

Copyrighted Material
AUTHORS OF THE BESTSELLERS *REAL ESTATE INVESTING IN CANADA* AND *97 TIPS FOR CANADIAN REAL ESTATE INVESTORS*

REAL ESTATE JOINT VENTURES

*THE CANADIAN
INVESTOR'S GUIDE TO
RAISING MONEY AND
GETTING DEALS DONE*

DON R. CAMPBELL & RUSSELL WESTCOTT

THE PRINCIPLE OF EXPERTISE

People are attracted to expertise because knowledge gives them comfort and confidence. If your real estate portfolio has a particular focus, market that focus to attract JV money. Do you

- invest with RRSP money?
- help people who've experienced financial trouble buy a home?
- renovate and sell properties in neighbourhoods undergoing gentrification?
- use the strategy of rent-to-own investing?
- have a geographic expertise that allows you to know everything about a region and brand yourself the expert (i.e., Mr. Hamilton—Erwin Szeto)?
- buy multi-family units in walking distance of commuter trains or large employers?
- buy and hold residential properties for cash flow and long-term wealth accumulation through market appreciation?

If you self-manage the rental properties you buy, do you do an especially good job of screening tenants or identifying communities with higher-than-average rates of real estate appreciation?