

# Initial Assessment



Name: \_\_\_\_\_

Date: \_\_\_\_\_

- Please answer the following questions in order
- Answers can be approximate, as close as you can remember
- The more accurate they are, the more we can help you
- The fewer deals you have done - the more accurate you need to be
- Put your answers after the word “**answer**” in blue to easier distinguish from the questions
- Please email back to [marc@arenter.com](mailto:marc@arenter.com) ASAP

## YOUR BUSINESS STRUCTURE

1. What type of structure do you have for your real estate investing business?

LLC

C or S Corp

Sole Proprietorship

Other – Describe

**Answer:**

2. What is your market’s city & state? **Answer:**

3. How long have you lived in that general area, or if you don’t live in that area, how did you select this market? **Answer:**

4. What is your market (buyers market, sellers market, unknown, post hot, normal, slow)?

**Answer:**

5. What is your cash situation, do you have adequate startup money to invest in your new business? How are you currently paying your monthly expenses at this time?

**Answer:**

6. What is your marketing budget?

**Answer:**

7. What is your monthly operating cash need each month?

Answer:

8. Is your current marketing budget sufficient to meet your buying goals?

Answer:

## **YOUR REAL ESTATE INVESTING PRACTICES**

9. What is your financial goal for next 12 months?

Answer:

10. Do you have a marketing plan at present?

Answer:

If so, what campaigns are you running?

Answer:

What is the volume size or cost of your campaigns?

Answer:

In total, how many postcards or letters are you sending out each month?

Answer:

11. If you are marketing, what is the average number of leads you are getting from your marketing each month that have equity (i.e. not over-leveraged for you to get involved)?

Answer:

12. Do you do your own marketing, have help? Do you outsource your mailing and if so with who?

Answer:

13. When did you start your real estate investing business?

Answer:

14. How much time do you spend in your real estate investing business per week?

Answer:

15. What actions have you done in the last 6 months to move your business forward?

Answer:

16. List all the notable real estate seminars, home study systems or services that you have invested in or used in the last 3 years. Please include the details on dates, author, provider, etc.

Answer:

17. What is your experience in raising OPM (Other Peoples Money)?

Answer:

18. How many properties have you bought in the last 3 years?

Answer:

19. How many properties have you sold in the last 3 years?

Answer:

20. What are your current business models (cash strategies) for making money at this business?

Answer:

How well are they working for you?

Answer:

21. Fill in the chart below regarding the deals you have done in the last 12 months:

<b>Month</b>	<b>Number of Deals</b>	<b>Cash</b>	<b>Equity</b>
<b>January</b>			
<b>February</b>			
<b>March</b>			
<b>April</b>			
<b>May</b>			
<b>June</b>			
<b>July</b>			
<b>August</b>			
<b>September</b>			
<b>October</b>			

<b>November</b>			
<b>December</b>			

22. How many deals do you NOW have in progress?

Answer:

23. What one problem seems to come up most often with deals? How have you handled it?

Answer:

**YOUR PERSONAL MOTIVATION**

24. What is the most important benefit to you about your real estate investment business?

Answer:

25. Why do you like the real estate investment business?

Answer:

26. What specific things would you like to achieve over the next 6 months?

Answer:

27. Given your performance goals, what do you see as some of the barriers that you need to overcome?

Answer:

28. What are some patterns you have that have stopped you in the past? In other words, what are your biggest personal effectiveness challenges? (Not completing tasks, Not following your schedule, Not having a schedule, Procrastination, Overwhelm, Fear or rejection or failure)

Answer:

29. What do you expect from a coach?

Answer:

30. What could a coach provide to give you maximum value?

Answer:

31. If you were to receive feedback from your coach, do you want it hard, medium or soft? In other words, what type of feedback will support you most effectively in taking consistent action?

Answer:

#### **NEXT ACTION STEPS**

32. Have you accessed the Membership site?

Answer:

33. Have you started the assignments, 8 Weeks to Cash?

Answer:

34. Are you having any challenges right now based on your progress in the 8 Weeks to Cash?

Answer:

Please return ASAP to: [marc@arenter.com](mailto:marc@arenter.com)



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