

WEBSITE: reiawaynecounty.org
FACEBOOK: Wayne County REIA
Wayde Koehler, President
313 819-0919
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Dearborn, MI 48128

Now hear this!

We are moving the annual picnic to August
But come to a general meeting tomorrow from 5:30-8:00

No July Monthly Meeting:

Picnic on August 1st

At: Milward Park in Allen Park (See directions in newsletter)

Tuesday June 6, 2023

Members free or \$20 at door (Cash or Check only please)



Topic: Investing in Section 8 Housing

Speaker: Monique Burns Great Day Realty, LLC

www.GreatDayPropertyManagement.com Monique@GreatDayPM.com

14685 E. 11 Mile Road, Suite 101, Warren, MI 48088

Monique Burns with her husband Pat started purchasing investment properties in Detroit in 2007. In 2015 they bought, renovated, placed tenants, and sold the properties to investors from all over the country and all over the world. They then managed the properties through their company Great Day Property Management. In 2020 they sold their management contracts but continued to flip Detroit investment properties. They now hold their own 13 Detroit rentals as they are building their portfolio and flipping Detroit houses to homeowners. Monique is a broker for her company Great Day Realty, LLC. Her brokerage helps investors find Detroit investment properties. Monique also offers consulting services for frustrated out-of-country and out-of-state investors who need a second opinion on their investments. Monique currently has 7.32k followers on YouTube where she shares all her experiences, including extensive training on working with Section 8.



Directors Board: Tuesday June 13, 2023 at 6:00pm, at Leon's Family Dining

Members always welcome



From the President's desk



For Years I have struggled to handle the issue of vacation and repairs at my rentals. My handyman used to be my back-up but now he heads to his cottage out of the area every weekend and that of course is usually when things break down in the units. Heading into my vacation I was working out how repairs would get handled. The weekend before I left, a water heater started leaking out the bottom. I was there to handle the leak and drained the tank to replace it. My thought of course, what if I was not here. After trying to figure out if I should work out a deal with another landlord or my handyman to do repairs while I'm gone, I spoke with the heating and cooling company and they said they could be available to hand any heating and cooling issues while I'm gone.

Don't wait until you are about to leave to figure out a back-up to address emergencies. Line that up now so it is in place and don't be afraid to involve trusted contractors. Most phones now allow some type of live video so they can walk you through any issues.

On another related note, the (\$25) water sensor I installed went off when that hot water heater leaked saving me potentially thousands in water and property damage.

Wayde Koehlez
President

GB Appliance Outlet

(Located on Fort St. just West of Southfield Rd.)

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Gee Scott Owner: 313 334-4210





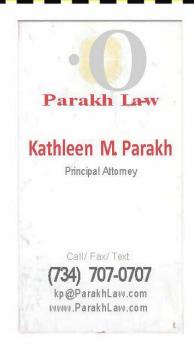




Collection Attorney

JACOB AARON KAHN
ATTORNEY AND COUNSELOR AT LAW

LAW OFFICE OF
ANTHONY WAYNE KAHN
33110 GRAND RIVER AVENUE
FARMINGTON, MICHIGAN 48336-3120
(248) 442-2322
KAHNLAWMI.COM
JACOB@KAHNLAWMI.COM





\$49 for an A/C tune up 248 266-1111

Did you know....

PNC Bank offers a deposit only card. They will make one for each tenant who can then deposit rent money directly into your account. You can create a separate account so they only have that account to access and you can transfer your rent money into your main account once all rent is deposited. The deposit only cards get mailed to the tenant and as the title notes, they can only deposit into the account. This may be offered at other banks but this is the one that I learned about.

How Section 8 Determines Voucher Amount

Looking at Fair Market Rent, Payment Standard and Family Income By Erin Eberlin. The Balance, Updated on October 14, 2022

How Section 8 Determines Voucher Amount



Fair Market Rent

HUD determines this number for over 2,500 areas in the U.S.



Tenant Portion

Tenant pays a percentage of their income or a minimum set by the PHA



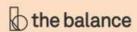
Payment Standard

Local PHA modifies the fair market rent number, staying between 90% and 110%



Allowance for Utilities

PHA may issue tenants an allowance for utilities



Section 8 will determine how much they will pay for each voucher based on a number of factors. The maximum amount they will pay will vary based on standards such as the town you live in and your income level. The amount of the <u>Section 8 voucher</u> may be more or less than the amount the landlord could receive for the rental on the open market. Here are the four main criteria Section 8 will consider.

- 1. Fair Market Rent
- 2. Payment Standard
- 3. Tenant Portion
- 4. Allowance for Utilities¹

Calculates Fair Market Rent

The first step in determining the voucher amount, is to calculate the <u>Fair Market Rent</u> for the area. Each year HUD comes up with this number for over 2,500 areas of the country.

When calculating this number, HUD looks at all units that have been rented in that specific area over the last 15 months. It excludes:

- Units that are less than two years old.
- Assisted living units.
- Units that have been rented at what they consider to be below-market rent.

HUD uses two bedrooms as the standard for calculating Fair Market Rent. It then derives the rents for all other bedroom sizes from the Fair Market Rent for the two bedroom.

The Fair Market Rent is set at a level that is in the 40th percentile for the rents in the area. This means that 40 percent of the units in the area rented for less than this amount and 60 percent of the units in the area rented for more than this amount. Therefore, it is slightly lower than the median rents for the area. The Fair Market Rent for certain metropolitan areas will be set at the 50th percentile instead of the 40th percentile.

The Fair Market Rents are set in the 40th or 50th percentile so that:

- Landlords will be more willing to participate in the Section 8 program because they can receive a decent rent for the unit, and
- Low-income tenants will be able to afford their portion of the rent²

Payment Standard for Each Area

Each local Public Housing Authority will then use the Fair Market Rent that HUD has set as a guide. The PHA will look at factors in their specific area such as, how long it takes a Section 8 family to locate housing. The local Housing Authority will determine their payment standard or the maximum amount they are willing to pay for each number of bedrooms.³

Note

This payment standard will be between 90 and 110 percent of the Fair Market Rent.

Therefore, the three factors that determine how much Section 8 pays landlords are:

- The Fair Market Rent that has been set for the metropolitan area where your property is located. HUD publishes their <u>list of Fair Market Rents each year</u>.
- The payment standard set by the Public Housing Authority.
- The number of bedrooms your unit has.

Tenant Portion

Tenants who receive housing choice vouchers have to contribute <u>a tenant portion</u> to the rent. The amount that the tenant must contribute will be the greater of the following:

- 30 percent of their monthly adjusted income
- 10 percent of their monthly gross income
- The welfare rent, or
- The minimum rent amount set by the PHA.⁴

The tenant portion will be paid directly to the landlord by the tenant. If the rent for your unit is set at a higher amount than the payment standard the PHA has set for the unit, the tenant can elect to pay more. They are allowed to increase their tenant portion as long as the amount they will pay is approved by the PHA and does not account for more than 40 percent of the tenant's monthly adjusted income.⁵

Utility Allowance

If <u>utilities</u> are included in the monthly rent, the Public Housing Authority will usually include an amount for utilities when issuing the housing choice voucher. If the rent for your unit does not include utilities, the PHA may issue the tenant a separate amount for utility allowance or may issue a utility reimbursement directly to the tenant or directly to the utility company.⁶

Pros and Cons of Section 8 Vouchers for Landlords

Landlords who have property that would rent at or below the average rent for the area could benefit from accepting <u>Section 8</u> tenants. This is because they may be able to receive <u>higher rents from these housing choice vouchers</u> than they would in the open market. In addition, you will be paid consistently each month by the Public Housing Authority.⁷

For those landlords with units that would rent above the average rent for the area, participating in the housing choice voucher program may be a disadvantage. It could result in you receiving a lower monthly rent than you could receive in the open market.⁸

A Rental Property Cash Flow Example

How to calculate cash flow from a rental property investment By Jim Kimmons, The Balance, Updated on September 22, 2019

Investing in real estate rental property requires a great deal of research, and understanding how a property is going to generate <u>cash flow</u> from rental operations is an important aspect of that process.



A simple cash flow calculation can illustrate the potential of rental real estate as an investment. Let's use a fourplex as an example and assume that all four units are destined for full-time rental. You've done your research and you made a good buy on the property.

Here's what you can expect in cash flow from a rental.

Start With the Basics

The purchase price of the property was \$325,000. You put 20% down—\$65,000—and financed \$260,000. The mortgage is a 30-year loan at 6.5% with a principle/interest payment of \$1,643 a month.

Taxes and insurance at the time of purchase are \$3,600 a year, or \$300 a month, for a total payment of \$1,943 a month.

Calculating Cash Flow

You're seeing a steady rental demand for these units, all of which stay occupied most of the time, but we'll calculate a 6% vacancy and non-payment risk to anticipate real cash flow just to be prudent.

The units are all identical. They each rent for \$900 a month.

The calculation would break down this way:

- Gross rental income is \$900 x 4 units x 12 months = \$43,200 per year.
- Your payments are $$1,943 \times 12 \text{ months} = $23,316 \text{ per year.}$
- The previous owner's repair expenses averaged \$1,700 per year.
- Vacancy and <u>credit loss</u> is estimated at 6% of rents, or \$2,592 per year.
- You spend about \$400 each year in miscellaneous and advertising costs, and you manage the property yourself.

These are the basic operational items that go into <u>cash flow calculation</u>. Rent income less <u>vacancy</u> <u>loss</u> less payments less expenses equals your cash flow:

\$43,200 (gross rental income) less \$2,592 (vacancy factor) less \$23,316 (mortgage, taxes, and insurance) less \$2,100 (repairs and costs) equals \$15,192. This works out to \$1,266 per month in positive cash flow over 12 months.

Costs can be tricky, however, because some don't happen every month. Stay on the safe side by treating them the same way as vacancies at a realistic percentage.

Cash on Cash Invested

Divide your actual cash investment of \$65,000 down into the annual return of cash—which is \$15,192—to analyze your return as "cash on cash invested." This is a yield of 23% on your cash invested. There are few investments out there that yield this kind of return.

Cash Flow Can Be Fluid

Cash flow is a function of a great many inputs, and any or several of them can change and damage or improve the scenario. Some are influenced by the market and the economy.

For example, a major local employer might close or move, so the demand for rental property plummets overnight. This is something you can't control, but you can potentially avoid disaster by doing your due diligence about the health and plans of local employers.

Note

You're probably in good shape if the major employers are profitable with long leases that have recently been renewed.

Other factors that are out of your control include real estate taxes and property insurance. Taxes and premiums can increase, raising operating costs and lowering operating income and, by extension, cash flow. But these negative factors can be compensated for with other factors over which you do have some control.

For example, you might be able to find ways to reduce marketing, management, or maintenance costs. You can raise rents if the rental market is strong, but this can be a delicate balance because it might increase vacancies. The loss of income from more vacant units can easily wipe out any gains from increased rents.

REIA Of Wayne BOARD MEMBERS INFORMATION

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5 Ways To Overcome Seller Objections In Creative Finance Deals

Anna K. Cottrell, Bigger Pockets Blog, April 25.2023

The following is an excerpt from "Wealth without Cash: Supercharge Your Real Estate Investing with Subject-to, Seller Financing, and Other Creative Deals."

When you first hear the phrase "subject-to," it can be a little daunting. Why would anyone break the mold and sell to you in a nontraditional manner? In reality, creative finance is better than the traditional model, as long as the seller understands how it works. It's your job to educate the seller, answer their questions, and make sure they understand everything they're potentially giving up with the traditional model.

With the traditional retail model, yes, they can get a cash offer and they can get their listing price, but this comes with a number of cons.

Retail sales mean:

Commission fees.

Lowball offers.

Capital gains tax.

Delays.

Rehabs before listings.

Buyer loan approvals.

Concessions.

Repairs.

Not to mention issues where there's low equity in the house or something like a foreclosure or short sale, which will hit the seller's credit for a period of seven years. Knowing all these cons will help you eventually develop your own subject-to script, but for now, I want to break down individual objections and how to handle them. Here are some of the top questions you'll get as you try to explain creative finance, but specifically subject-to and seller financing.

"How did you get my information?"

If you're using some of the methods mentioned in this book, you may have gotten their information from either door knocking or using county records. Explain that you are a business and explain how you got their information in an honest way.

If they're in foreclosure, they know it. If they own the property, it's public record. You're not on the phone or in person to sell them anything. You're there to give them money or help them make money. It's a service, not a solicitation. Treat it as such.

"I don't want terms. I want cash in hand..."

I generally ignore this initial comment, because it's the first objection you hear every single time. In Chapter 5, I pointed out that I didn't even respond when Marvin asked this. I continued to explain the situation to him to make sure he knew exactly what I meant by terms and why I can pay more with terms.

After you've explained creative finance, if they still just want cash in hand, you have to find out why. Then you can figure out if a cash offer will work. But you need to know why they need money first and foremost. Then explain capital gains tax and walkaway money (money after commissions and everything else that comes with traditional retail), and make sure you're on the same page with the potential offer are always lower, so if they take a wholesale deal, it's often because they really need the money.

"Why don't you just buy the house the normal way?"

The seller wants you to buy in the traditional manner, because that's what they're used to and they like the idea of having a loaded bank account. But once you explain subject-to or creative finance, you can offer more than the other buyers who use this route. You also need to explain that you're running a business and you can only buy so many houses the traditional way. This is part of the bigger explanation of what it means to use creative finance.

"I want a large down payment."

"Want" and "need" are two different things. Most buyers will take anywhere from 0–5 percent down and we can generally put the down payment into the purchase price on the back end. This might include making payments at six-month increments, but it's creative, so do what works for you and the seller.

Give them a few options if you need to as you gather more information. Whether or not they know it, they have a reason for every objection. Try to get to the heart of this objection in order to alter it.

From your perspective, explain that you need to put the bulk of your money into rehab costs, closing costs, holding costs, and any other variables to make the deal work for you. Most importantly, though, if you can't make it work with your numbers, be willing to walk away. Don't just do deals to do deals. Build your custom portfolio.

"What is the interest rate?"

As you move through the conversation, they're going to ask about interest rates, especially if they're open to seller financing. I generally explain that that is something the "bank" would come up with, meaning I would like for them to make me an offer. I might give an example or talk about the national average, but I want the seller to come up with their own number first so I can negotiate with them.

If we're doing a subject-to deal, I just take over whatever is currently Proven Scripts for Presenting the Offer 141 in place until the loan is paid off in full. If we're doing seller finance on a deal where they own the property outright, I'm open to different rates as long as the numbers work in the end.

-R.E.I.A.-Membership-Benefits₇

- Socializing, Networking, Networking & Networking
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- Opportunities to personally meet and talk with local business owners/ contractors
- Free 3 month subscription to Mr. Landlord newsletter.

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New Construction Hack





Contractors:

(Note: REIA of Wayne does not support or make any recommendations regarding contractors. It is up to you to do your due diligence when hiring any contractor. This is for information purposes only.)

Painting

Heating and Cooling: Pollard Heating and Cooling313 551-4011 Main Heating and Cooling248 650-8511 Mega Rooter H & C313 254-3529 Expert Heating and Cooling734 672-1818
Plumbing Waterwork Plumbing
Locksmith American Lock & Key734 281-1454
Tree Trimming/Removal Paul Harris-Tree Trimming734 775-6974 Jaun's Tree Service301 804-7504
Roofing Jeff Williams Roofing734 341-3843 Kanga-Roof566 255-0308
Tub Reglaze Surface Solutions734 455-0200 TNT Refinishing810 358-0744 Michigan Tub Refinishing313 304-9639

Diamond Painting
Edgar Plass313 926-3814 Ishtar Construct & painting313 720-3556
Handyman American Skilled Svc313 264-9579 Handyman Service Plus313 242-7372
Concrete J Nelson Concrete 313 212-3927
<u>Lawn Service</u> J & A Lawn Svc (Jason)727 906-7958 Classic Cuts (Liz)313 989-8713

Emergency Exit



Appliance Repair

Keith Devoy

Appliance Repair......313 689-2446

Construction/Remodeling

Ideal Home Improvement......734 624-3454 Ishtar Construction......313 720-3556

Electrician

King Billy's LLC.....313 333-6467



Around Town with Real Estate Investor Groups

(call each group for details)

· OAKLAND R.E.I.A.

www.Reiaofoakland.com

Macomb Property Owners Association

Cocktails/Dinner 6-6:30 pm • Meeting 7:00 pm - For More Info Call: 586-977-7372

Monroe County Landlord Association

6:30-7:30 pm Social/Dinner • 7:30 pm Meeting (734) 457-5758

American Landlord Association

Northwest Activity Center 877-247-3372

• Real Estate Investors Association of

Wayne County (REIA of Wayne Co)

1st Tuesday of every Month

6:00 pm Networking & Meeting Starts



Meeting Ends at 9:00 pm **Leon's • (313) 563-3713** 23830 Michigan Ave, Dearborn

(313) 347-1401 • 24 hr Answering Machine

• Jackson Area Landlords

6:30 pm Meeting 517-596-2592

Toledo Real Estate Investors

Sullivan Hall @Gescu Parish 2049 Parkside @Bancroft 6:45 pm Meeting (419) 283-8427

Southeast Michigan

Real Estate Investor Association

39555 Orchard Hill Place Novi, Michigan (248) 692-1100



From the Editor

Today you hear so much about branding. What used to be associated with a product is now a personal self-promotion strategy. It is as important as a resume for young people in their careers. As landlords we are generally not a group really into any kind of promotion. Many of us have learned to "tune out the noise" or have the skill to see through the fluff of marketing. We are practical, and all about the nuts and bolts of getting the job done with minimal cost and maximum profit. I know several landlords that can look at the numbers on a property investment deal and tell you in just minutes if the deal is good or not (I still have to write all

the numbers down and calculate each aspect of the deal and even then, I miss stuff!).

Remen Okoruwa wrote in his blog on Bigger Pockets, Why you should brand your Rental Business, that there are 3 reasons for branding a property investment business. He noted the purpose of branding is to help "show potential tenants the unique value your rental unit offers. You can fill vacancies faster, and current tenants could stay longer." Like most of you, I don't like fluff and I see marketing as an industry filled with fluff trying to get us all to buy stuff we don't need or want. So, the idea of creating yet more of that type of thing makes me cringe.

However, I was speaking with one of my tenants recently who was on her second year in one our units and she asked if they could have a longer-term lease. She is a Dietician and her husband is an Attorney. She told me that they looked at some local apartments in Troy (where the unit is located) and most were showing a model (in perfect condition) but when they saw a real unit, they looked dingy and dirty and didn't have the pretty landscaping like in front of the model. They viewed units that were not clean. The landlord was simply flipping the "broom swept" clean place to the next potential tenant. She noted how clean we keep our property and the landscaping and how it's nice to come home to a place with flower around the outside. I thought that right there is our brand. It is the distinguishing feature we can offer but still is that of value to most tenants?

So back to the article on Bigger Pockets Blog by Remen Okoruwa, there are 3 reasons to brand your property management company 1. "To attract better tenants" 2. "You will be able to charge higher rent with a strong brand" and 3. "You will be able to attract more perspective tenants because a good brand is quickly recognizable". Think about the brands we all know and love, Twinkies, Jiff peanut butter, Pepsi/Coke. Do we recognize them because of a fluff marketing piece or because we grew up knowing them and have certain quality expectations that are unique to the brand. We are emotionally connected to these brands. Can we do that with our property investment business? Have you had a tenant ask if you have an opening for a friend or a relative? Ask why they are recommending your property to the friend or relative. Their answer most likely speaks to how you can brand your business.

Is that fluff? Or is it identifying what makes your company better than others out there. You are not just the mean old landlord knocking on the door and collecting your tenants last dollars under the guise of rent. A brand can create a whole different picture of who you are and what your company does. A good brand inspires emotion and loyalty from its customers. I personally think its high time we change our brand put out by the news media as the greedy hustler taking advantage to the company that helps people have an extraordinary place to live. A place that everyone wants to reside. I'm not suggesting a formal marketing program just some well spent time thinking about how you are viewed by potential and current tenants and how you would like to be viewed. If we don't change the image people have then the negative image is how the public will view us.



Announcing the REIA of Wayne 13th Annual Picnic

Free Event: All Real Estate Industry Professionals, Investors and want to be Investors and their families invited



Come one, Come all! August 1, 2023

Millward Park in Allen Park 6:00pm-9:00pm

Burgers, hotdogs, drinks and accoutrements supplied

Please Bring a dish to pass. (Doesn't have to be homemade) Spouse & Kids!

Bring your

Questions: Wayde 313 819-0919

Networking, **Fun, Food And games** with Prizes!

From Allen & Goddard:

On Eastbound Goddard Rd.

- 1. Turn Left Onto Reeck Ave.
- 2. Turn Right onto Pleasant Dr.
- 3. Dead End at Millward Park



Questions: Wayde Koehler 313 819-0919 Jeremy Paul 734 770-1455