



Real Estate | Re-Imagined

Listing Solutions *for* Investors

Re-think everything you know about listing investment property



InvestHypothetical.com | hello@InvestHypothetical.com | 614.379.2017 | Columbus, O.



Equal Housing



About Us...

A Family of Real Estate Companies



Sentry Real Estate



HYPOTHETICAL INSIGHT, LLC.
INVESTMENT REAL ESTATE SOLUTIONS



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LEAN
Certified



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Equal Housing

Why We Exist...

1)

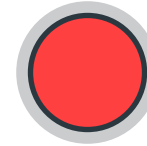


Highest
Transaction Price

2)



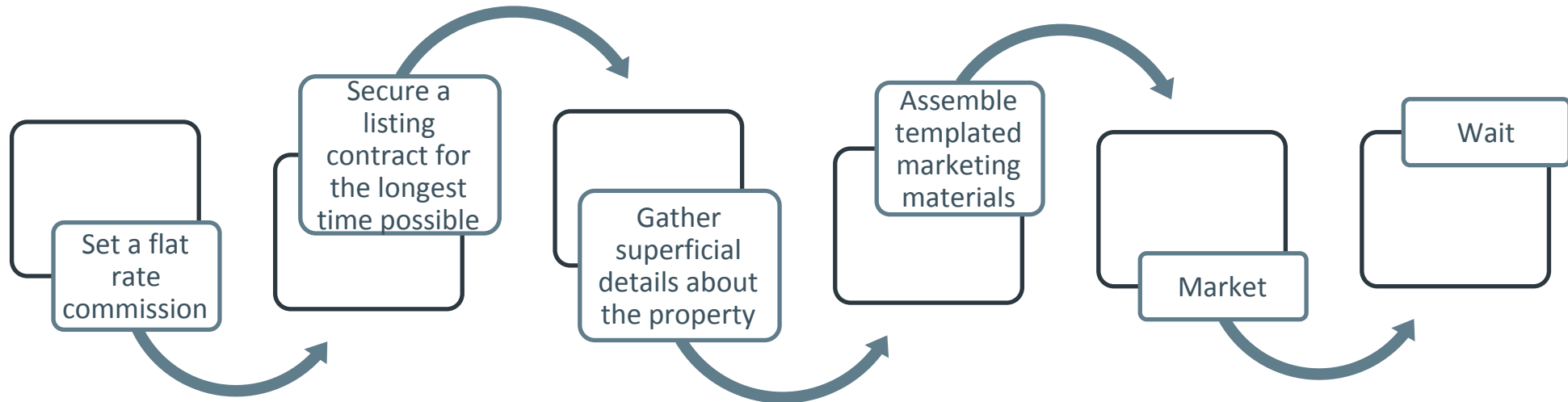
Least Hassle
Possible



How We Do It

- *Client-centered solutions- this isn't about us*
- *Ingenuity-first, common-sense approach*
- *Industry-leading technology, tools, systems, and processes*
- *Focusing on what matters most to buyers*
- *Unparallel preparation & presentation*

Traditional Brokerage Model



Leads to interest...then questions...then unexpected inspection findings...delays...negotiations...short appraisals, and busted deals



The Hypothetical Model... a "front-end" focus & phased approach

Pre-Listing

Active Listing

Offer

In-Contract

Closing



60%

5%

5%

25%

5%

Assess actual historical property performance

Impartial assessment of property managers performance

Engage & orient tenants for the sale

Uncover performance deficiencies

Prepare a plan of correction and present options

Remedy performance issues to optimize property value

Comprehensive review of all property components, systems, mechanicals, and appliances

Create truthful and transparent marketing materials with massive detail

Establish & execute our marketing plan

Manage access to the property and host on-site reviews

Communicate expectations on price & terms

Promote competition and urgency

Receive offers, gauge strength qualify buyers, incorporate our terms.

Secure the contract without concessions

Push the timeline & coordinate the closing

Control the due diligence process

Ensure timely inspection and appraisal periods

Limit remedy requests, negotiations, and concessions

Hold the line on contract price





How Much Will I Pay?

GOAL: Build Commission Into Transaction Price

\$ Keep Your Profits

Commission Scale

Traditional Rate of Commission	Hypothetical's Rate of Commission	Final Sale Price	Traditional Commission	Hypothetical's Commission	Final Savings
6%	6%	Up to \$250,000	\$15,000	\$15,000	\$0
6%	5.5%	\$251,000-\$400,000	\$15,060-\$24,000	\$13,805-\$22,000	\$2,000
6%	5%	\$401,000-\$600,000	\$24,060-\$36,000	\$20,050-\$30,000	\$4,000
6%	4.5%	\$601,000-\$800,000	\$36,060-\$48,000	\$27,045-\$36,000	\$12,000
6%	4%	>\$801,000	\$48,060+	\$32,040+	\$16,000+





Answering all Buyer Questions Before they Ask



1355 Ida Ave. Columbus, Oh. 43212

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Acquisition Report

9/13/2020

As-Is Summary

Occupancy	Est. of Value	Monthly Rents	Annual Income	Annual OpEx	Annual NOI
100%	\$540,000	\$3,937	\$47,244	\$8,504 (18%)	\$38,740

Units	Year Built	Location Grade	Building Condition
4	1946	A	Average



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Property Assessment- Pre-Listing Summary

Recommended Listing Price	Difference in Purchase/ Sale Price	Est. 8% Selling Costs
\$529,900	\$86,400	\$42,392

Unit Details

Unit	Unit Style	Bedrooms	Bathrooms	Sq. Ft.	Occupancy	Tenant Pay Type	Lease End Date	Current Monthly Rent	Est. Market Rent	L
A	Flat	2	1	756	100%	Private Pay	9/30/2020	\$975	\$1,000	
B	Flat	2	1	756	100%	Private Pay	11/27/2019	\$900	\$1,000	Mo
C	Flat	2	1	756	100%	Private Pay	1/22/2021	\$1,000	\$1,000	
D	Flat	2	1	756	100%	Private Pay	8/31/2020	\$975	\$1,000	

Year Built	Sq. Ft.	Last Transfer Date	Transfer Price	Auditor Appraised Value	Property Tax	Property Type	Build	Building Condition	Location Grade
1946	3024	11/30/2018	\$443,500	\$443,500	\$12,784	4-Family	Framed- Brick	Average	A

Systems & Mechanicals

Unit	Cooling Type	Heating Type	Water Heater Type	Electric Type	Wind
A	Window Units	Gas Furnace	Gas	Breaker Panel	Vinyl R
B	Window Units	Gas Furnace	Gas	Breaker Panel	Vinyl R
C	Window Units	Gas Furnace	Gas	Breaker Panel	Vinyl R
D	Window Units	Gas Furnace	Gas	Breaker Panel	Vinyl R

Per Sq. Ft. Assumptions

Avg. Per Sq. Ft. Comps	Est. Value (Sq. Ft.)	Est. Building Improvements Needed	Est. Unit Improvements Needed	Adjusted Value (Sq. Ft.)
\$105	\$317,520	\$25,000	\$6,000	\$286,520

Per Unit Assumptions

Avg. Per Unit Comps	Est. Value (per Unit)	Est. Building Improvements Needed	Est. Unit Improvements Needed	Adjusted Value (per unit)
\$135,000	\$540,000	\$25,000	\$6,000	\$509,000



Keeping You Informed



34 N Hampton Ave.
Columbus, Oh. 43213



In-Contract Dashboard

Stage	MLS ID	Today
In-Contract	220029511	9/13/2020



In Contract Date	Going In Contract Price	Net Offer Price	Target Close Date	Reduction in Purchase Price	Final Sale Price
8/27/2020	\$225,000	\$225,000	10/9/2020	\$4,500	\$220,500

Detailed Checklists at Every Phase of the Transaction

- ✓ Pre-Listing
- ✓ Active Listing
- ✓ Offer
- ✓ In-Contract
- ✓ Closing
- ✓ Post Closing



In-Contract Checklist

- MLS Status Changed to Contingent/ Pending
- All Executed Docs Sent to Co-op Agent
- Contract & Addenda Sent to Title
- Title Confirmed Receipt
- Buyers Contact Sent to Title Agency
- Title Contact Sent to Co-op Agent
- EMD Received by Title
- EMD Confirmation Added to Contract

Contract Cancellation

- Contract Cancellation

Inspection & Appraisal Checklist

- 24-hr Notice Issued
- Preliminary Walk-thru Complete
- Inspection Date Set
- Tenants Notified/Confirmed Inspection
- Inspection(s) Complete
- Inspection Report Uploaded to System
- Inspection Report Sent to Client
- Inspection Results Discussed with Client
- Request for Remedy

Closing Countdown

26 Days

Inspection/Remedy Outcome

Good to Go

Appraisal Outcome

Pending

Walk-thru & Inspection

Days for Inspection	Inspection Days Remain	Prelim Walk-thru
7	-9	8/30/2020 10:00am
Property Inspection Date	Mold Inspection	Termite Inspection
9/3/2020 10:00am		

Offer Dashboard

MLS ID	Today		
220029255	9/13/2020		
Offer Price	Highest Offer	Lowest Offer	Seller Decision
000	\$270,000	\$240,000	Accept Winner

Winning Offer

Close Date	Possession Date	Offer Terms	EMD	Home Warranty	Inspection Days
5:00pm	10/12/2020	Conventional	\$2,000	\$0	8

All Offer Details

Offer Price	Net Offer	Offer % of List	Buyer Requested Closing Costs	Conditions	Home Warranty	EMD	Closing Days
200	\$259,900	102%	\$5,300	1. Walk-thru w/in 72 hours 2. Seller to cover 2% closing costs	\$0	\$2,000	30
30	Hold as Backup	9/5/2020 12:00pm	Conventional	See additional terms document	\$0	\$2,000	26



Re-Cap



Preparation & Planning

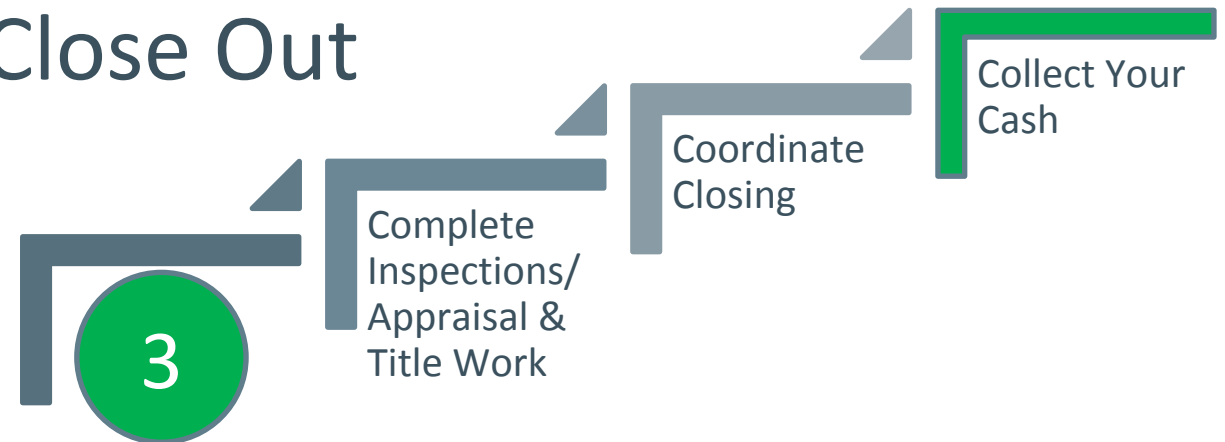
- Complete Individual Needs Assessment
- Complete Listing Paperwork
- Open Communication Channel
- Complete Pre-Listing Property Assessment
- Engage & Orient Tenants
- Review & Approve Listing Strategy
- Review & Approve Marketing Materials

Marketing & Listing



- Market to Private Buyer Network
- List on Open Market
- Complete Pre-Scheduled Tours w/ Buyers
- Review Incoming Offers

Close Out





Questions/ Expectations

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