



Wise Owl Realty Solutions, LLC

WISE SOLUTIONS, SMART DECISIONS

Overview: What we do?

Real estate investing involves the purchase, ownership, management, rental and/or sale of real estate for profit. Improvement of realty property as part of a real estate investment strategy is generally considered to be a sub-specialty of real estate investing called real estate development. Real estate is an asset form with limited liquidity relative to other investments; it is also capital intensive and highly cash flow dependent.

Sources and acquisition of investment?

Real estate entrepreneurs typically use a variety of appraisal techniques to determine the value of properties prior to purchase.

Typical sources of investment properties include:

- Market listings (through a Multiple Listing Service or Commercial Information Exchange)*
- Real estate agents and real estate brokers*
- Banks (such as bank real estate owned departments for REO's and short sales)*
- Government entities (such as Fannie Mae, Freddie Mac and other government agencies)*
- Public auction (foreclosure sales, estate sales, etc.)*
- Private sales (transactions for sale by owner for sale by owner)*
- Real estate wholesalers and investors (flipping)*

*Once an investment property has been located, and preliminary due diligence (investigation and verification of the condition and status of the property) completed, the investor will negotiate a sale price and sale terms with the seller, then execute a contract for sale. **Most investors employ real estate agents and real estate attorneys to assist with the acquisition process.** During the acquisition of a property, an investor will typically make a formal offer to buy including payment of "earnest money" to the seller at the start of negotiation to reserve the investor's rights to complete the transaction if price and terms can be satisfactorily negotiated. This earnest money may or may not be refundable, and is considered to be a signal of the seriousness of the investor's intent to purchase. The terms of the offer will also usually include a number of contingencies which allow the investor time to complete due diligence, inspect the property and obtain financing among other requirements prior to final purchase.*

Who Are We?

Wise Owl Realty Solutions, LLC is a full service real estate solutions firm that purchases and sells properties throughout the greater New York and New Jersey areas. Founded in 2016, Wise Owl Realty Solutions is proud to provide real estate services in the following areas:

- Residential Redevelopment
- Short Sales/Loss Mitigation
- Real Estate Investment
- Foreclosure Solutions

Our vision at Wise Owl Realty Solutions is to passionately pursue our goal to help people in our community find solutions to their real estate needs. Our organization is well funded, and our employees have years of experience successfully purchasing properties with and quickly renovating and listing to re-sell those properties to retail homebuyers and landlords. Wise Owl Realty Solutions is excited to be part of the area's renaissance, and we aspire to continue contributing to the economic rejuvenation of New York and New Jersey and its neighborhoods.

Facts About Wise Owl Realty Solutions

- *Purchase properties at a discount, renovate them quickly, and list to resell*
- *Ability to make CASH offers for houses and create fast, hassle-free transactions, closing in as little as 10 days*
- *Focused on providing solutions for clients and value for investors by locating and renovating distressed properties*

We could not achieve our level of success without the many strong partnerships and relationships we have cultivated. At Wise Owl Realty Solutions, we place high value on the knowledge and expertise of real estate agents. We strive to build relationships with qualified, experienced agents who have both a passion for real estate and an uncompromising drive to succeed. We believe that by working together, we will not only develop a history of successful win-win transactions, but also foster powerful and lucrative collaborations that add value and serve our community.

THE STORY OF *Wise Owl Realty Solutions, LLC*



From the beginning, founders **Debra** and **Marty** have had a goal to work together in real estate doing what they love — and that is helping others:

Debra attended the New York School of Interior Design, and she has 30 years of experience as a professional interior design consultant. Her passion for interior design and her love for antiques started in Park Slope, Brooklyn, where she restored vintage furniture while managing a small antique shop. Later, she spent most of her career in the corporate world of furniture and designing city spaces.

Wanting a wider audience, the freedom to design, and the ability to give back to the community, she opened her own shop in Staten Island, where she sold antiques, home decor, and custom furniture. Quickly, she helped her community with many different home design projects, including staging their homes for an immediate sale.

That's when she became passionate about real estate — and realized that her design skills could go hand-in-hand. She went on to renovate kitchens and baths, and assisted local real estate developers with ground-up construction projects. No matter what she's working on, her goal is to provide interior design that is accessible, personal, and fun all at once.

Marty, is an Administrator for a home health care agency and a Certified Aging-in-Place Specialist (CAPS). He not only helps provide health care aid, he also helps his clientele, many of whom are Baby Boomers, with choices, as this large population of potential clients for remodelers, builders, contractors and occupational therapists considers where to live. Overwhelmingly, seniors would prefer to stay in their own home, even though, oftentimes, their current living conditions make it almost impossible to manage. Marty's CAPS designation offers your potential clients what they need most: reassurance that you'll guide them to make the choices that will help them in their new home safely and securely.

Debra and **Marty** found that, together, their unique talents in lifestyle management and design will help the community.

As they began to develop the company and carved a niche in the world of real estate, they quickly realized that there was a distinct need for certain real estate services they originally did not foresee. This is why Wise Owl Realty Solutions, LLC offers a diverse package of services under one large umbrella.

OUR MISSION

When a passion for real estate is combined with talented individuals who have an uncompromising drive to succeed, amazing things will happen. At Wise Owl Realty Solutions, LLC it's our goal to not only have a positive effect on ourselves and our families, but to also inspire, motivate and create lasting change in everyone we encounter. We will treat our clients, partners and team members with respect at all times; and we bring a genuine enthusiasm for real estate and a natural instinct to help people. Our motto is and will always be, "Wise Solutions, Smart Decisions" — because there is always a way to succeed, and failure is merely a lack of effort. Our company will dedicate itself to continuing education and professional growth that will make the leaders of tomorrow live in **PEACE**.

P – pursue
E – excellence
A – and
C – cherish
E – everyone



Company Leadership

Debra Marin Serpico Co-owner

Marty Kamiel Co-owner

At Wise Owl Realty Solutions, our team is highly motivated, knowledgeable, ethical and resourceful. Qualified to handle any real estate transaction, our dedicated staff is committed to helping people with their real estate needs and making successful deals happen. Our team of professionals has the expertise to navigate any transaction and the integrity to follow up on our promises.



Benefits of Working with Us

WISE OWL REALTY SOLUTIONS VS. TRADITIONAL BUYER

Here are a few benefits your sellers have when working with Wise Owl Realty Solutions to sell their home:

- ✓ **CASH BUYERS**
- ✓ **QUICK CLOSE**
- ✓ **WE BUY HOUSES AS-IS**
- ✓ **NO APPRAISAL**
- ✓ **NO LENDING RESTRICTIONS**
- ✓ **WE DON'T SUBMIT LOW OFFERS**
- ✓ **WE'LL WAIT ON SHORT SALE APPROVALS**

As an agent, you can take advantage of many unique opportunities when it comes to working with investors. Many agents view working with investors as a waste of time – however, we know you have a business to run and can't afford to waste your time with investors who aren't serious. At Wise Owl Realty Solutions, we pride ourselves on having a systemized buying process; which eliminates the need to waste your time on tedious tasks. You can rest assure that we are serious buyers who close with cash and very quickly.

We believe that good investors are those who place high value on the knowledge and expertise of good agents. In turn, we hope to share our knowledge with you and help to provide you with a lucrative and consistent stream of income. So, if you can shift your thinking and learn how to leverage working together with investors, you'll realize there are many potential benefits – creating win-win situations for everyone.

How Do We Compare To A Traditional Buyer?

	Traditional Buyer	Wise Owl Properties
Method of Payment	Bank Financing	CASH
Cost of Repairs	1-8% of Homes Value	None (Bought AS-IS)
Closing Time Frame	45+ Days	10-14 Days
Amount of Business For You	Typically only one purchase	Repeat Buyers (2-10 deals per yr)
Repairs Needed	Repairs, no matter how big or small are important to owner occupants – often times, making it difficult to find a house quickly & make the sale	We look for homes that are not perfect and need improvements
Appraisal	Mandatory	None
Re-Listing the Home	Years down the road	2-4 Months on Average

Benefits of Working with Us

Gain Repeat Business

One of the main benefits of working with an investor is the potential for repeat business throughout the course of a year. By working consistently with a successful investor who actively buys and sells properties, you can predict a steady revenue stream based on their level of activity. Although it varies, most real estate agents typically close between 2 to 10 deals per year with investors. A good agent will be able to leverage those deals into even more deals, just by working with the buyers who purchase investment properties.

OPPORTUNITY TO MAKE BOTH SIDES OF COMMISSION

By acting as a dual agent in a transaction, representing both the buyer and seller, you can earn both sides of the commission. For example, let's say that you as a licensed agent have an REO property listed. Our goal is for the agents we work with to be excited to work with us which is why we're happy for you if you received both sides of the commission. That merely means you were great at your job!

**Representing Both Sides of a Transaction
Allows
*You to Make Double Commission!***

BECOME A DISTRESSED PROPERTY SPECIALIST



There are a number of properties in the marketplace needing renovations...anything from cosmetic repairs to full-gut rehabs. Often times, you as the agent are the first contact for sellers behind on payments, who need to sell quickly, or don't have equity in their home. These are exactly the types of opportunities we are looking for. If you or someone in your office have these types of listings, we may be able to quickly purchase the homes with CASH. After a few successful transactions, you can utilize that success to gain more exposure in your market and build your credibility as a distressed property specialist – ultimately, increasing your income opportunity.

What's In It For You?

- *Opportunity to make double commission*
- *Consistent business (we buy 6-24 properties a year)*
- *Obtain referral leads*
- *Access to property inventory before listed*
- *Opportunity to host open houses*
- *Short sale referrals*
- *Ease of transactions – we use electronic signatures*
- *Become a distressed property specialist in your area*
- *Free training & joint venture potential*
- *Enhance your profile as an agent in your community*

Benefits of Working with Us

Access to Property Inventory Before Listed

A successful and active investor will constantly have an inventory of completely renovated properties; and **YOU will have access to that inventory BEFORE that property is listed on the MLS.** This creates a great opportunity for buyers – especially a first-time homebuyer, as they would have the chance to purchase a newly renovated and fairly priced property. In some cases, your buyers can also have the benefit of giving input on certain features of their home and choosing custom finishes BEFORE renovations are fully complete. By providing this option to your buyer, it completely differentiates you from other agents – therefore, directly impacting your bottom-line!

OPPORTUNITY TO HOST OPEN HOUSES

Newly renovated vacant properties generate a lot of interest from potential buyers – like a neighbor or anyone else looking for properties priced aggressively and in pristine condition. By acting as a seller's agent, this creates a great opportunity to host open houses for these properties; allowing you to meet many new potential buyers that you can add to your database, and possibly cultivate as buyer clients of your own



SHORT SALE REFERRALS

Successful investors are excellent marketers and generate a lot of leads – many of which are short sales. In most cases, investors aren't too interested in working with sellers whose properties are over-leveraged and in short sale situations. The short sale process can be lengthy, so many investors prefer to refer those leads to a specialist rather than work with the sellers themselves. This creates a huge opportunity for you to become a "short sale specialist" – by listing these properties and getting the commission when they sell. As a short sale specialist, you also have the opportunity of working with multiple investors, which provides you with more of a revenue stream ten fold!

FREE TRAINING & JOINT VENTURE POTENTIAL

At Wise Owl Realty Solutions, we pride ourselves on having a strong foundation of real estate knowledge and training. Our core business lies within our systems, education and knowledge of the real estate industry. We did not just buy a CD off the Internet and become a real estate investor overnight. We have spent thousands of dollars to learn how to be successful in this business and do it the right way the first time.

By working with us, you can benefit from our knowledge, gain REAL LIFE investing experience and have an amazing opportunity to learn all the ins-and-outs of the other side of real estate. To us, this is invaluable. If you should decide to take interest in becoming more involved directly with real estate investing, there are a few unique opportunities that can create an **additional income stream for you** – and you can either take a hands on or hands off approach. Let us know if you're interested in a possible joint venture opportunity, and we can discuss it in great detail.

Many Ways to Work With Us

Become a Part Of our Team!

In working with us, there are several benefits and different ways you can generate revenue:

✓ ***Represent Us as Our Buyer's Agent***

We Are CASH Investors & Buy 12-24 Properties A Year

✓ ***Represent Us as Our Listing Agent***



Re-List Our Fully Renovated Vacant Properties in Your Area

✓ ***Be Our Referral Agent***

Tap into Our List of Buyer, Seller & Short Sale Leads

✓ ***Generate Buyers Via Open Houses***

Market our "Pocket" Listings

How Much Additional Time Will It Take Working With An Investor?

As an agent working with an investor, you can increase your profit; but not necessarily increase the amount of work you need to do to close each deal. Your goal should be to:

- ***Spend no more than a few hours per day finding and making offers on our behalf***
- ***Automate most of the work –utilizing our documents such as repair sheets and deal analyzer***
- ***Specialize in a very specific, relatively small, geographic area – therefore, not spending your time driving all over looking at houses***

Although many of our offers will be typically lower than retail clients, we serve as a great benefit for hard-to-sell properties or those requiring the bank or seller to move quickly. We are also a good fit if you have listings that have difficulty qualifying for traditional financing based on the current condition of the property. We are not the perfect fit for everyone; but for the seller with the right motivation, these features are a necessity.



Frequently Asked Questions

WILL I BE REQUIRED TO SPEND A LOT OF TIME DRIVING AROUND SHOWING YOU PROPERTIES TO BUY?

No, not at all! We already know what we're looking for, and our criteria typically stay the same. While we may need you to let us inside a property once in awhile, we wouldn't ask you to spend your time on wild goose chases.

IS IT WORTH MY TIME TO WORK WITH AN INVESTOR?

Yes! You can automate most of the process so you're not wasting your time on working on tedious tasks. By working with an investor, you create a very lucrative source of income as well. In a partnership with us, you can earn multiple commissions by representing us as both the buyers and sellers agents.

WHAT KINDS OF OFFERS DO INVESTORS USUALLY MAKE?

Our offers are in cash. They are below retail, but they are also highly valuable because they are cash offers. Some of our offers do get rejected; but, unlike traditional clients who may buy or sell a home once every five years, we make multiple transactions annually.

HOW CAN I WORK WITH WISE OWL REALTY SOLUTIONS, LLC?

You have the opportunity to become what we call a "triple agent." When working with Wise Owl Realty Solutions, LLC, you can act as the buyer's agent, the listing agent and the referral agent. In other words, you may be able to earn triple commission on a single deal. Secondly, we will actively send you leads on listings and give you the right to generate more leads by marketing our homes once the renovations are complete. We also send buyers to you.

WHAT TYPES OF PROPERTIES DO YOU PURCHASE FROM SELLERS?

We purchase homes in pre-foreclosure, over-leveraged, condemned, liens or health department violations, not maintained, fire damaged, estate sales, stagnant listings, even about to fall down homes - we can buy it!

Taking the Next Steps



WORKING WITH US

If we haven't already, it's important that we sit down and discuss the potential ways we can work together. Once you give us a clear definition of what your goals are, we can present you with any opportunities that fit that criteria.

Contact us today! Taking the Next Steps

Email: debra@wiseowlrealtysolutions.com

Services:



Wise Solutions, Smart Decisions

- ★ BUY, RENOVATE, SELL AND RENT RESIDENTIAL PROPERTIES
- ★ MAKE CA\$H OFFERS ON HOUSES IN ANY CONDITION AND IN ANY SITUATION
- ★ WHOLESALE INVESTOR PROPERTIES
- ★ SOLVE COMPLEX REAL ESTATE PROBLEMS AND TITLE ISSUES
- ★ FIRST TIME HOME-BUYER PROGRAMS
- ★ PAY CA\$H REWARDS FOR REFFERALS
- ★ PRIVATE MONEY INVESTOR PROGRAMS WITH HIGH RETURNS

www.wiseowlrealtysolutions.com

