WRITING SAMPLE

Client: Maxavenue

My Method for Steady Wealth Acquisition, Now Detailed in a New Book

Ghostwritten by Gretchen Heber

Over the many years I have worked as a real estate professional, I have developed a rather unusual and yet highly successful method of retirement planning.

My husband and I are solidly middle class, and yet we own 11 homes. They aren't palatial estates and they aren't in exotic locals like Vail or Paris. In fact, they're all right here in Austin.

Why do I need 11 houses? They are the foundation of a sophisticated but easy-to-execute strategy I have developed over the years to ensure my husband and I have a comfortable retirement.

When I talk to friends and associates about my 11 houses and how they're going to help me live quite comfortably when I retire, they're flabbergasted, and they want more detail. In order to better explain how it all works, I wrote a book.

"Rich Slow is my Homeboy: Real Estate Investing Redefined" is a 50-page book that carefully explains in playful, irreverent and easy-to-understand language how I've parlayed a single starter home purchased when I was 24 into 11 houses that pay for themselves in the short term, but will also finance many years of well-lived retirement for myself and my husband when the time is right.

In a nutshell, here's how it works. Let's say you bought a starter home for $100,000 a few years ago, and lucky you, the value of your home has appreciated considerably — your home is now worth $200,000. Lenders will allow you to borrow from that equity to the tune of 75%. So in our example, that means you can refinance your home and take out $75,000 in equity.

What will you do with that equity? Using my Rich Slow methodology, you'll use it as a down payment on another house. You'll rent out your newly purchased house, and that rental income will take care of the mortgage, taxes and interest, so that's a wash. But that house begins earning its own equity. In four to seven years, when this "new" house has gained a good amount of equity, you can do a cash-out refinance on this home, and use that cash to purchase a third home, which you'll also rent out.

So you keep going with this strategy and at some point you end up with a dozen or so houses — I refer to this process as the homes having babies — and all the homes all building incredible equity while paying for themselves via rental income. Furthermore, over the years you can cycle back through your homes and do second cash-out refinances on them, to either purchase more homes or to finance, for example, your kids' college educations. Again, your mortgage payments will go up after each refinance, but you can bump up rents to offset the increase.

When it's time to step back from your career, you'll sell one of your houses, and live off the proceeds for a year or more. If you are married and filing jointly, the first $500,000 of profit from the sale of your rental house is tax free.

Leave your 401k or IRA to continue to grow until the time is right to access it.

The title of my book comes from the fact that this is not a get-rich-quick scheme. This is a method that enables middle-class people like you and me to slowly and steadily build a solid foundation for a comfortable retirement.

As I alluded to above, the Rich Slow method should be just one component of your overall retirement planning strategy. Financial advisors will tell you it's never smart to put all your eggs in one basket, and you'll want to continue contributing to your other long-term savings accounts. This just gives you one more option and one more way to ensure a joyful and comfortable retirement.

I've just given you a brief taste of how to implement my method. The book has all the details — for example, what type of home is best to invest in? — and lots of bonus tips and strategies I've learned over the years.

"Rich Slow is my Homeboy" is available on Amazon as an e-book ($8.99) or as a soft-cover hold-in-your-hands book ($12). It would make an ideal gift for post-college young people who are just starting their careers, and need to start planning for the future. But, really, the book and the method it describes are valuable for people of any age — it's never too late to start!