

The Investor's Financial Playbook: Turning Numbers Into Million-Dollar Decisions



Casey Quinn





LIVE Q&A: Let's Talk Real Estate!

Drop your questions in the chat!

We'll be pulling them for live Q&A throughout the session.



How My Real Estate Journey Started

- Accounting Degree turned BIG 4 CPA
- Corporate America: Finance & Strategy
- 2019: IT ALL CHANGED! FIRED!
- 617 Industry Street - SFR SCALE
- COVID RUN followed by RATE HIKES
- CITYLIFE RESIDENTIAL
- ACCRUIITY + STEELPOINT CAPITAL



My Real Estate Portfolio Now

| TYPE: | SFR | Multi-Family |
|---|-------------------------------------|-------------------------------------|
| Quantity | 272 Homes | 654 Units |
| Value: Debt: LTV: | \$45 Million \$33 Million 74% | \$61 Million \$41 Million 68% |
| Rent Roll: | \$5 Million | \$7.5 Million |
| DSCR | 1.36 | 1.57 |
| <p>*The following amounts are for illustrative purposes and should not be used as anything except visual example.</p> | | |



TODAY, I'm Showing YOU..
THE SYSTEM I USE TO RUN A
\$100M+ PORTFOLIO (WITHOUT IT
TAKING OVER MY LIFE)



There are 3 Types of Investors Here:



You're closing deals, but your profits are NOT reflecting it.

Deals are closing, money is coming in, but without clean financial records, you have no idea what % of that closed deal you can pocket!



You've accumulated assets, but you aren't profiting and you don't know why.

Just because you have assets and money is moving doesn't mean your cash flow is REAL and sustainable. If you don't have real time financials, you're making decisions for the future of your business in the dark.



You want to grow, but you don't know if you can afford the spend.

You can't confidently hire, scale marketing, or take on new properties when you're living in the past instead of evaluating your financial future.

What You'll Learn Today:

- ✓ The **5 Core Pillars** to a healthy back-office
- ✓ The **5 KPIs** every serious investor actually needs to track
- ✓ How to **spot hidden profit leaks** before they drain your cash
- ✓ **When to buy, refinance, or exit based on real numbers**, not gut feelings.
- ✓ **How financial dashboarding helped me go from \$0 to \$100M+** in real estate assets (and how you can use this to make million-dollar decisions in minutes, not months).
- ✓ **How to raise capital faster** using numbers investors actually trust.

HOW DO YOU BREAK THE CYCLE & FIX IT?

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**ANOTHER
SPREADSHEET!**

HOW DO YOU BREAK THE CYCLE & FIX IT?

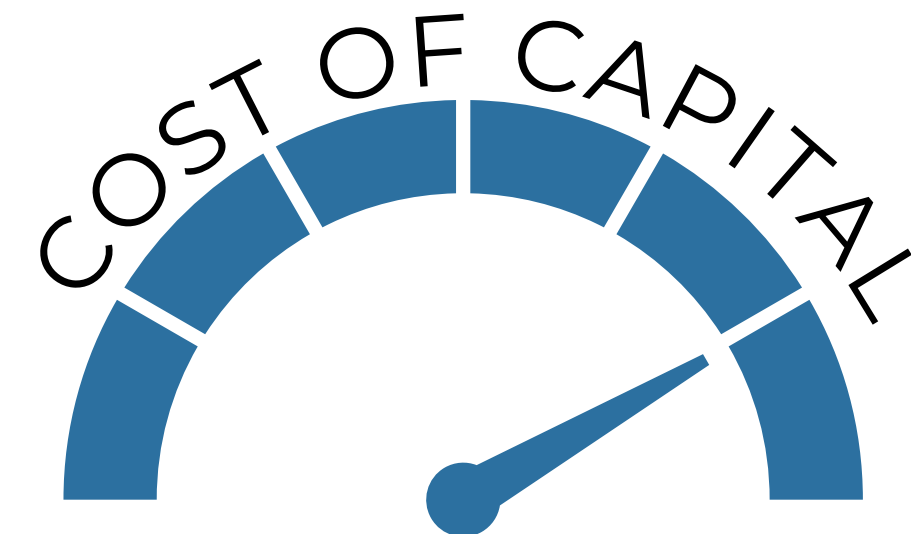
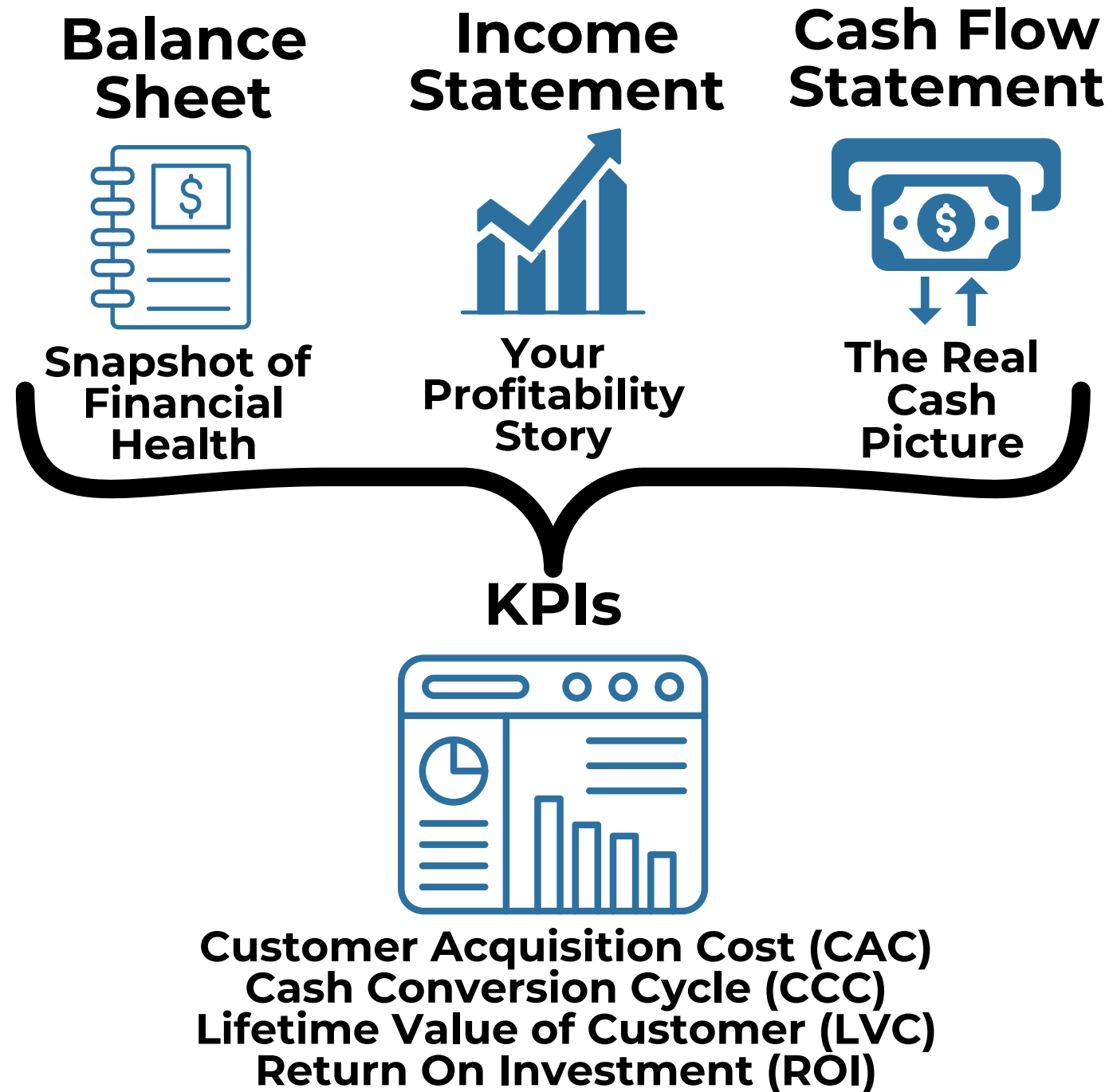


NOT ANOTHER SPREADSHEET!



YOU NEED A SYSTEM PRODUCING REAL-TIME FINANCIAL KPIS.

THE FOUNDATION OF BUSINESS SUCCESS



Optimizing your capital mix to minimize costs & maximize value.

The 5 Pillars You Need to Build This System in Your Business

**ACCOUNTING IS
THE LANGUAGE
OF BUSINESS.**

**UNDERSTANDING YOUR FINANCIALS IS THE
PEACE OF MIND YOU ARE CHASING.**



What Real Financial Clarity Looks Like

Every high-performing real estate operation is built on these 5 pillars:

What Real Financial Clarity Looks Like

Every high-performing real estate operation is built on these **5 pillars**:



**Custom Chart
of Accounts**



ACCRUITY

Custom Chart of Accounts

Built for your portfolio and strategy

- **Use class tracking or locations in QuickBooks for multi-property portfolios**
- **Avoid catch-all categories like “Misc.” or “General Expense”**
- **Keep your chart clean — not bloated. More categories = more confusion if unmanaged**
- **Build with your CPA’s tax strategy and lender reporting needs in mind**

Chart of Accounts for Real Estate Investors

Income Accounts

- Rental Income (by property)
→ e.g., “Rental Income – 123 Main St”
- Late Fees / Misc. Income
→ Keep separate for reporting & tax clarity
- Short-Term Rental Revenue (if applicable)
→ Break out by property or platform (Airbnb, VRBO)

Expense Accounts (Group by category + property)

- Repairs & Maintenance
- Property Management Fees
- Utilities (Electric, Gas, Water, Trash)
- HOA Fees
- Insurance Premiums
- Property Taxes (Escrow vs. Paid Direct)
- Legal & Professional Fees
- Bank & Loan Fees

CapEx Accounts (Track Separately!)

- Capital Improvements (e.g., roof, HVAC, reno)
- Furniture & Fixtures (for STRs)
- Appliance Replacements

Liability & Equity Accounts

- Mortgage Principal (by property)
- Escrow Balances
- Security Deposits Held
- Owner Contributions / Draws
- Loan Payables (private, hard money, etc.)



Custom Chart of Accounts

Built for your portfolio and strategy



Pro Tip: Use subaccounts by property for easy P&L reporting!

Do NOT mix CapEx into regular OpEx. This screws up your profitability reports and tax deductions.

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Monthly Close
Process



Monthly Close Process

Lock in accurate books with actionable insights

- **This is your audit trail. Your investor report. Your internal gut check.**
- **If you're not doing this monthly, you're not in control, you're just hoping.**

Monthly Close Process

- Reconcile ALL Accounts
 - Bank accounts
 - Credit cards
 - Mortgages & loans
 - Escrow balances
- Categorize Every Transaction
 - No "Uncategorized Expense" or "Ask My Accountant"
 - Use rules in QuickBooks to automate repeat entries
 - Split CapEx vs. OpEx accurately
- Run Key Financial Reports
 - P&L by property
 - Balance sheet
 - Cash flow statement (actual vs. forecasted)
- Check for Red Flags
 - Late or missed rent
 - Expense spikes (repairs, utilities, mgmt fees)
 - Duplicate vendor charges
 - Negative cash flow units
- Update & Review Internal Dashboards
 - Cash on hand vs. liabilities
 - Loan balances & interest
 - Owner equity snapshot
 - DSCR for lending readiness
- Document & Archive
 - Save PDF copies of reports
 - Upload to shared drive or investor folder
 - Add notes for anomalies, big swings, or pending adjustments



Monthly Close Process

Lock in accurate books with actionable insights

- **Real-time visibility** into your true financial performance
- **Catch errors early** - mispostings, missing entries, or unauthorized transactions
- **Confident cash flow management** - know what's booked vs. what's in the bank
- **Avoid year-end fire drills and surprise tax issues**
- **Create consistent accountability** rhythms across teams
- **Make decisions using KPIs** backed by real, up-to-date numbers
- **Build lender/investor trust** with clean, consistent reporting

Monthly Close Process

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Reporting



Reporting

Clear, simple, decision-ready

- **Profit & Loss Statement (P&L)**
 - By property & consolidated
 - Should show actual vs. prior month + YTD
 - Flag net negative or underperforming assets
- **Balance Sheet**
 - Updated with correct loan balances
 - Clear escrow tracking
 - Owner equity + liabilities snapshot
- **Statement of Cash Flows**
 - Operating, investing, and financing cash activity
 - Should explain why profit \neq cash
- **Rent Roll or STR Income Summary**
 - Track occupancy, rent received, and booking platform revenue
 - Include % collected vs. billed

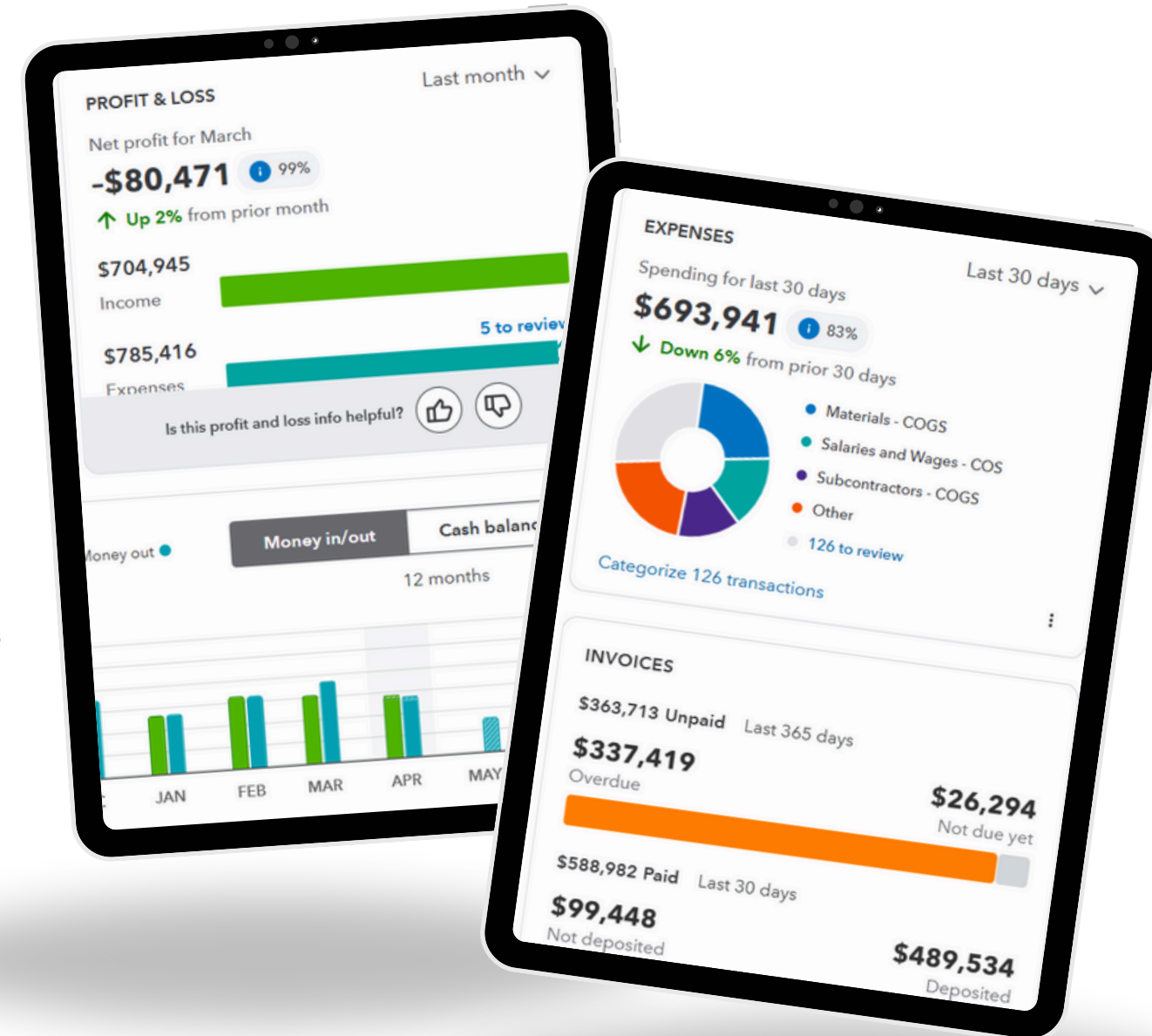




Reporting

Clear, simple, decision-ready

- **CapEx Log**
 - Tracks all capital projects by property
 - Helps with tax planning, ROI, and refinance prep
- **Expense by Vendor**
 - Useful for spotting cost creep or renegotiation opportunities
- **Owner Distribution Report**
 - Clear breakdown of draws vs. retained earnings
 - Helps keep partners aligned + avoids messy year-end cleanups
- **Debt Schedule**
 - Shows all current loans, rates, maturity dates, and DSCR if applicable
- **Budget vs. Actual (By Property)**
 - Highlights overspending or underperformance
 - Critical for flipping, BRRRR, and STR portfolios



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**Custom Chart
of Accounts**



**Monthly Close
Process**



Reporting



**Rolling
Forecast**



Rolling Forecast & Budgets

Know what you can spend and when

- **Your P&L shows where you've been.**
- **Your rolling forecast shows whether you're ready for what's next.**

Rolling Forecast: forward-looking, real-time projection of your:

- Cash inflows (rent, STR bookings, reimbursements, closings)
- Cash outflows (debt service, payroll, renovations, marketing, CapEx)
- Net cash position — 30 / 60 / 90 days out

Projected Inflows

- Rent by property
- STR revenue by platform
- Tenant reimbursements (utilities, maintenance)
- Scheduled closings or capital infusions
- Loan disbursements (refi, draws, private lending)

Projected Outflows

- Mortgage payments (split principal/interest)
- CapEx project timelines & costs
- Insurance, taxes (due dates + escrow releases)
- Payroll, VAs, management fees
- Marketing / lead gen / software
- Upcoming tax estimates (federal/state/QBO)



Rolling Forecast & Budgets

Know what you can spend and when

- **Build it in Excel, update from QuickBooks**
- **Break out by entity, property, or project**
- **Always show rolling total cash position**
- **Include cushion thresholds (e.g. 2 months PITI per property)**

Rolling Forecast: forward-looking, real-time projection of your:

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Monthly Close
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Reporting



Rolling
Forecast



Financial KPI
Dashboard



KPI Financial Dashboard

Forward-Trending Real
Actionable Insights



Pro Tip:

- **Update KPIs monthly, not annually**
- **Tie KPIs directly to your strategic goals**
- **Automate reporting where possible to stay consistent**

Financial KPI Dashboard

◆ Forward-Looking Metrics, Not Just Rearview Reports:

Your dashboard shouldn't just tell you what happened — it should predict what's coming next. Build KPIs that help you course-correct before small issues become big problems.

◆ Critical KPIs to Track:

- Cash Burn Rate — Know how long your cash will last based on actual spending.
- Gross and Net Profit Margins — Track both per property and consolidated.
- Occupancy Rates & Rent Collection — Spot income risks early.
- CapEx vs. Budget — Ensure projects aren't draining future profits.
- DSCR (Debt-Service Coverage Ratio) — Vital for keeping lender trust intact.

◆ Make Faster, Smarter Decisions:

When your KPIs are clean and current, you don't have to guess if you can afford to scale, renovate, or refinance — you'll know.

◆ Build Investor and Lender Confidence:

High-quality dashboards show you're not just operating — you're optimizing. Sophisticated operators get better deals, bigger loans, and stronger partners.



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THE 5 KPI'S EVERY INVESTOR MUST TRACK FOR FULL VISIBILITY IN THEIR BUSINESS

1. CAC to LTV Ratio (Acquisition Cost/Lifetime Value)
2. Deal Cash Conversion Cycle (CCC)
3. Debt Service Coverage Ratio
4. Portfolio/Deal Loan-to-Value
5. Return On Investment/Equity (ROI/ROE)

CAC : LTV RATIO

How much you spend to acquire vs. how much each client/unit is worth.

- **Customer/Deal Acquisition Cost:** How much you spend to close a deal.
 - (Ex: marketing spend, broker fees, investor dinners, legal fees, etc.)
 - ALL Sales/Marketing/Advertising
- **Lifetime Value:** Total profit that Customer/deal brings back to you.
 - (Ex: Off-Market flip nets you \$25K and there is no additional return from that “customer”)
 - Focus on “Gross/Net” Profit depending on the situation/review analytics.

If CAC is too high vs LTV → You’re bleeding cash and your business isn’t sustainable.

- Must evaluate BY lead source (and ensure overhead still broken out)

If LTV is much higher than CAC → You have margin to reinvest in growth and scale.
SPEND MORE!

CUSTOMER ACQUISITION COST (CAC) AND LIFETIME VALUE (LTV)

| Metric | What is it? | Why it Matters | The Formula |
|--|--|---|--|
| Customer Acquisition Cost (CAC) | The Amount of Money it Takes to Acquire a Customer | <ol style="list-style-type: none"> 1. Tells you if your marketing is efficient 2. Helps you decide how much to reinvest 3. Critical for Scaling | $\frac{\text{Total Marketing Spend}}{\text{Number of Closed Deals}} = \text{CAC}$ |
| Lifetime Value (LTV) | The total gross profit (not revenue) you'll make from a customer over the entire time they do business with you. | <ol style="list-style-type: none"> 1. Tells you how valuable a lead really is over time 2. Justifies higher marketing spend for high-LTV clients 3. Critical for evaluating repeat buyers, referrals, and JV potential | $\begin{aligned} &\text{Average Deal Size (Gross Profit)} \\ &\times \\ &\text{Repeat Deal Frequency (same customer)} \\ &= \\ &\text{Lifetime Value} \end{aligned}$ |

Insights

CAC is core KPI that helps determine whether your lead generation strategy is financially sustainable.

Hormozi Pro-Tip:
 "Don't scale paid acquisition until your LTV is at least 3x your CAC (LTV:CAC RATIO):"

Real World Example

Sales & Marketing Spend:

1. 10,000 Direct Mailers Sent x \$1.00 per Mailer = \$10,000 in Total Mail Spend
2. Sales Commissions: \$5,000

Closed Deals:

This Direct Mail Campaign generated 3 closed deals each earning assignment fees of \$20k

LTV: CAC Formula

1. \$15k (Marketing Spend) ÷ 3 Closed Deals = \$5k CAC
2. \$20k (Revenue per Deal) - \$5k (CAC) = \$15k (LTV/LTGP)
3. \$15k (LTV) / \$5k (CAC) = 3:1 LTV/CAC Ratio

DEAL CASH CONVERSION CYCLE (CCC)

How long it takes to turn dollars invested into dollars back in your pocket.

- **Start (Cash Out):** All the cash you are spending in your business to acquire customers (CAC)
- **Cycle Time:** Months/years your money is “trapped” in the deal. Meaning, when are you getting that profit from the spend it took you in the first place?

The best investors don't just ask
“What's the return?”

They ask:

**“How fast can I get my money
back and redeploy it?”**

Short CCC = Faster snowball. The quicker you recycle capital, the more deals you can stack.

Long CCC = Equity trapped. Growth slows even if the deal cash flows.

Ask before every deal:

- “How fast can I get my initial investment back?”
- “Do I have systems to shorten the cycle?”

DEAL CASH CONVERSION CYCLE (CCC)

| Metric | What is it? | Why it Matters | The Formula | Insights |
|-----------------------------|--|---|---|--|
| Cash Conversion Cycle (CCC) | The Time between spending money (on ads, labor, inventory) and collecting cash from customers, measured in days. | <ul style="list-style-type: none"> Helps you manage cash flow Reveals how long capital is tied up before it pays off A shorter CCC = faster recycling of dollars into more deals | Avg. Days of Cash Outstanding before receiving Profits back = CCC | Pro-Tip: "Your growth rate is limited by your cash cycle. If you don't manage this, you'll die scaling." |

Real World Example (Same as LTV:CAC Example)

Sales & Marketing Spend:

- 10,000 Direct Mailers Sent x \$1.00 per Mailer = \$10,000 in Total Mail Spend
- Sales Commissions: \$5,000

Closed Deal Detail:

This Direct Mail Campaign generated 3 closed deals each earning assignment fees of \$20k

Deal 1: Closes in 19 Days
Deal 2: Closes in 34 Days
Deal 3: Closes in 65 Days

CCC Formula

- \$20k x 3 Deals = \$60k Total Revenue
- $(19 \text{ days} + 34 \text{ days} + 65 \text{ days}) \div 3 \text{ Closed Deals} = 39.3 \text{ Days}$

Interpretation:

- It takes you an average of 39 days to turn \$15,000 into \$60,000.
- Knowing this helps you plan when to reinvest, how much cash cushion you need, and when the next campaign should drop.

DEBT SERVICE COVERAGE RATIO

Measures how comfortably your property's net operating income (NOI) covers its debt payments.

- Lender's #1 approval metric. An entire INDUSTRY Built on this.
- Safety cushion against vacancies, change in costs, loan resets, etc.
- Strong DSCR = More cash flow. Easier to leverage MORE.

Benchmarks

- < 1.0 = Losing money. Increase or exit.
- 1.20 = General Lender Minimum. SAFE
- $1.5+$ = Growth fuel. Leaving equity on the table?

How to Use:

- **Buying:** Use in underwriting. Stress-test DSCR at conservative rents/rates. Ensure hidden costs (Vacancy, Inflation, etc.) included.
- **On-Going:** Monthly property performance evaluation. Use "Trailing" for relevancy, particularly if not using accrual counting (example: Tax payment).
- **Debt Covenants:** Usually annual requirements, get ahead!
- **Financing:** Package DSCR spreads with LTV (Loan to Value) spreads for maximum "CASH OUT"
- **Portfolio Strategy:** Track weighted DSCR to stay "bankable." Property decisions based on this.

DEBT SERVICE COVERAGE RATIO

| Metric | Amount | Notes |
|---------------------------------|------------------------|---|
| <u>Loan Amount</u> | | |
| Fair Market Value (FMV) | \$350,000 | The Current Fair Market Value of the Portfolio. |
| LTV | 75% | The Loan-to-Value that the Loan is based on. |
| Max Loan Amount | \$262,500 | Collateralized Loan Amount |
| <u>Loan Terms</u> | | |
| Rate | 7.5% | Stated Annual Fixed Interest Rate |
| Term (Years) | 30 Years | Term (years) of the loan |
| # of Payments per Year | 12 | # of Payments per Year (nper) |
| <u>Loan Metrics</u> | | |
| Monthly Debt Service (P&I Only) | \$1,835 | Monthly Payment based on above Loan Terms (P+I) |
| Annual Debt Service (P&I Only) | \$22,025 | Monthly Debt Service multiplied by 12 months |
| Target DSCR | 1.2-1.4x | <1.2 = Losing Money. >1.4 = Leaving Equity on the Table |
| Avg. Monthly NOI Needed | \$2.2k - \$2.6k | Monthly Debt Service x 1.2 and 1.4, respectively |
| Annual NOI Needed | \$26k - \$31k | Annual Debt Service x 1.2 and 1.4, respectively |

Example Interpretation:

1. A bank would be willing to loan **\$262,500** on a **\$350,000** Asset using a **75% Loan-to-Value Ratio**
2. The P&I Payment on that loan would be **\$1,835 per Month**
3. The property needs to produce **Net Operating Income (NOI)** of **1.2-1.4x** to sufficiently support that debt
4. **Total Revenue - Property Costs = NOI**
5. A bank will give a loan of **\$262.5k**, assuming that the property can produce at least **\$2.2k** in NOI per month.



**BONUS: AMORT
SCHEDULE
TEMPLATE**

Pro Tip: Excel Formula to Calculate Monthly P&I Payment:

- Excel Syntax: =PMT(rate,nper,pv,[fv],[type])
- Explanation: Monthly Payment (Interest Rate per Payment, Payments in Loan Period, Loan Amount, [not needed], [not needed])
- Actual Example Formula: =PMT(.075/12,30*12,-262,500) = \$1,835.44 = Monthly P&I Payment

PORTFOLIO/DEAL LOAN-TO-VALUE

Loan Balance ÷ Property Value → % of leverage on a deal or portfolio.

LEVERAGE = ABILITY TO SCALE!

- Core underwriting and covenant metric
- Impacts rates, terms, and leverage
- High LTV = riskier, low LTV = stronger equity position.
- Inverse relationship w/ DSCR (The more debt, the higher your payment...)

How to Use:

- **Buying:** Maximize leverage to maximize scale (≤ 75–80%).
- **On-Going:** Continuous evaluation (Inflation + Mortgage paydown).
- **Financing:** Utilize when requesting capital (Prove Value - Appraisal). Inflation creates opportunity.
- **Portfolio:** Monitor overall LTV to keep scaling power.

Benchmarks

- 80%+ = Thin margin, higher risk.
- 65–80% = Ideal investor range. Risk of “Trapped Equity”
- 50-65% = Strong equity → fuel for next buy. Evaluate for Refi...
- <50% = Leaving chips on table. Evaluate your ROE, NOW!

LOAN-TO-VALUE

| Metric | Amount | Notes |
|---|------------------------|--|
| <u>Loan Amount</u> | | |
| Fair Market Value (FMV) | \$350,000 | The Current Fair Market Value of the Portfolio. Should be supported by an appraisal. |
| Loan Amount | \$210,000 | Amount of Current Loan |
| LTV | 60% | Loan-to-Value = $\$210k \div \$350k = 60\%$ |
| <u>Cash Out Refi Opportunity</u> | | |
| Max Loan LTV | 75% | The maximum LTV a bank would lend |
| Max Loan Amount | \$262,500 | Max Loan Amount = $\$350k * 75\% = \$262,500$ |
| Potential Cash Out Refi Amount | \$52,500 | New Loan (\$262.5k) - Current Loan (\$210k) = Tax Free Cash Out (\$52.5k) |
| <u>Loan Metrics</u> | | |
| Monthly Debt Service (P&I Only) | \$1,835 | The Monthly Payment on the debt |
| Target DSCR | 1.2-1.4x | <1.2 = Losing Money. >1.4 = Leaving Equity on the Table |
| Avg. Monthly NOI Needed | \$2.2k - \$2.6k | Monthly Debt Service x 1.2 and 1.4, respectively |

Example Interpretation:

1. A property that has a FMV of \$350k with a loan of \$210k attached to it has a 60% LTV
2. Since a bank would lend 75% of the \$350k value, there is an opportunity to take a new loan of \$262.5k, payoff the current debt of \$210k, and put \$52.5k of tax free cash in your pocket.
3. You can only do this if the property is producing at least \$2.2k/month of NOI, in order to maintain at least a 1.2x DSCR Ratio

RETURN ON INVESTMENT/EQUITY (ROI/ROE)

Measures how much profit you make relative to the money you've invested.

- **ROI:** Shows which properties or strategies give the best return on your investment.
- **ROE:** Shows which properties or strategies gives the best return on your “locked up” opportunity.
- Sitting on a heavy equity on a per deal basis, signals you aren't maximizing your investment opportunities.
- The lower your LTV, the more likely you have untapped equity, the more likely your return on that free equity is LESS.

How to use:

- **Buying:** Evaluate what your spread will be (and also how much you will have in the deal) combined with projected net cash flow and appreciation opportunity.
- **On-Going:** Evaluate KPI against other OPPORTUNITY. Cash-In and reinvest, or sit and wait...
- **Portfolio:** Key to success, never fall in love with an asset..

A rising ROI/ROE signals efficient use of your capital.

A declining ROI/ROE signals over-leveraging or underperforming assets.

RETURN ON INVESTMENT/EQUITY (ROI/ROE)

Tying it all together!

Example Interpretation:

| Metric | Amount | Notes |
|--------------------------------------|------------------|--|
| <u>Property Example</u> | | |
| Cost to Acquire Contract | \$5,000 | See CAC slide for calculation. |
| Purchase Price & Closing Costs | \$160,000 | Calculate using HUD or Closing Statement |
| Renovation and Holding Costs | \$65,000 | Loan-to-Value = $\$210k \div \$350k = 60\%$ |
| Total Cost Basis | \$230,000 | Total Amount of "Capitalized" Costs |
| Less: Initial Hard Money Loan Amt. | (\$210,000) | See DSCR and LTV slides for calculation |
| Total Cash into Deal (Equity) | \$20,000 | Total Amount of Cash needed to "bring to the table" |
| New Value After Renovations | \$350,000 | See DSCR and LTV slides for calculation |
| Cash Out at Refinance Event | \$52,500 | |
| Return on Equity (ROE) - Total | \$100,000 | Total Profit or Value Added ($\$350k - \$230k = \$120k$) - Equity in Deal ($\$20k$) = $\$100k$ |
| ROE Ratio - Total | 5:1 | $\$100k \div \$20k = 5$ |
| Return on Equity - Cash out Refi | \$32,500 | Net Cash Out: ($\$52.5k - \$20k = \$32.5k$) |
| ROE Ratio - Cash Out Refi | 1.6:1 | $\$32.5k \div \$20k = 1.625$ |

1. Using the same example, our total cost into this property is \$230k and our original loan was \$210k. This implies that we have \$20k of our own cash (or Equity) into the deal.
2. We were able to increase the value to \$350k (supported by an appraisal), meaning we created value of \$120k ($\$350k - \$230k$).
3. It cost us \$20k of our own funds (Equity) to create that value, so we created Net Equity of \$100k ($\$120k - \$20k$)
4. This implies a ROE of 5x

Note: We also calculate this ratio based on the net cash received at the refi / stabilization event. While this isn't the true definition of ROE, it is a good proxy to understand the success of the value-add phase of the deal's lifecycle.



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When You Start Tracking the Right Numbers, You Can Use Them to Spot the Profit Leaks Draining Your Business



THE #1 CULPRIT?

~~BAD DEALS?~~

BAD VISIBILITY



The Three Most Common Profit-Leaks that Go Unnoticed



1. The TRUE Cost of Vacancy



2. Unplanned Maintenance/CAPEX



3. Rising Operating Costs

The True Cost of Vacancy

What it Really Includes:

- **Lost Rent Revenue** – Every day empty is pure bottom line hit.
- **Utilities** – You are covering utilities the tenant is typically covering.
- **Insurance Premiums** – Higher “Vacancy” policies needed.
- **Turnover Repairs & Cleaning** – Paint, flooring, deep cleaning, etc.
- **Marketing & Leasing Fees** – Photography, ads, listing fees, broker/agent commissions (Customer Acquisition costs).
- **Staff Time & Admin** – Property management team hours spent showing, screening, and processing.
- **Opportunity Cost** – Money tied up in a non-performing asset instead of generating cash flow.
- **Reputational Impact** – Prolonged vacancy can hurt neighborhood perception and tenant demand.

The True Cost of Vacancy

How to Reduce or Prevent Vacancy

- **Competitive Rent Pricing** – Price slightly under market to stay full.
- **Strong Tenant Screening** – Pick stable, reliable tenants with history of on-time payments.
- **Proactive Renewals** – Start renewal conversations 90 days before lease end minimum.
- **Great Tenant Experience** – Fast maintenance, clear communication, strong community feel.
- **Incentives for Renewal** – Small rent discounts, upgrades, or perks for staying longer.
- **Leasing Terms** – **Maximize** lease length to remove threat of turnover.
- **Aggressive Marketing** – List vacancies immediately with professional photos & multiple platforms.
- **Pre-Leasing** – Line up the next tenant before the current one moves out.
- **Local Relationships** – Partner with employers, schools, or relocation firms for steady referrals.
- **Property Upkeep** – Curb appeal and well-maintained units rent faster.

Unplanned Maintenance & CAPEX

True Cost of Unplanned Maintenance / CapEx

- **Direct Repair Costs** – Emergency HVAC, plumbing leaks, roof patches, electrical fixes.
- **Higher Contractor Rates** – Rush/emergency calls cost 2–3x more than scheduled work.
- **Unit Downtime** – Tenants can't occupy or may demand rent credits.
- **Tenant Dissatisfaction** – Poor experience leads to non-renewals and higher turnover.
- **Hidden Damage** – Water leaks → mold, foundation issues, or structural problems.
- **Insurance Deductibles** – Claims still require out-of-pocket before coverage kicks in.
- **Deferred Maintenance Backlog** – Patch jobs today mean larger replacement later.
- **Cash Flow Hit** – Unbudgeted expenses pull from reserves or force borrowing.
- **Opportunity Cost** – Capital spent on repairs can't be deployed to acquisitions or upgrades.
- **Property Value Impact** – Neglected maintenance lowers appraisal and resale value.

Unplanned Maintenance & CAPEX

How to Reduce / Prevent Unplanned Maintenance Pain

- **Routine Inspections** – Quarterly or biannual checks to catch issues early.
- **Preventative Maintenance** – Service HVAC, clean gutters/tie-in downspouts, snake drains.
- **CapEx Planning & Reserves** – 5–10 year capital budget with set-aside funds.
- **Vendor Relationships** – Pre-negotiate contracts with trusted contractors for lower costs.
- **Tenant Education** – Teach tenants how to avoid preventable damage (clogged drains, HVAC filters).
- **Technology Monitoring** – Leak detectors, smart thermostats, building sensors for early alerts.
- **Standardized Materials** – Use durable finishes and uniform systems to make repairs faster/cheaper.
- **Proactive Replacements** – Replace old systems before failure (e.g., roofs, boilers, appliances).
- **Insurance Optimization** – Review coverage annually to align with risk profile.
- **Strong Reserves Discipline** – 5–10% of gross rents set aside ensures you're never scrambling.

Rising Operating Costs

● Profit Leaks from Rising Operating Costs

(What Causes Them)

- **Utilities** – Incremental increases in water, electric, gas, trash
- **Insurance Premiums** – Annual policy increases or under-coverage surprises
- **Maintenance & Repairs** – Higher vendor costs, more frequent breakdowns
- **Property Taxes** – Reassessments driving unexpected increases
- **Payroll / Staffing Costs** – Property management, contractors, or admin creep
- **Vendor & Service Contracts** – Quiet increases in landscaping, cleaning, security
- **Supplies & Materials** – Inflation on parts, appliances, or turnover costs
- **Compliance & Fees** – Permits, inspections, legal costs not budgeted
- **Vacancy-Related Carry** – Covering expenses without rental income
- **Deferred Maintenance Snowball** – Small issues ignored that become big-ticket repairs

● How to Prevent / Reduce Operating Cost Leaks

- **Track KPIs Monthly** – NOI, DSCR, ROE, operating expense ratio
- **Budget vs. Actual Reviews** – Catch creeping costs early
- **Utility Audits** – Sub-metering, efficiency upgrades, renegotiate providers
- **Insurance Shopping** – Re-market policies annually, bundle coverage
- **Preventative Maintenance** – Service equipment regularly to avoid breakdowns
- **Standardize Vendors** – Lock in pricing, negotiate contracts, bulk-buy materials
- **Tax Appeals** – Challenge reassessments when valuations spike
- **Staff Efficiency** – Automate processes, use tech to reduce labor costs
- **CapEx Planning** – Replace proactively to avoid emergency premium pricing
- **Monthly Financial Review Rhythm** – Formal review of P&L with team to stay accountable

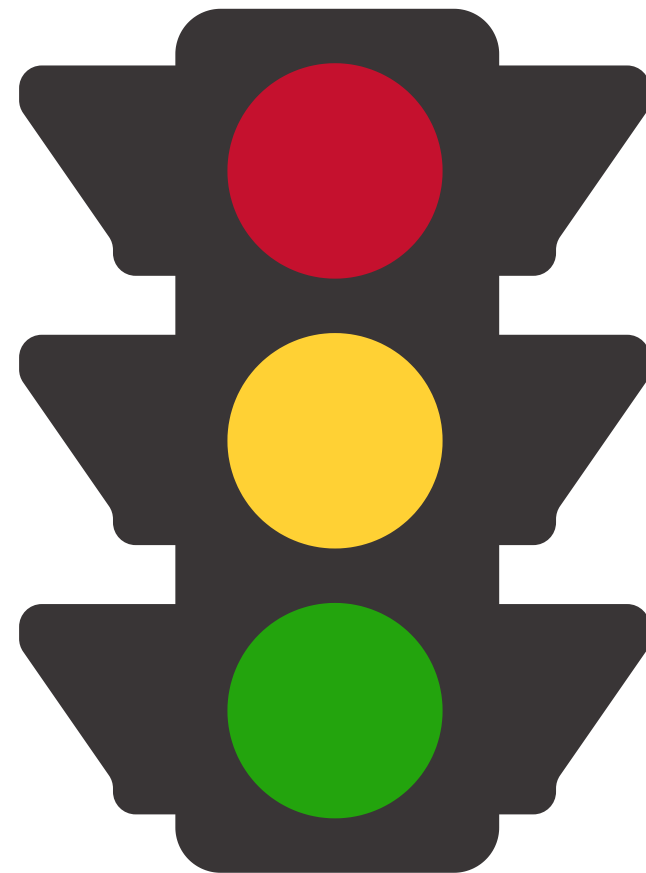


LIVE Q&A: Let's Talk Real Estate!

Drop your questions in the chat!

We'll be pulling them for live Q&A throughout the session.

HOW TO TELL IT'S TIME TO BUY, REFI, OR EXIT



When to Buy: Timing & Metrics that Matter

- **Market Conditions:** Rent growth trends, cap rate environment, supply vs demand.
- **Debt Environment:** Interest rates, lending terms, bank appetite.
- **Value-Add Potential:** Under-market rents, deferred maintenance, operational inefficiency.
- **Strategic Fit:** Aligns with portfolio diversification, scale goals, or geography.
- **KPI Tie-Ins:** Projected DSCR, cash-on-cash return, LTV.

(This one is more strategic than formulaic, but sets the stage.)

Unlocking Trapped Equity Through Refinance

- **DSCR Improvement:** Loan coverage ≥ 1.25 .
- **Equity Growth:** Value appreciation creates lower LTV.
- **Interest Rate Environment:** Current rate vs locked-in rate spread.
- **Cash-Out Options:** Ability to pull equity while maintaining safe leverage.
- **KPI Tie-Ins:** DSCR, LTV, ROE → test how they improve after refinance compared to what you plan to do with the “Cash tapped”.

Maximizing Returns Through Exit

- **Market Cycle Peak:** Cap rate compression, buyer demand.
- **Diminishing Returns:** Declining ROE as equity builds but cash flow stays flat.
- **Heavy CapEx Ahead:** Selling avoids large upcoming repairs.
- **Portfolio Strategy:** Rebalancing or consolidating into higher-yield assets.
- **KPI Tie-Ins:** Compare current ROE vs opportunity cost elsewhere.



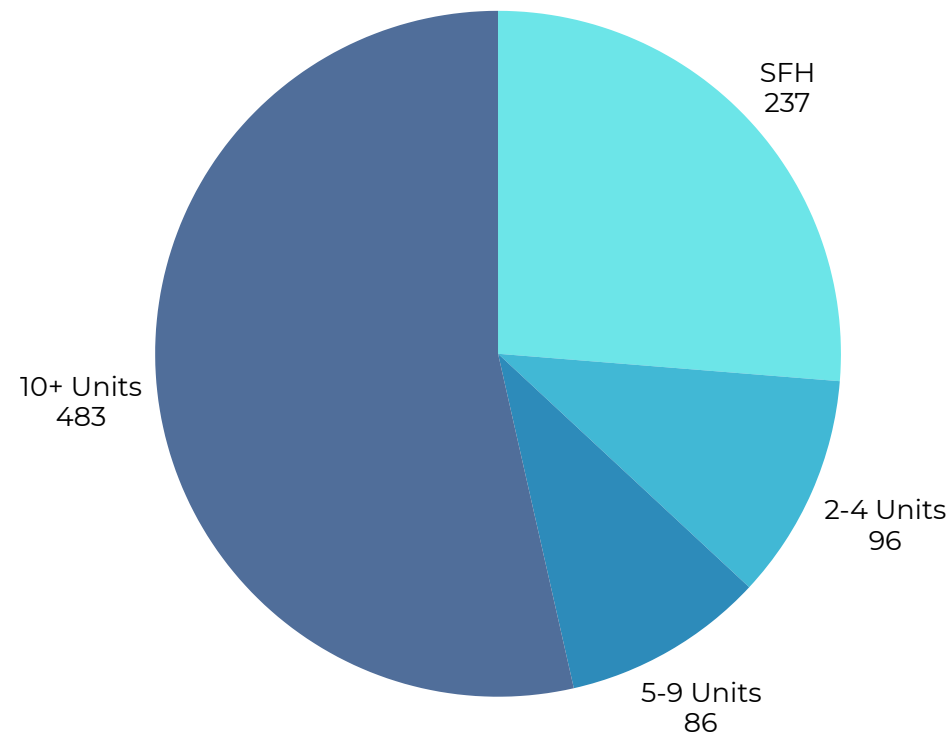
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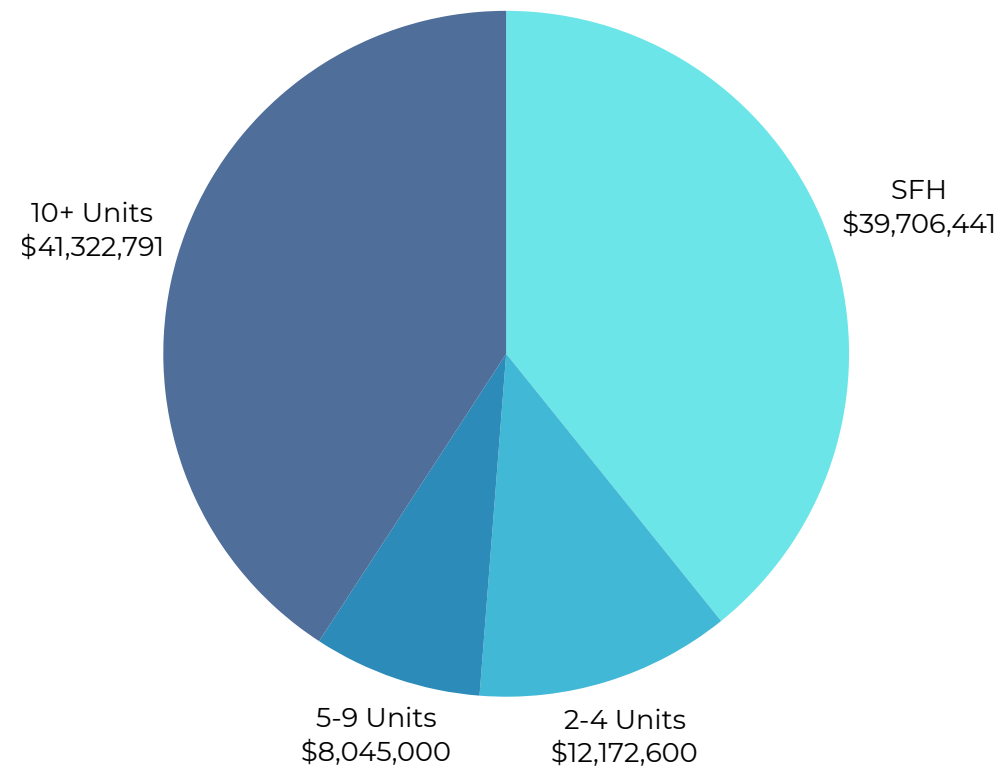
My 10-Minute View - Global Portfolio

Global View - Unit Count



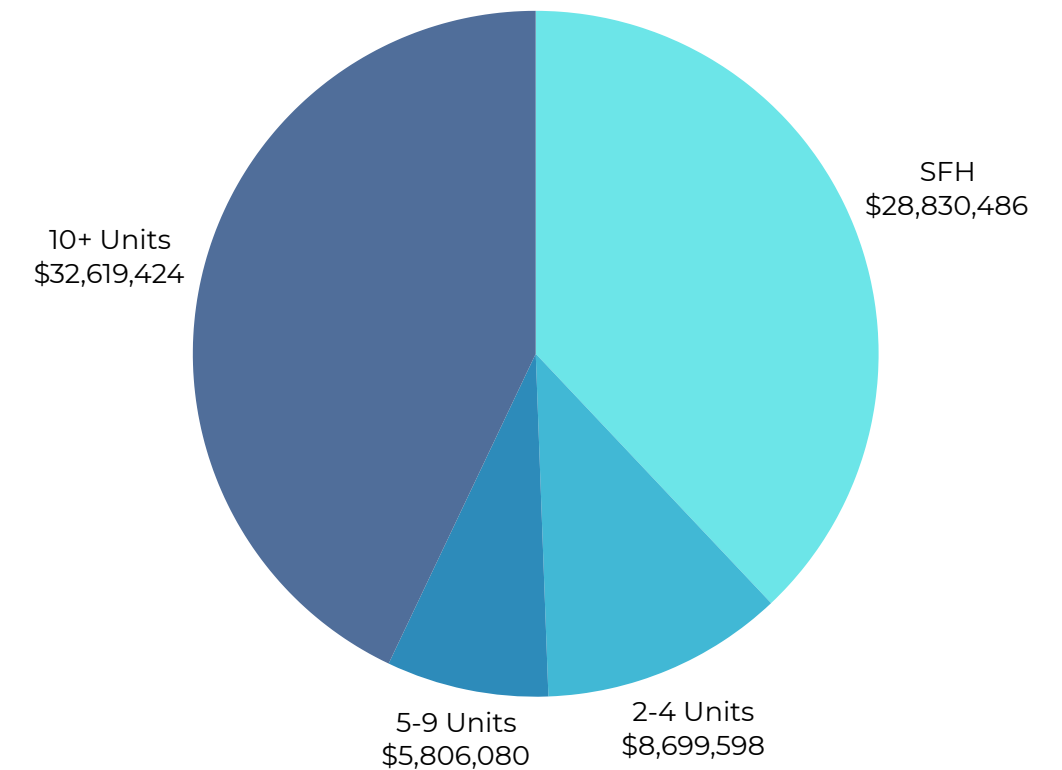
Total Units: 902

Global View - FMV



Total FMV: \$101,246,832

Global View - Loans



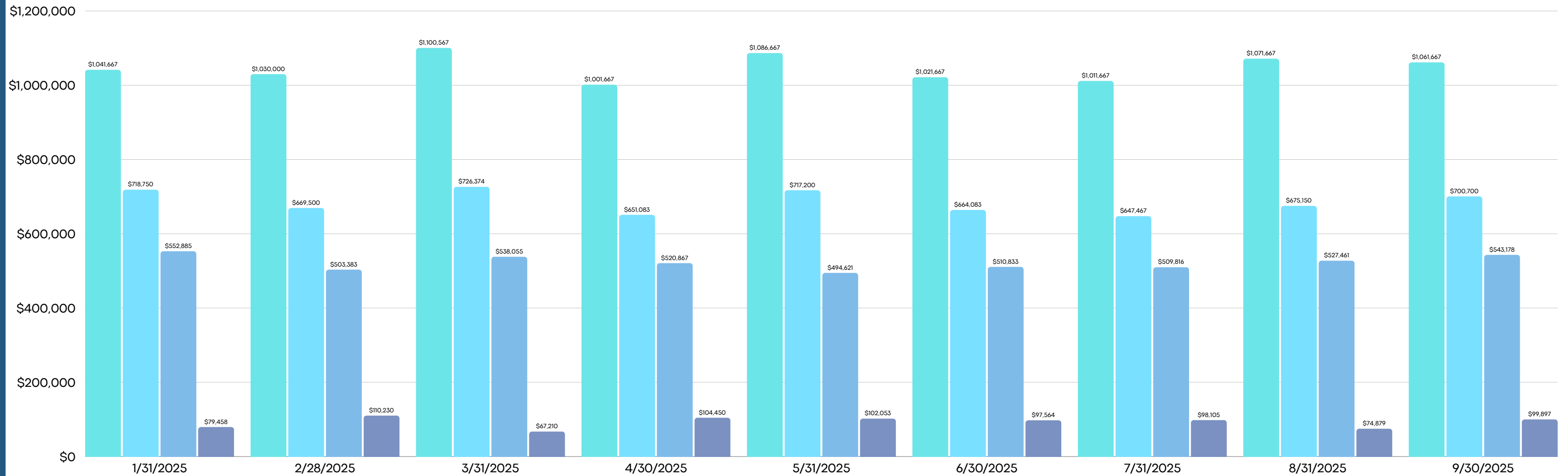
Total Debt: \$75,955,588

Net Portfolio Equity: \$25,291,244

My 10-Minute View - Portfolio Performance

Revenue, NOI & Debt Service

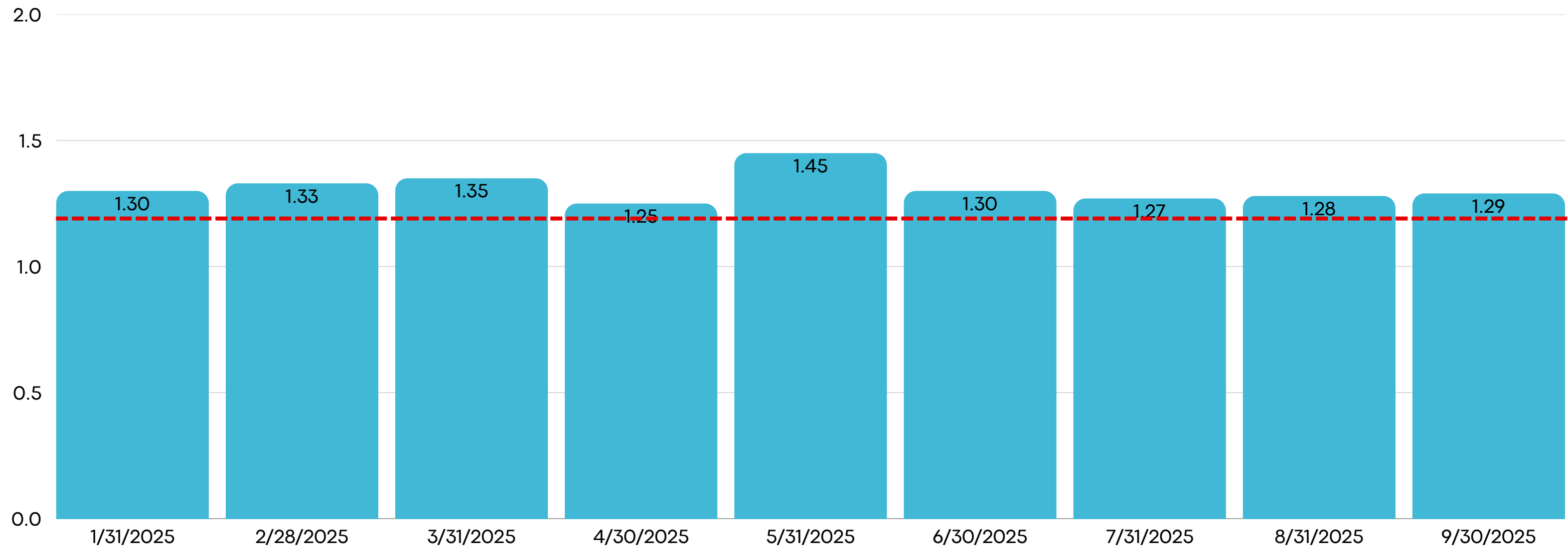
● Revenue ● NOI ● Debt Service ● Cash Flows



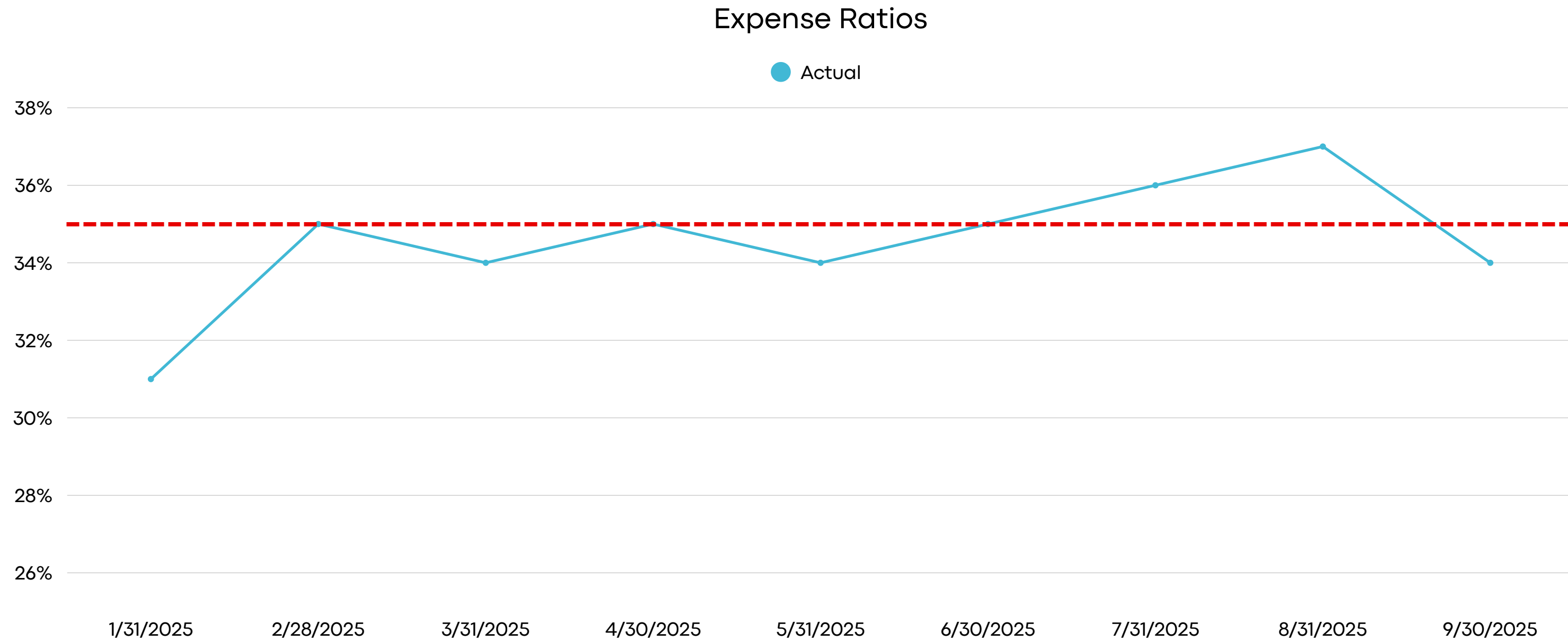
My 10-Minute View - DSCR

DSCR by Month

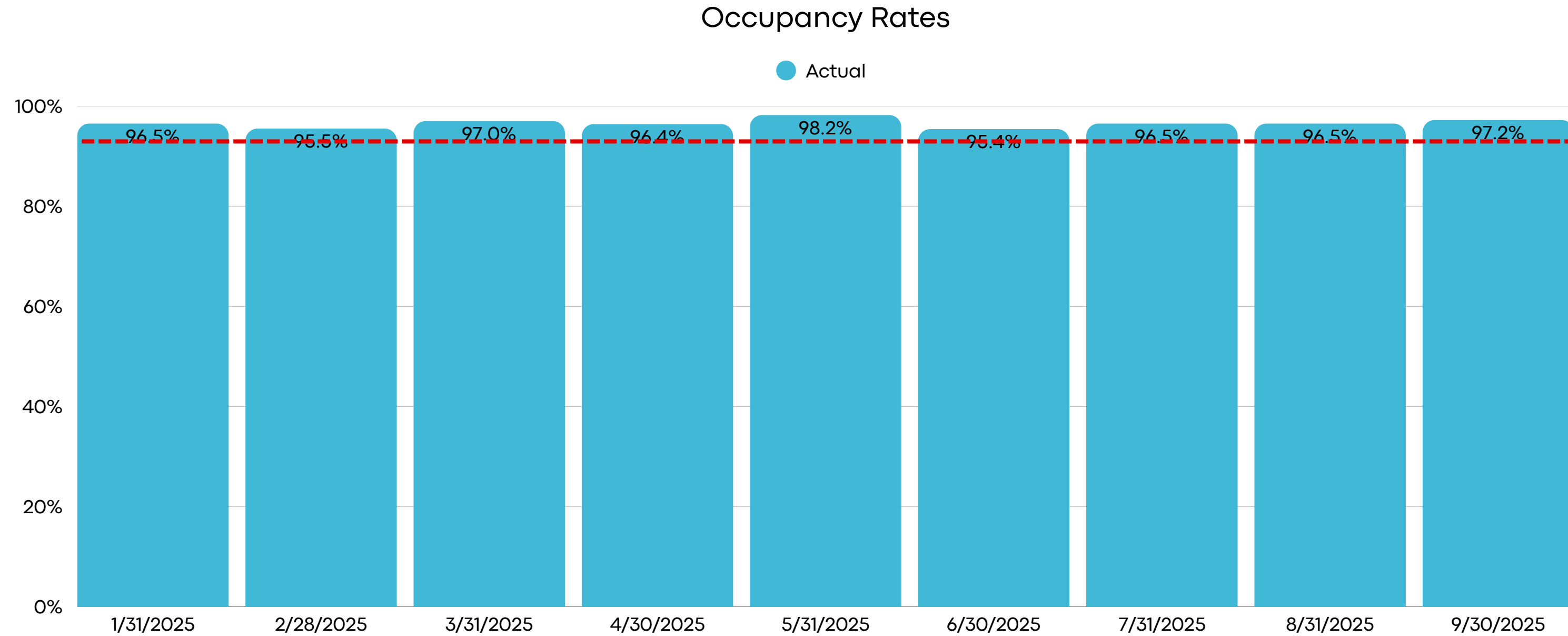
● Actual



My 10-Minute View - Expense Ratios



My 10-Minute View - Occupancy Rates





LIVE Q&A: Let's Talk Real Estate!

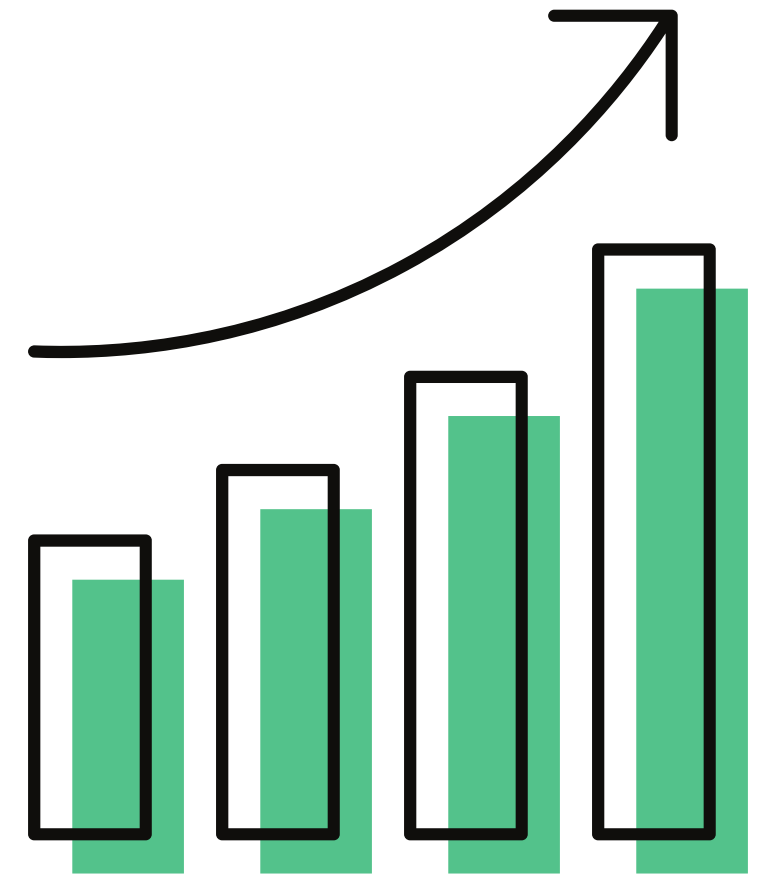
Drop your questions in the chat!

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How to Use This System to Raise Capital Faster

Most investors lose deals because they can't prove their numbers.

When you have clean, thorough, and trustworthy KPI's → Trust with Investors skyrockets!



How to Use This System to Raise Capital Faster

With your numbers now dialed in, you can use them to create your **Personal Financial Statement (PFS)**

PFS: A clear snapshot of your assets, liabilities, and cash flow. It's the first thing lenders and investors use to gauge your financial strength.

How it helps you raise capital:

- Demonstrates financial health and business discipline.
- Highlights your capacity to responsibly take on new debt.
- Builds trust by showing you treat investing like a professional business.
- Humanizes your numbers, so lenders also see your story, track record, and ability to deliver.

Business Bio

Olivia Ramirez is the founder and managing partner of **Ramirez Capital Group, LLC**, a private real estate investment firm based in Charlotte, North Carolina. With over a decade of experience in finance, operations, and asset management, Olivia began her career in corporate banking, where she advised middle-market clients on capital structuring and investment planning. After nearly 10 years in the financial sector, she transitioned into real estate in 2014—initially as a side investor—before launching Ramirez Capital full time in 2018.

Her firm specializes in acquiring and repositioning underperforming multifamily and mixed-use assets in high-growth, underserved markets across the Southeast. Olivia's strategy is grounded in disciplined underwriting, long-term cash flow stability, and value-add improvements that enhance both community impact and investor returns. Since inception, Ramirez Capital has grown its portfolio to include **over \$9 million in assets under management**, with Olivia overseeing deal sourcing, capital raising, and asset performance. She is known for her hands-on management style, strong lender relationships, and transparent communication with stakeholders.

In addition to running Ramirez Capital, Olivia is a **licensed real estate broker, a certified project management professional (PMP), and an active member of the Urban Land Institute and NAWBO**. Her long-term vision includes expanding into boutique development and affordable housing partnerships, all while building generational wealth and increasing access to equitable real estate investing.



Net Worth

Olivia's's net worth is provided herein with a detailed report of Assets and Liabilities tied out to specific footnotes within giving a clear picture of Olivia's financial stability as of June 30th, 2025.

NET WORTH: \$2,251,000

| Category | Amount |
|-------------------|--------------------|
| Total Assets | \$ 4,940,000 |
| Total Liabilities | \$2,689,000 |
| Net Worth | \$2,251,000 |

| ASSETS | | AMOUNT |
|---------------------|-----------------------------|--------------------|
| A | Real Estate Holdings | \$3,600,000 |
| B | Primary Residence | \$620,000 |
| C | Retirement accounts | \$275,000 |
| D | Brokerage accounts | \$190,000 |
| E | Vehicles | \$72,000 |
| F | Personal cash/bank balances | \$60,000 |
| G | Business cash/bank balances | \$65,000 |
| H | Personal Property | \$43,000 |
| I | Life Insurance (Cash Value) | \$15,000 |
| Total Assets | | \$4,940,000 |

Assets

Olivia's assets are provided herein with a detailed report of each asset provided in the footnotes of this financial statement.

TOTAL ASSETS: \$4,940,000

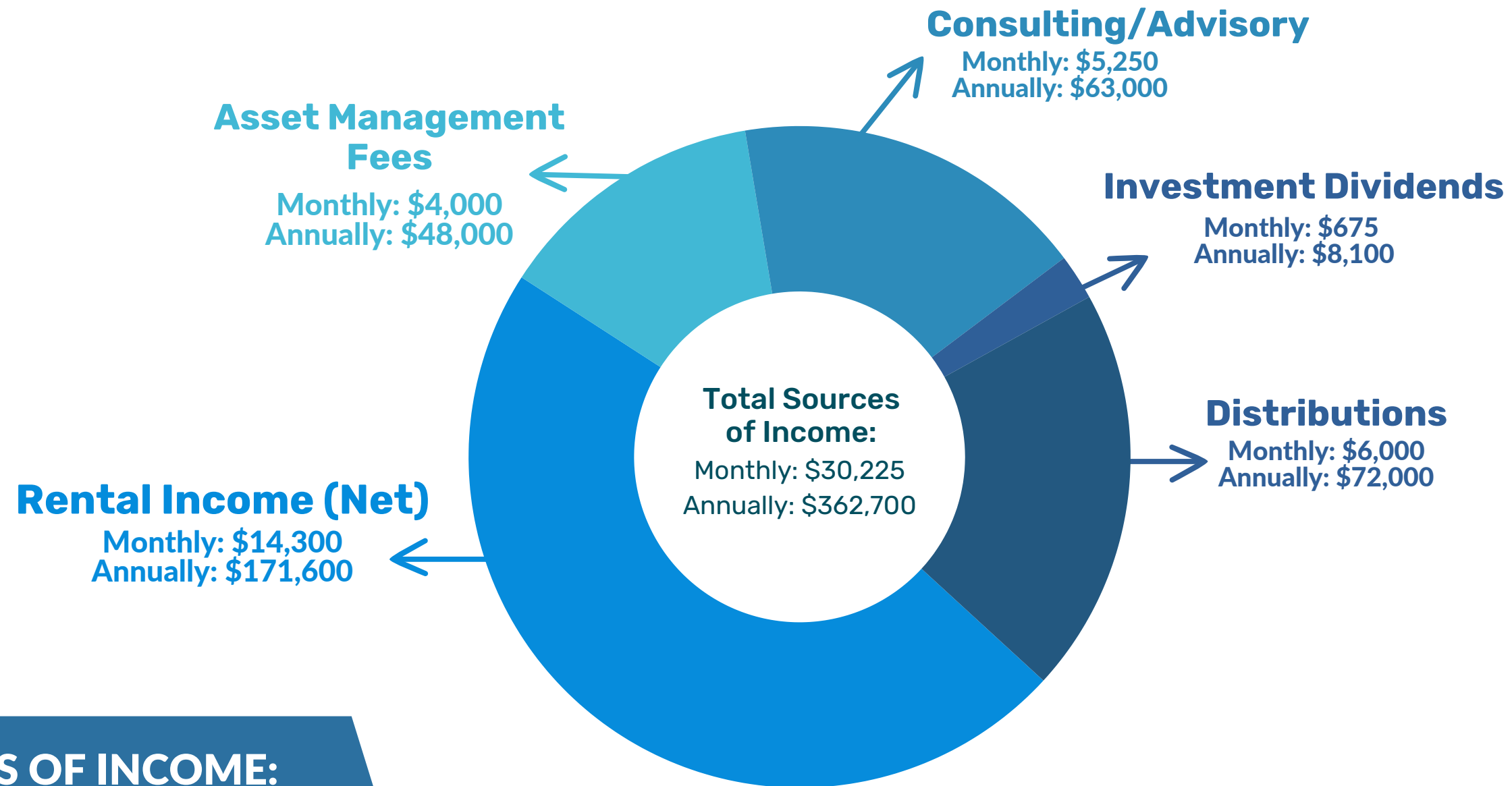
Liabilities

Olivia's liabilities are provided herein with a detailed report of each liability provided in the footnotes of this financial statement.

LIABILITIES: \$2,689,000

| LIABILITIES | AMOUNT |
|-----------------------------|--------------------|
| A Rental Property Mortgages | \$2,170,000 |
| B Mortgage | \$442,000 |
| C Vehicle Loans | \$55,000 |
| D Credit Card Debt | \$22,000 |
| Total Liabilities | \$2,689,000 |

Sources of Income



ANNUAL SOURCES OF INCOME:
\$362,700



LIVE Q&A: Let's Talk Real Estate!

Drop your questions in the chat!

Last chance to get your questions in!

5 Big Takeaways From Today

- **Track the Right KPIs:**
 - CAC to LTV Ratio (Acquisition Cost/LifetimeValue)
 - Deal Cash Conversion Cycle (CCC)
 - Debt Service Coverage Ratio
 - Portfolio/Deal Loan-to-Value
 - Return On Investment/Equity (ROI/ROE)
- **Profit Leaks Kill Returns:** The hidden expenses you ignore today compound into six-figures lost tomorrow.
- **Decisions > Gut Feelings:** Numbers tell you when to buy, refi, or exit so you stop second-guessing and start scaling.
- **Create Your 10-Minute CEO Dashboard:** Running your portfolio doesn't need to take hours (it should take minutes with the right view).
- **Investors Fund Clarity, Not Chaos:** The cleaner your numbers, the faster capital flows. Transparency creates trust.

You're Probably Thinking...

“I need this clarity in my business, but how am I supposed to build all of this when I need to be out there closing deals?”

When I Started, I Had No Choice but to Build It Myself.

- Outsourcing it would've meant **hiring 10 different people** (I couldn't afford that).
- There was **no single solution** that would give me everything I knew I could build for myself.
- Only way for me to actually track the metrics I needed to make million-dollar decisions without it getting muddy.

But NOW...

There is an **all-in-one solution** that will build this for you for less than the cost of **ONE FULL-TIME HIRE**

Accounting, Financial Strategy, & Tax Under One Roof, Done-for-You



BACK-OFFICE

Your financial engine built to scale

A fully-managed back office tailored to your stage and complexity.



TAX

*Real advice. Real strategy.
Real results.*

We help you pay less in taxes, legally and confidently, so you can reinvest more into growing your business and building wealth.



CFO

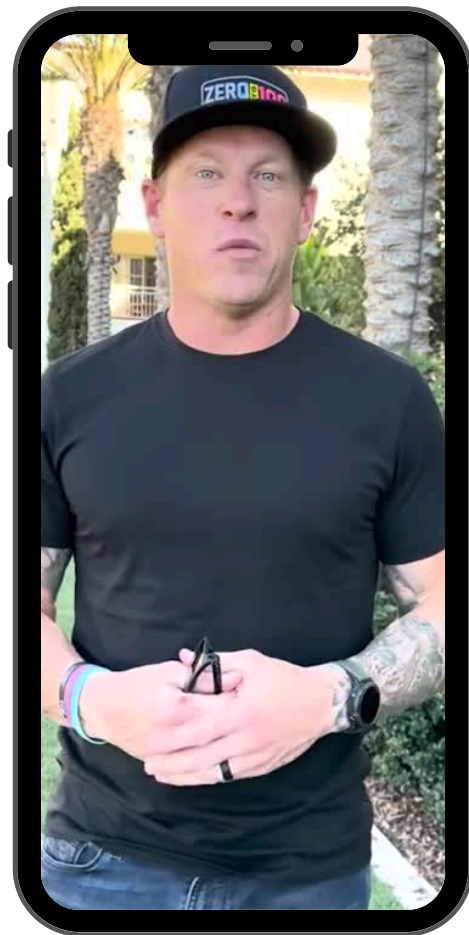
Your business wingman

You get an embedded financial expert (without hiring a full-time CFO) to help you grow, raise money, make big decisions, and sleep better at night.

Trusted by 100+ Real Estate Investors & Business Owners

“Most of our accounting was in-house and we had zero reporting. My team was working on it for 7 years, Accruity did it in 6 months.”

– Brady McDonald
Portfolio Owner



“When I brought Accruity in, it changed the game. It changed what I understand my numbers were and (it) allowed me to make better decisions as an executive of the company.”

– Carson Herlean



“Working with Accruity has allowed us to set our goals and reverse engineer the whole process”

– Fouad Bazzi
Crescent Retreats



THE INSIGHTS PACKAGE

Your Business, decoded and ready for optimization.

Founder Foundation Session

1 Hour One-On-One Advisory Call with Accruity Co-Founder

Close & Controllershship Insights

A strong foundation, built for scale

Financial Process Review & Analysis

Accounting Infrastructure Review

Fractional CFO Insights

Make strategic, data driven decisions.

2025 Projections

Real Estate Analysis



Tax Strategy & Filing Insights

Optimize your org. chart and tax plan

Prior Year Review for Missed Opportunities

Legal & Entity Org Chart Discussion

Illustrative Tax Plan

Resource Library

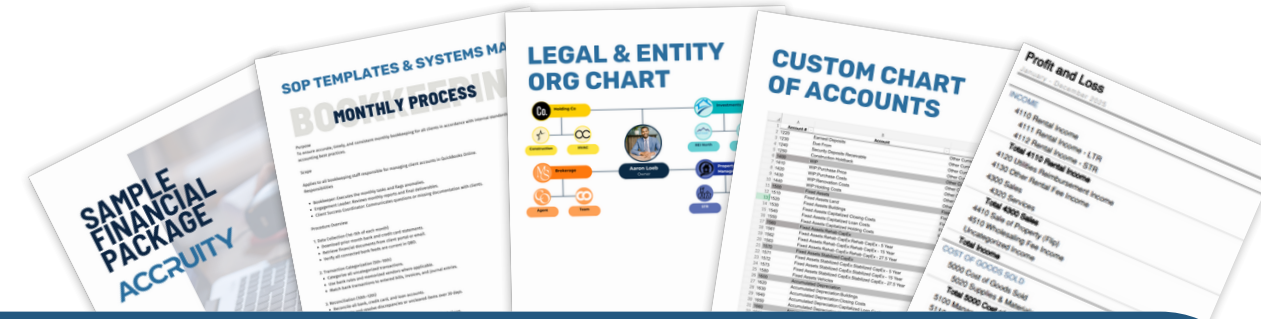
The tools you need to execute

Custom Implementation Plan

Accruity SOPs & Templates

Tax Strategies Explained

THE INSIGHTS PACKAGE



On Average, Our Clients Recover **\$160,000 In Missed Opportunities Hiding In Their Businesses in just 30 Days** with the Insights Package!

2025 Projections

Real Estate Analysis

The tools you need to execute

Custom Implementation Plan

Accruity SOPs & Templates

Tax Strategies Explained



*"I had bookkeepers come and go, but just the stability of working with Accruity has been phenomenal. **Now I know where all my numbers are**, allowing me to budget, know when to hire, when not to hire, and to forecast ahead of what we can spend and what our profit is. **I've never had that before.**"*

-Bob Lachance



*"Having your back office in order is the first thing you should be doing. And we're 10 years into our business, and I feel like it's the last thing we're doing. **Thankfully, we found Accruity, and I really just couldn't ask for better help.**"*

-Jaime Binks



*"I was fortunate enough to find Accruity and wasted no time hiring them. We got right to work. As I stand here nine months later, **we are fully bankable with fully paid out financials and profitability statements** at the door level."*

-Roger Burnett



Get full access to our team of experts for a fraction of the cost of 1 Full-Time hire!

- ✓ **Bookkeeper** → Handles day-to-day transactions, reconciliations, AP/AR
- ✓ **Accountant** → Maintains your general ledger and prepares financial statements
- ✓ **Controller** → Ensures accuracy, reporting, monthly close, job costing
- ✓ **Reporting Specialist** → Builds dashboards and investor decks
- ✓ **Client Engagement Leader** → Keeps everything on track and responsive

- ✓ **Tax Strategist** → Plans proactively to reduce your tax burden
- ✓ **Fractional CFO** → Provides strategic financial leadership

Backed by process. Built to scale.

With us, you're not relying on one person who might quit, get overwhelmed, or lack the skill set.

You're getting a system, a team, and a rhythm that just works.



LET'S BUILD THE FINANCIAL STRUCTURE YOUR BUSINESS NEEDS TO SCALE!

Scan the QR code to get
a **FREE Strategy Call**
with my team!

*(Schedule now to get your roadmap
built in time for Q4 implementation!)*



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