

FAQ's– The Investor / Rehabber Seminar[®]

This selection of **F**requently **A**sked **Q**uestions is provided to answer common questions concerning the *Urban Rehabber Program*[™] and the *Investor / Rehabber Seminar*[®]. Questions not addressed here may be directed to Philip Elmes, author and presenter of the seminar (800) 506 5686 or by email: info@urbanrehabber.com

Q. “Who is Philip Elmes, and why should I attend *his* seminar?”

A. Phil Elmes has been a Chicago-based real estate Broker, Developer and Rehabber since 1973. In that time he has developed \$millions of (primarily) residential real estate. A writer and teacher by training and inclination, this seminar is meant to convey the core Principles and Strategies employed by successful real estate practitioners here in the Chicago market and elsewhere.

The first Investor/Rehabber *Seminar* was held in the winter of 2000, at the request of program participants, and has been conducted 2-3 times per year since that time.

Q. “What is the format?”

A. The Seminar begins Friday at 6 p.m. and continues through the next day. After a ‘break’ of 3 days, the group reconvenes Wednesday evening by TeleConference to address ideas and questions arising from the weekend sessions.

It is typically a small group, perhaps 6-8 participants. The presentation is lecture based, with frequent discussion. A text, written by Elmes, is provided and, where useful, Case Study exercises are employed.

Q. “What topics will be covered?”

A. Topics will include...

- Entrepreneurship & Real Estate
- Market Overview
- How to Buy... How much to pay?
- Defining the *Scope of Work* • Working with

Contractors

- Marketing & Sales
- Managing Risk & Liability
- Developing a *Business Plan of Action*
- *And much more...*

Q. “How will these topics help me with my business?”

A. Success in real estate is based on a mix of skills. Investors often benefit from being more entrepreneurial. Real estate professionals seldom know even the rudiments of Construction and working with the building trades. There is much to be gained understanding the many important aspects real estate investing and dealing. Absent that, there are traps out there awaiting the uninformed.

Quick mastery of the fundamentals will put one’s program on a Fast Track.

Q. “Is this a “stand-alone” seminar? Or is there more?”

A. While many get underway on the strength of the *Seminar* alone, others choose to participate in the *Urban Rehabber Program* (URP). The program provides a series of 6 additional workshops that expand on the material introduced in the seminar. Monthly “round tables” reinforce the learning and help build a Personal Network of like-minded entrepreneurs and investors.

Q. “What if I ‘don’t get it’ the first time?”

A. Seminar (and Workshop) registrants are encouraged to “re-up” – at no added cost – a

second time, within one year of the initial event.

Q. “Is the Urban Rehabber Program an ‘Investment Club’?”

A. No, the Urban Rehabber Program is a teaching and networking program, designed to support those who are committed to actually ‘doing the work’. It’s not a monthly social club, or interest group, simply interested in real estate.

Q. “Is this the *Right Time* to ‘do real estate’?”

A. The main thrust of the program is dealing with “distressed real estate”. That’s where gains (wealth) are created most quickly. Distressed property is found in any market, any decade. The skilled entrepreneur or investor understands this dynamic and tailors his/her program to *existing conditions*, to maximum advantage. We view today’s market to offer once-in-a-lifetime opportunities for savvy investors.

Q. “Is ‘flipping’ back in fashion?”

A. Flipping was much maligned during the last decade or so, much to the disadvantage of skilled real estate dealers and rehabbers. Institutional lenders and title companies became particularly sensitive to any transaction which appeared to be a “flip”. Since January 2010 these policies have changed dramatically, almost in overt support of the flip (quick sale) deal. We’d have to say for those choosing to deal ethically with the

flip protocol, the time has come again. For now, the Flip is back.

Q. “Where will the Investor / Rehabber *Seminar* take place?”

A. The Urban Rehabber Program conducts its activities in Hyde Park, on Chicago’s south side. Since March of ‘09, we have met at the Lutheran School of Theology, 1100 East 55th Street. The university environment and facilities are particularly well suited to our educational purpose.

Q. “How much does it cost? What is the Investment?”

A. The tuition is \$595 (less for Members) and includes all materials. 90-day “trial” membership in the Urban Rehabber Program is included in the tuition, as is the Right to retake the Seminar a 2nd time within one year of the initial enrollment.

Q. “What if my spouse or partner wants to attend too?”

A. We encourage spouses and partners to join in the Seminar Experience. Call for details.

Q. “What about credit cards?”

A. All major Credit Cards are accepted.

Q. “Is there a Guaranty?”

A. If, after the first evening session, a participant is not entirely satisfied, then that individual may return the text materials and withdraw with a full no-questions-asked refund.

Bottom Line– Where’s the Opportunity?

– Distressed Real Estate –

Register Now: info@urbanrehabber.com

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