps:

- Buy a property: The property you purchase should be a distressed property that needs some work to get up to code and ready to rent. Because of the home's condition, it will likely be cheaper to purchase.
- Rehab the property: Since the property is distressed, it may require extensive work. In this step, you'll renovate the property to make structural, safety and aesthetic improvements, and prepare it for renters.
- Rent out the property: Determine the rental price and find people to rent the home.
- Do a cash-out refinance on the property: With a cash-out refinance, you convert your equity into cash. You access your equity by taking out a bigger mortgage, borrowing more money than you currently owe. The cash can be used for anything, including purchasing another property.
- Use funds from refinance to buy another property: In this final step, you'll start the process all over again. Using the funds from your cash-out refinance, you'll purchase another distressed property and rehab it, before renting it out and refinancing that property.

When practicing the BRRRR Method, it's important to take the following steps in their exact order. Here are a few tips for following each step of the acronym.

### **Buy**

The BRRRR Strategy relies on you purchasing a distressed property in need of updates and repairs, so it may be hard to get a traditional mortgage on the home. There are a few reasons for this. Most lenders require an [appraisal](#) on the property, but the value is difficult to assess on this type of property. Depending on the type of loan you get, the property may also need to pass specific guidelines to qualify. A distressed property will most likely not meet those requirements. Talk to a lender to see if you do have any options. It may be possible to use a home equity line of credit (HELOC) or a hard money loan to finance the purchase.

When buying a distressed property, it's important to calculate the after repair value (ARV). ARV is the estimated value of the home after you renovate or rehab the property. To determine ARV, you compare the planned final result of the home to similar homes, or comparables, that have recently sold in the area. These homes should be similar in size, number of bedrooms and bathrooms, age, type of build and condition. When deciding how much to offer on the home, follow the 70% Rule in real estate. Avoid investing more than 70% of the property's ARV. For example, if a home's ARV is \$300,000, you shouldn't pay more than \$210,000 for the home.

### **Rehabilitate**

When you rehab a home, the first improvements you'll need to make are any that will bring the home up to code and ensure it's safe to live in. Next, you'll want to identify the types of improvements that will truly increase value. These may include updating your

kitchen and bathroom, improving the curb appeal and installing energy-efficient windows, appliances and other features.

## **Rent**

It's important to find renters before you refinance (the next step) because lenders generally won't refinance until a property has tenants. When it comes to choosing tenants, you'll want to look for certain qualities:

- A good record of on-time payments
- A stable job with steady income
- A good credit report
- No criminal behavior or history of eviction
- Positive references

## **Refinance**

In the BRRRR method, you do a cash-out refinance so you can use the money to purchase another distressed property to flip and rent out. In order to do this, you'll need to find a lender that offers a cash-out refinance, and you'll need to meet the qualifications of the loan.

While the lender will have its own set of requirements, you'll need to meet a minimum credit score requirement (typically around 620 for a cash-out refinance), a maximum debt-to-income ratio (usually around 50% or less) and have equity in the home. You may also need to own the property for a certain amount of time before you can get a cash-out refinance.

## **Repeat**

In the final step of the BRRRR Method, you'll go back and repeat the previous steps, in the same order as before. If you want to continue to repeat these steps, it's a good idea to take extensive notes each time you go through the process so you can learn from past mistakes.

The BRRRR Method can produce passive income, building your real estate portfolio over time. However, it takes patience to rehab the home, find tenants and allow for seasoning before you can get a cash-out refinance.

## **Tax Lien Investing**

One investment niche that is often overlooked by investors is property tax liens. The increasing volatility of the stock market, combined with still historically low-interest rates, has many investors seeking this type of alternative avenue which can provide knowledgeable investors with excellent rates of return.

A tax lien is a legal claim against the property of an individual or business that fails to pay taxes owed to the government. The lien acts as a legal claim against the property for the unpaid amount that's owed. Property with a lien attached to it cannot be sold or refinanced until the taxes are paid and the lien is removed.

When a lien is issued, a tax lien certificate is created by the municipality that reflects the amount owed on the property, plus any interest or penalties due. These certificates are then auctioned off to the highest bidding investor. Investors can purchase property tax liens from a municipality, allowing them as the new lien owner to collect payments with interest from the property owner. In some cases, they may foreclose and attain title to the property.

Tax lien auctions are held in a physical setting or online, and investors can either bid down on the interest rate on the lien or bid up a premium they will pay for it. The investor

who accepts the lowest interest rate or pays the highest premium is awarded the lien. Buyers often get into bidding wars over a given property, which drives down the rate of return that is reaped by the winning buyer. The property owner must repay the investor the entire amount of the lien plus interest, which varies from one state to another but is typically between 10% and 12%. The repayment schedule usually lasts anywhere from six months to three years.

## **Auctions**

A real estate auction can be an effective tool in your real estate investing. A real estate auction is a public sale of a property, either by a homeowner, homebuilder, the government or a bank. Homeowners may choose to auction off their property via an auction in order to sell it as fast as possible. Homebuilders may choose to auction a group of homes to sell them all at once, especially if they have sat on the market for a while without much interest from buyers. If someone fails to pay their taxes and owes the government a lot of money, or if they have violated some other type of federal law, the government can seize their property and then auction it off. The most common type of auction is of bank-owned properties, where the bank auctions a home instead of selling it as a foreclosure.

To buy a property at an auction, you should review auction listings to learn about the homes that are scheduled for auction as well as dates and locations. Your county recorder's office or website is usually the place to find this information. At most auctions, the winning bidder is required to provide a cashier's check for the minimum amount the auction holder requires. You must pay auction fees and bidding fees as well as put down a deposit (called earnest money) before you leave the auction site. That means you'll need enough liquid assets to cover these costs in order to purchase a home at auction.

## **Short Term Rentals**

A property that is rented anywhere between one evening up to one month is often considered a short term rental. Over the last 10 years, the use of shared economy brands like VRBO, HomeAway and Airbnb has exploded. Staying in short-term rentals is so common that many companies allow employees to expense their stays just like a hotel room.

A short-term property can be profitable under the right management. But don't think that it will generate passive income without much effort. Before you invest your money, you have to take a look at several components that determine whether your property will create a profit or not.

Vacation destinations are considered the best for these types of properties, as they are often favored by tourists because of their competitive prices over expensive hotels and five-star resorts.

Local laws and regulations set a stage up for the real estate market. For example, some cities, like New York, have strict policies when it comes to how many days your property can be occupied. These types of restrictions could limit your ability to generate a steady income.

If you want to buy a property in the area that is favorable toward short-term rentals, make sure to get familiar with local laws and regulations governing the real estate market. Additionally, you should also find out what the rules are for a platform such as HomeAway or Airbnb.

A good marketing strategy can turn your investment into a goldmine, while a poor one can sink it to the bottom. Basic rules of a good marketing plan include crisp images and possibly videos, detailed property descriptions, and good communication with your guests.

A short-term rental property is one of the best ways to generate a steady income from a few hundred dollars to a few thousand dollars a month. Although it's often considered a form of passive income, running it requires real estate knowledge, time and money investment, and excellent communication skills. However, with the right management and favorable market conditions, a real estate investment can become a successful enterprise and generate thousands of dollars per year.

## **Fix & Flip**

Fix-and-flip is the strategy of purchasing a property, renovating it, then selling it at a profit. Investors typically buy a property at a discount because of its condition. After the investors fix up the property, the next step is to sell it as quickly as possible and at as much of a profit as possible.

The goal is to follow the 70% rule which means you should spend no more than 70% of the home's after-repair value minus the costs of renovating the property. On average, a rehabber shoots for a 10 to 20% profit of the After Repair Value, but it varies depending on the market and the specific project risks. Fix and flips are one of the most popular niches of real estate investing, especially for beginners, given that they are relatively straightforward with low entrance barriers.

The first step to a successful fix and flip is researching everything about the market of the community you're interested in doing a fix and flip to answering any questions you may have about the fix and flip process

Investors need to know their local real estate market for a successful fix and flip. Be able to recognize a good deal and project how much the property can sell for once renovated. Be aware of how long houses typically sell for in the area to establish a timeline. Understand the renovating process, including the costs, local requirements for

permits and zoning, how long a project will take, etc. Have a solid team on your side, such as a trusted contractor, loan agent and a good real estate agent

## **Multifamily**

Multifamily real estate is a great alternative for those unable to withstand the volatility of the stock market. It is a better investment for investors who wish to take an active role in growing their capital. Real estate investing moguls have built billion-dollar fortunes by developing various residential and commercial properties. Wealth will be created by slowly acquiring an income-producing portfolio of rental properties.

Owning rental real estate can be a smart way to diversify your investment portfolio and generate a steady income. A multi-family property can multiply your income with only incremental added cost. Multi-family rentals are typically easier to finance, they can compound your returns more quickly, and they benefit from economies of scale. Rental property investing is the preferred investment strategy for investors who want an additional source of monthly income along with a slow but steady appreciation in the value of their portfolio.

Multi-family real estate consistently generates a strong cash flow every month. This remains the case even if a property has a handful of vacancies or a couple of tenants who are late with their rent payments. If a tenant moves out of a single-family home, that property would become 100% vacant, on the other hand, a ten-unit property with one vacancy would only be 10% unoccupied. As a result, the likelihood of a foreclosure on an apartment building is not as high as a single-family rental.

Multi-family real estate is also very suitable for property investors who wish to build a relatively large portfolio of rental units. Acquiring a 20 unit apartment building is a lot easier and much more time-efficient than purchasing 20 different single-family homes.

A property manager is typically paid a percentage of the monthly income that a property generates, and their duties might include finding and screening tenants, collecting rent payments, handling evictions, and maintaining the property.

## Real Estate Investment Clubs



We provide investment and educational services to individuals and Real Estate Investment groups. A real estate investment group refers to an entity that focuses the majority of its business on investing in real estate. In search of profits, real estate investment groups may choose to buy, renovate, sell, or finance properties. In this program we will assist you in creating your Real Estate Investment Group utilizing our Investment Club Investment Accounts, Self Directed Retirement Accounts, In Depth Financial Education, as well as the strategies and technology required to make it all work together.

One of the primary ways in which investor groups can make money in real estate is to become a landlord of a rental property. People who are flippers, buying up undervalued real estate, fixing it up, and selling it, can also earn income. Real estate investment groups are a more hands-off way to make money in real estate.

Our Landlord Empire Real Estate Investment Membership Program consists of an educational curriculum accompanied by a Customized Investment Portfolio of Real Estate Investment Trust Assets. Wealth Building continues as we begin building your Rental Real Estate Investment Portfolio. We help you and/or your investment group develop and implement a sustainable strategy to build your Rental Income Empire. We identify the Club's goals and show the members how to turn the investment club into their own Real Estate Investment Company.

# Marketplace Lending Opportunities



The ultimate purpose of MPL is to connect borrowers (consumers and small businesses alike) with lenders (both individuals and institutions) via a secure online marketplace, called a portal. These lenders, many of whom are investing via a Self-Directed IRA, could invest in such private loans as consumer debt, student debt, small business debt (generally \$500K or less), automobile refinance and real estate property.

Most platforms even allow an auto-invest option, where the system selects the notes for you based on your preset parameters.

A lender could anticipate better yields since he or she would set the loan parameters and can build a diversified lending portfolio across a wide range of fractional notes associated with separate borrowers. The borrower makes monthly payments of principal and interest to the marketplace, which then sends a secure payment to the lender. Also, marketplace loans are normally short-term, which reduces risk.

## Private Lending



Imagine using your retirement account as a small lending institution. With a Hoodoo Financial Self Directed account, you can lend retirement account funds out to other individuals and companies via promissory notes with the benefit of earning interest on the loans.

Private lending via an IRA or another qualified retirement account can involve the purchase of an existing promissory note, either secured or unsecured. A secured note is backed by collateral, providing an additional layer of security and guaranteeing the lender some type of property in case of default. An unsecured note, by contrast, isn't backed by collateral and generally carries a higher interest rate.

This form of hard money lending is a short-term loan obtained from private investors or individuals at terms that may be more strict than a traditional loan. Though the terms of this creative financing option may be stricter, this form of private financing for real estate generally has more lenient criteria. A private lender could be your friend, family, or business associate. As such, they may not have any preset criteria before lending money, allowing for more flexibility in negotiating terms. Hard money loans are also known as asset-based loans, bridge loans or STABBL loans (short-term asset-backed bridge loans).

Hoodoo Financial also allows private equity holdings on our platform. Investors may become an owner of a private company (a private equity investor) or a debt investor (a private lending investor), the latter of which is really considered a separate asset class. For private equity investments, individuals could hold entities such as;

- private placements, including private investments in public equities (PIPEs)
- private company stock
- corporate debt
- hedge funds and other pooled investment vehicles (PIVs)
- joint ventures
- multi-member limited liability companies (LLCs)
- limited partnerships (LPs)

These investments can be made on both existing entities, startups and venture capital as direct investments or into pooled investment vehicles as indirect investments.

## Real Estate Investment Management Services



Hoodoo Financial manages real estate assets for our clients. Our asset management may be hired to handle all types of investment properties, including residential, commercial, mixed-use, and vacation rental properties. No matter the property type, Hoodoo Real estate asset management engages in a process by which we maximize a property's value and returns.

Real estate Asset management is essential for a successful investment fund within the real estate industry. Most real estate investors do at least a minimal amount of their asset management themselves, but larger entities and experienced investors enlist an asset manager to handle their investment portfolios. Essentially, real estate asset management is both a skill set and a creative endeavor.

Hoodoo Real Estate Asset management is here to cultivate market value so ownership can increase its returns while making important investment decisions that will help our client's portfolio grow. Hoodoo Real Estate Asset Management also ensures the client's investment doesn't depreciate and that exposure to risk is mitigated. Doing this means watching the market, keeping up to date with research and trends, and staying current with political, financial, and economic news.

Our end-to-end blockchain based service combines tools for digital fundraising and ongoing fund management. We securely and confidentially verify investor accreditation and perform KYC/AML/BSA checks on global individuals and entities. Investors can leverage their digital passport for multiple offerings eliminating redundant processes.

Our ledger captures all investor-level fund activity (cash flows, ownership) in an 'undisputed chain of truth'. Our system provides seamless subscription and capital operations and settlement. We enable the frictionless distribution of fund proceeds and redemptions for your fund. We register a secure and immutable record of investment ownership, terms and fund details, simplifying document management for LPs and GPs.

## How we can help your Syndication



### **Roles & Responsibilities of *Hoodoo Real Estate Asset Management***

- Ensuring the portfolio's returns are maximized.
- Hiring key personnel including property managers.
- Working with leasing agents.
- Managing the cash flow from properties within the portfolio.
- Negotiating contracts.
- Communicating with investors and clients.
- Treasury Management
- Provide Self Directed Accounts for Investors
- Provide Investment Account for Syndication
- Liquidity Management
- REIT Portfolio Construction from Treasury Assets

Hoodoo Financial Real estate asset management engages in a process of maximizing a property's value and return on investment. Hoodoo Financial real estate asset management serves private investors, investment funds and syndicators to typically provide the following duties:

***Finding the Highest/Most Consistent Revenue Sources:*** We seek out properties that provide the highest possible stream of revenue. The most common way to do this effectively is by investing in rental properties. Each property is unique and Hoodoo Financial will work to inject value in to maximize investor value.

***Reducing Expenditures:*** A property can cost quite a bit of money to maintain when you consider operational costs, maintenance, closing costs, and taxes. We utilize a variety of ways to reduce the cost of investment properties. Hoodoo will manage the syndicates real estate assets using these techniques and with this goal as a guide.

***Risk Management:*** There's an element of risk in all types of investing and some investment properties are riskier than others. Mitigating risk or preparing contingencies in case an investment fails are critical components of our real estate asset management.

***Portfolio Building:*** Ideally, the more you invest, the more you'll profit. Hoodoo real estate asset management is all about strategically expanding and diversifying your real estate investment portfolio as you consistently invest according to your financial plan.

***Cash Flow Management:*** Many real estate investors try to earn a steady cash flow so they can finance their investments, pay off their mortgages, or boost their monthly earnings. Usually, the cash flow is generated by rent payments from residential or commercial tenants. Hoodoo Financial assists the investor in improving the cash flow from their properties by financial planning, treasury management, or by finding areas to cut costs, inject value and by creating more profitable rental agreements.

***Find Lenders:*** An investor may need to secure financing to purchase or improve a property. As the asset manager, we help our clients find a suitable lender or loan.

***Assist in Property Transactions:*** An asset manager may assist the investor with all the nuances that come with the purchase or sale of a property.

**Negotiate Property Agreements and Leases:** Hoodoo Financial will craft leases that are appealing for tenants, but which are also profitable to the property owner.

**Asset Marketing:** Our asset management would create listings or find a suitable realtor or property management company locally.

**Improve Property Values:** Any property value can be improved! As asset manager we determine ways in which a commercial or residential property may be upgraded to boost its value and returns. This is a critical task for real estate asset managers who are working for both buy & hold and fix & flip investors.

**Conduct Market Research:** A real estate asset manager needs to be an expert in doing market research. We carefully study market trends to help the investor make good investment decisions. He or she will help the investor locate good real estate markets in which to invest.

**Make Financial Projections:** After analyzing the data on all the property owner's real estate investments, we can predict how much revenue the investor will earn on his or her properties, or on prospective properties the investor is looking to buy.

**Develop a Budget:** The real estate asset manager will develop a budget for expenses and future investments.

**Develop/Monitor/Revise Syndicates Financial Strategy:** The real estate asset manager will develop a strategy to achieve whichever financial goals the investor desires.

## Working With Hoodoo Financial



Open a Self Directed Account with us today and begin investing in Alternative Assets. Improve your investment diversification by taking advantage of the kinds of investments you can add to your portfolio with Self Directed IRA Accounts. Let Hoodoo Financial help your next syndication by participating as Real Estate Asset Manager.

The cost of having your assets professionally managed compensates our professional money management to select securities for your fund's portfolio and manage it based on the fund's investment objectives.

On buy-and-hold investments, the sponsor will generally charge an asset management fee ranging from 1 to 4% of gross monthly revenue or equity deployed. Asset management includes ongoing management of the syndication, which may have more than one investment property. Asset management is different from property management, in that the latter is related to day-to-day management of a specific property whereas asset management is focused on the big-picture, such as tracking revenue and sending out investor communications.

**Asset Management Fee** – At about 1-4% of either the projected gross income or the capital invested (sponsor's preference), this money pays for the ongoing bookkeeping, coordination, and communication that's required to manage the asset and execute on the business plan properly.

Asset management fees are usually 1% to 4% of the effective income, and are paid on a quarterly or yearly basis. If the passive investors in the property were promised preferred returns, the syndicator will collect the asset management fee only after the passive investors receive the preferred return.

Contact Hoodoo Financial so that we can help make your next syndication a successful fund raise, help inject value, manage the assets, and protect investors with fiduciary responsibility.

**Hoodoo Website**

<https://www.hoodoofinancial.com>

**Facebook Page:**

<https://www.facebook.com/HoodooFinancial>

**Hoodoo Financial YouTube Channel:**

<https://www.youtube.com/channel/UC-zenezGYn5P4xkxoj1ZleQ>

**Hoodoo Financial Calendar:**

<https://hoodoofinancial.kartra.com/calendar/05FLbwrA3ZIF>