

How to Get Your First or Next Rental Property

Hello, my name is Michael Zuber, and I believe owning rental properties is the surest way for the average person to achieve a better financial future, and quite possibly, financial freedom. To be clear, it is not a get-rich-quick scheme, but it is a get-rich-for-sure business (if done correctly).

My first book titled *One Rental at a Time* documents how a single family rental property grew into a portfolio of rentals that first brought wealth, and then bought freedom from our day jobs. I wanted to document our journey because I believe our journey is not a one-of-a-kind, never-to-be-repeated set of events, as it can be followed by anyone who chooses to take the journey.

Since writing the book, I have been fortunate enough to interview 100+ real estate investors on my YouTube Channel called “One Rental at a Time”. This experience has validated my belief that anyone can become wealthy with buy and hold rental properties.

I have interviewed individuals from all walks of life: high school drop-outs, felons, started as teenagers, started in the 1950’s, high income, low income, etc – etc. We all have a story, a history, and a starting point, but real estate investing doesn’t care, as you can start your own journey to a better future.

It may not look good on social media, it might not be sexy or seen as “cool”, but it *does* work if you follow a simple framework. This framework or path is not new, it is actually well-worn as it has been traveled by many people before you.

I will share with you my version of the well-worn path and how you can start your own unique journey.

In this article I will highlight how my book, my YouTube channel, my various courses, and my private Facebook group all work together to highlight the path, discuss the journey, and empower you to take positive action.

Everything I do is to help you take positive action, as we don't move forward without action. We each must own that. I will do my best to highlight good actions or activities, and I will discuss why they are important to help cement your belief. However, it will be up to you to do the work and walk the path of your journey, as I can't do it for you.

One Rental at a Time

To start the discussion I have to talk about my book *One Rental at a Time*. I never thought I would write a book, but after I retired from my day job at 45 I had to do something. I had to find my mission or I would have failed big time as retirement without purpose was leading me to frustration and actual depression. To be clear, failure for me would have been getting another "job" because I didn't have a mission to chase every day after I had enough to pay my monthly bills.

You see, I didn't need the money but I needed something that fired me up every day, and getting a "job" would have been an utter failure to me. I was one day away from just getting a job, as I lost that daily tug and pull of challenges, goals and activity.

You see, I got to the finish line and was starting to feel like a failure as I had nothing driving me forward. I was so focused on achievement and goals all my life that I was left missing that thing that was a fire burning inside me.

That's when I realized I had a story to tell that could help millions of people take positive steps on the financial freedom journey. This is my new fire and my new drive every day. I want to help millions of people move forward on their unique journey to a better financial future.

The first thing that hit me was that I have read 100's of book on real estate investing, but none of them documented a journey of a full time employee with no background in real estate through a crazy 20 year real estate market. I felt our story of holding demanding full time jobs, raising a family, and starting from nothing would be very helpful to the average person.

That is why *One Rental at a Time* is a book about our journey and not a how-to book. It's a book about investing from 2002–2018, which was arguably the craziest

real estate market of all time that destroyed lots of people. Lots of real estate investors have been successful if they started after 2010, but we started in 2002 and dominated the market even as it changed all around us. As I share in the book, our first purchase went up 150% in 4 years, and then fell 70% from the peak in 2 years. That's a crazy market cycle! We survived and crushed it in this market cycle.

Again, *One Rental at a Time* is NOT a how-to book, as that is not how a story is told. It is simply an amazing book that documents our journey through an absolutely crazy real estate market cycle, how we adjusted our portfolio, how we adjusted our borrowing, and how we succeeded in using the cycle to our benefit.

Nothing we did was complex, and it was all based on good actions and good activities that we will discuss below, and thus you can repeat on your individual journey.

Belief

My #1 goal for writing *One Rental at a Time* was to help you “believe” that it is possible to be a full-time employee with no experience and take control of your financial future.

As you will read, we were not setup for success, but we took action, made mistakes, and kept moving forward together. You can do it too!

Working 40 hours for 40 years to live on 40% is okay... if that is what you want. However, if you want more I believe buy and hold rental properties is the only way for most of us to improve our financial future, given our limited time and our daily commitments to work and family.

I believe you can start this journey with a commitment of only 20 minutes a day.

Confidence

As I have communicated with more and more people, I have come to realize that something I should focus on is helping people build confidence in themselves.

Lots of people have interest in real estate investing, but they can't move forward because fear is holding them back.

I can help you build confidence in yourself, but it will require work on your part. I can't give you my confidence or my knowledge but I can and I will show you how I built mine, as it is straight-forward and simple to follow if you will simply "do the work".

I will outline a simple focus and ask for daily activity that will build understanding, build experience, and ultimately build confidence in yourself to take action and write a "good or great offer".

Take Good Action

At the beginning of your journey most people need to focus more and simply execute daily. Let me explain...

The problem with real estate investing is that it offers lots of different options, different markets, and different asset types. If you are like me, when we started and you have no time, it can seem impossible to move forward in a world or unlimited options of real estate investing.

Good news... I can help!

I believe the key to taking positive action with real estate investing when you have no time is to get super focused and *stay* focused as you begin this journey.

The first thing you must do, and what I guide my students through, is to get hyper-focused on a set of criteria that produces no more than 40 active listings in your chosen market.

Once you have this focus, your next good activity is to hit this search criteria every day for *at least* 45 days. As you leverage this focused criteria daily, you will start to learn what an average deal is in your market.

Once you unlock and understand “average” in your market, you have the beginning of crushing your market by only writing good or great offers.

The daily activity and repetition will give you confidence as you look, record, and track the changes every day in 10-20 minutes. It is a truly freeing and empowering to realize that you have accomplished something that many will never will never work for.

These two simple activities of focus and daily action empower you to learn your market better than most real estate agents.

Good activity executed daily will build confidence and positive momentum on your journey to a better financial future.

How to Get Started, One Rental at a Time

When you write a book that people enjoy, and that documents a journey from nothing to financial freedom for full time employees, you get a lot of requests for your time.

I tried to help everyone, but it soon became overwhelming.

The book is clearly working as more people are reaching out all the time with increasing frequency. I knew I had to do something as I wanted to help but I could not serve everyone that wanted my time.

That is when I knew I had to take the time to document how we learned a market we never lived in. I had to document how I simply and quickly compare deals every day. I had to document how I grew a network in a city I never lived in. I had to document the simple daily activities that allowed us to take positive action every day and earn our better financial future.

Start on the right track.

One of my biggest goals is to help you start on the right path, as I know the success of your first or next investment will have a large impact on your journey. I will share with you everything we did to set us on the right track. I know you can do it and I will take great care to outline the beginnings of your journey.

These early steps are the first parts of my online course called “How to get Started One Rental at a Time”. I will outline them here as they are critical for everyone to understand and appreciate.

For details on the course, [CLICK HERE](#).

Focus

As I shared above, step one is for you to get hyper-focused and ignore everything else for at least the next 45 days. I give you permission to focus and ignore the rest of real estate for the next 45 days. Yes, I give you permission to ignore 99% of all the real estate investing world as you get hyper-focused.

This is what I want you to do to start. I simply want you to setup a criteria that produces an active list count of properties between 20 and 40 listings.

This criteria will be saved, repeated daily, and you will record the daily changes. It may feel repetitive in the beginning but it will get easier the more frequently you repeat it. Don't stop, as it takes about 45 days to learn your market and figure out average — and that is where the power is.

Once you uncover what an “average” deal is in your market, you have all the power as now you can go after good and great deals.

Below are some simple examples of variables for your criteria to produce an active list count of between 20 and 40. Feel free to add or remove as you see fit, but shoot for 20-40 active listings so you can process in 10-20 minutes a day.

- *What city do you want to review for 45 days in row?*
- *What zip code(s) in that city?*
- *What asset type? (single family, multi-family, etc)*

- *How many bedrooms or bathrooms?*
- *How big (1,200 -1,500 sq ft)*

Daily Execution

Once you have the criteria, the daily action is simple. I want you to hit that criteria daily for *at least* 45 days. I want you to document what you are seeing and what is changing every day. The first few times it could take 30 minutes as you build out your spreadsheet, but as time goes by it should only take 10-20 minutes and BOOM, you are done for the day.

To be clear, I want you to document what you are seeing and what is changing day-to-day. For me, this meant creating an Excel spreadsheet that I updated every day as I hit my criteria over and over again. If Excel is not your thing, then writing what you see in a notebook is fine. *How* you document it is not important to me, the fact you do it daily is important. Clear?

The daily activity likely won't start to pay off for few weeks, but it will start to highlight things in your market that you would have missed as you repeat the activity. You will learn what is expensive, what is cheap, and it will ultimately become clear what is "average" in your market, and that is my goal for this exercise or activity.

I believe the power of my course "How to get Started One Rental at a Time" is to help everyone know what an average deal is in their market. Once this is unlocked, you now have the power and the confidence to write good and great offers.

You may not get the deal, but you will have the confidence to keep going as you only write offers on good and great deals. Never do a bad or average deal, as you only need to do a few good or great deals to change your life.

Understand the Math

I believe comparing real estate opportunities needs to be really straight forward, not complex. Frankly, I believe many people in the real estate world make comparing deals just too freaking hard! I believe one of their goals is to make it *look* hard, so it feels like you need them.

Well that is not me!

I turn every real estate opportunity into a very simple “yield” calculation, and I will buy the highest-yielding property every time. I will not buy an apartment building if the return is lower than a house. I don’t believe “bigger is better” in every market and every part of the real estate cycle.

The math I use is simple addition, subtraction, multiplication and division. Very simple, nothing complex. Here is the simple math:

- *Rent – All Expenses = Cash Flow per Month*
- *Cash Flow x 12 = Yearly Cash Flow*
- *Yearly Cash Flow / All Cash Required to Buy Deal and get Rent Ready*
- *Take that # and multiply 100% = Yield*

It’s that simple!

For some of you, this is extremely easy math, but for some of you it will take work, but it is something you can get comfortable with. Frankly, I believe some of you can build your own worksheet with the above outline if you like. However, if you want my spreadsheet and the one I use every day you can get it in my course as I give everything away.

Lastly, I believe the math will unlock the understanding of what is an average deal in your market. Once you understand what an average deal is, you have all the power in your market. Once you understand average (let’s say 6%), your goal is to only do deals over 7%. For reference, let’s say a good deal is 7% and a great deal is 9%.

It won’t be easy, it will take daily effort on your part, but it will be empowering as you get to understand an average deal in your market — and I can help.

Do the Work

Here is the deal... I promise to outline everything I did and are still doing today to continue to improve my family's financial future. However, I will not and cannot do the work for you.

I will highlight the path, I will discuss the activities, and I will discuss why each activity with you, but I will not do the work for you.

If you sign up for my course "How to Get Started One Rental at a Time" you are signing up and committing to do the work. That is the deal.

Do not buy the course if you are not ready to focus and do the work. I don't want you to buy the course until you are ready to do the work.

For details on the course, [CLICK HERE](#).

Join a Private Community

Lastly, something I created 18 months after releasing the course was a private Facebook group called "One Rental at a Time Works". I originally created this group as a place to simply capture frequently asked questions. My vision was rather simple in the beginning, and it has greatly exceeded my expectations.

The private group is now a place full of like-minded individuals who share freely, support each other, and can now network together. I now call this place the "happiest place on the internet", as it is fun to see the interactions, the support, and the positive interactions.

I guard this group and I only approve students of my course to help ensure we are moving forward together. If you buy the course and want to be around other amazing individuals, the private group is open to you. Please ask to join the private Facebook group called "One Rental at a Time Works".

Conclusion

In closing, I want to reiterate that I believe buy and hold rental properties is the surest way to a better financial future for full-time employees. If you're ready and willing to do the work, I can help. To be clear, you don't have to buy my book or course, but I am here to help and provide guidance — if you're ready.

Remember: Focus and daily execution is where it is at.

Sincerely,

Michael Zuber