

Tony Alvarez Presents

Demystifying Financial Freedom Through Real Estate



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Meeting of the Minds

1. Why are you here today?

2. What's your REASON?

3. There are TWO reasons:

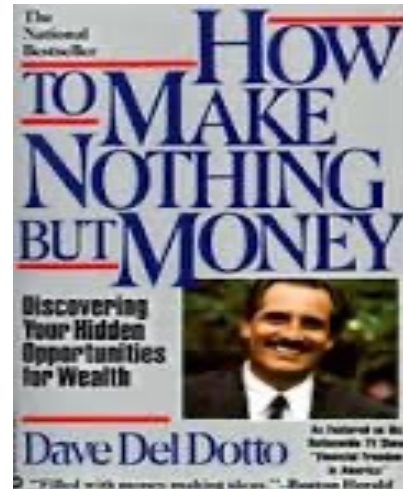
- To receive something
- To verify the TRUTH of what you receive



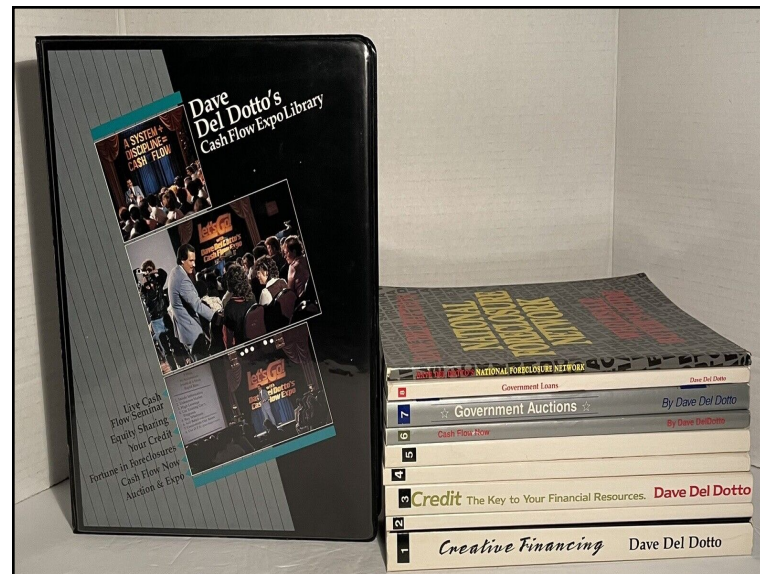
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How I Got Started - 1978



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About The Business



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Types of Real Estate Assets

Apartments Retail Shops SFR Mineral Rights
 Campgrounds Prisons Motels
 Toll Roads Duplexes Churches Nature Trails
 Discounted Notes

The Possibilities are ENDLESS!

Schools 1-4 Units Golf Courses Stadiums
 Marinas Country Clubs Nuclear Plants
 Air Space Factories Hospitals RV Parks
 Entertainment Venues



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Methods & Entities

Active Tax Deed State Tax Lien State
C-Corporation Fast Cash
Tax Liens Bid Auction Wholesale

Selection is OVERWHELMING

!

General Partnership Mortgage Investing Profit Sale
Land Trust Cash Flow REITs Notes Roth

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Two Main Elements of Financial Success

1. Performance – **Left Brain**
2. Relationship Building – **Right Brain**



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Performance

We Compete

- **Speed & Accuracy**
- **FOCUSED ACTION**
- **Distraction**

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Relationship Building

We Cooperate

- **Slow down & listen**
- **Be pleasant and kind**

Higher Level of Communication

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- **How do you invite cooperation**

- **Self-Improvement**

- **Honesty**

- **Integrity**

- **Transparency**



- **Unrelenting dedication to those things & people you must learn to love, in your business life...**

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“I don’t necessarily have to like my players and associates, but as the leader I must love them.

Love is loyalty, love is teamwork, love respects the dignity of the individual.

This is the strength of any organization.”

– Vince Lombardi

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Acts of Kindness



Random Acts of Kindness

“Serotonin is a chemical in the brain that is related to feeling good. Research shows that being on the receiving end of an act of kindness actually increases your serotonin levels substantially thus giving you a natural boost of the ‘feel goods.’ The great news about giving the gift of kindness to someone is that it's not only the receiver who benefits but also the person who delivers the act of kindness, almost equally. And it doesn't stop there. Anyone who witnesses the act or later hears about it also benefits from elevated levels of serotonin.”

—www.giftofkindness.com

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Happiness Machine



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What I Did

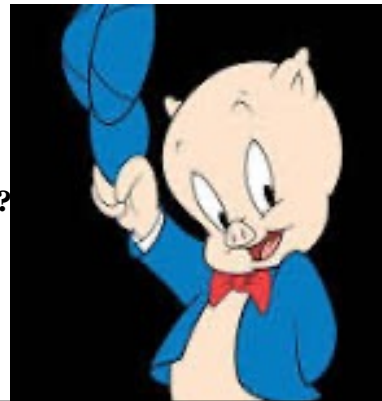


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REAL ESTATE CYCLES COUNT

FIRST RUN: 1979 - 1994

- LA Market changed
- LOST MILLIONS
- What took me down?
 - My Certainty
 - **Bankruptcy**



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REAL ESTATE CYCLES COUNT

Second RUN: 1994 - 2005

- AV Market changed
- KEPT MILLIONS
- What assured my success?
 - Business Friendships
- **Financial FREEDOM**



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I bought what nobody wanted

- Worked with Brokers & Agents
- Total Leverage (Other Peoples Time & Money)
- Keep it Simple (Attention Span of a Flea)
- Do things Quickly & Easily
- What happened?

Turned \$6,000 into \$7.2 Million in 7 Years

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10 words from Bruce Norris

*“Hang in a bit longer,
your area isn’t done yet”*

10 words

3 more years...

\$3,000,000

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\$10,000,000



Thanks Again, Bruce!

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Getting Started



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The Obstacles

1. No Cash!
2. No Financing!
3. No Contacts!
4. No Experience!
5. I don't know how to identify a deal (value)!
6. I don't know how to analyze my Target Market!



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The Obstacles

7. I don't have a plan and I don't know how to create one!
8. I don't have enough time to do this business!
9. I Don't know how to structure an offer that gets accepted!
10. They don't call me back!
11. I don't know NORMAL contractor/
repair guys I trust!
12. I don't know how to budget & estimate
repair costs!



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2 Biggest Obstacles

***I don't believe
this works!***

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2 Biggest Obstacles



FEAR & SELF-DOUBT

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TWO TYPES OF FEAR

1. Physical

2. PSYCHOLOGICAL

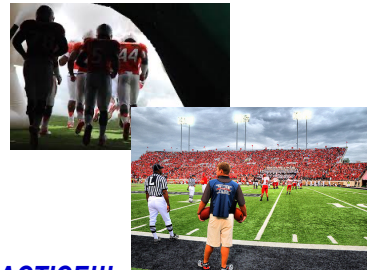
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Remember...

REAL ESTATE IS A GAME!

- Learn the **RULES**
- Identify the **PLAYERS**
- Choose a **TEAM**
- Check your **EQUIPMENT**
- **PRACTICE – PRACTICE - PRACTICE!!!**
- Hit the field & **PLAY BALL!**



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CLAIM YOUR PLACE IN THE REAL ESTATE GAME!

- **QUICKEST!**
- **EASIEST!**
- **SAFEST!**
- **LEAST EXPENSIVE...**

METHODS for entering and securing your spot

IMITATE & IMPROVE



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Overcoming Obstacles

*The ultimate solution that solves all of these
obstacles is*

PARTNERING!!!



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YOUR WINNING GAME PLAN



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Three Major Steps

1. **Decide what you want to do & WHY**
2. **CHOOSE A Target Market & Learn it WELL**



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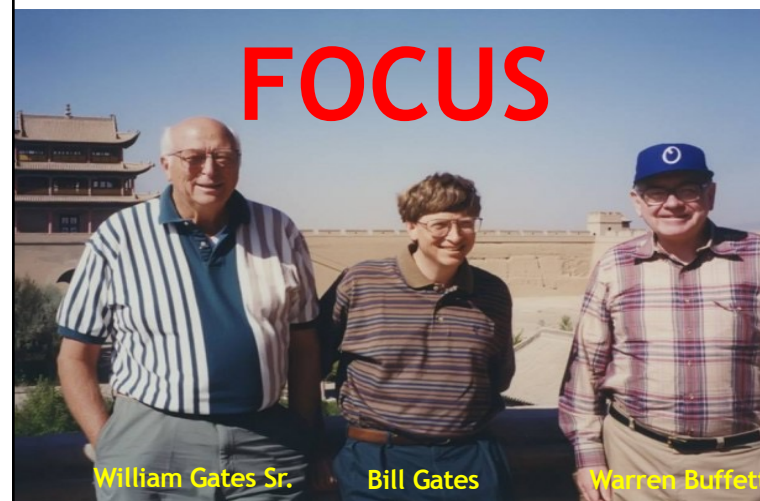
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3- Load your GPS



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When Billionaires Meet



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Tony's Original Goal

- **10 Free & Clear Houses - @ \$100,000**
- **Total Monthly Net Income - \$10,000**
- **Total Net Worth - \$1,000,000**
- **Over a 10-Year Period**



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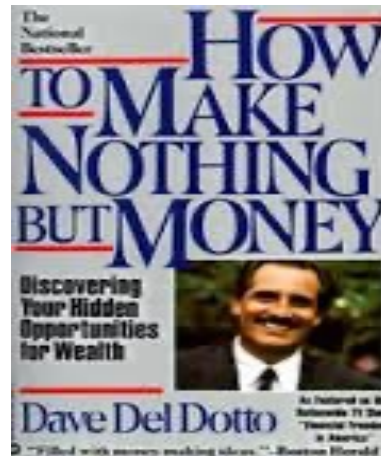
So... Why did Tony succeed?

- Is Tony Alvarez a genius or gifted?
- Better educated than you?
- Did he have any special talents or natural abilities?
- Any special contacts or connections?
- Money?
- Experience?
- Special or secret knowledge?
- ANYTHING OUT OF THE ORDINARY?
- So....Why did he become wealthy?
- So, Can anyone just DECIDE to become wealthy?
- Can ANYONE of us here tonight actually make it happen?
- **CAN YOU???**

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Remember Dave?



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Los Angeles Times

BUSINESS

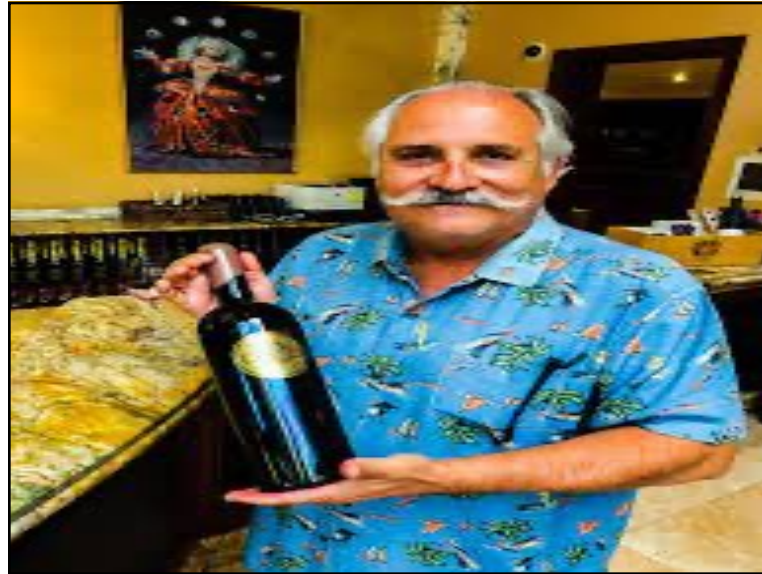
Federal Investigators Charge Get-Rich Guru With Failing to Deliver

BY DENISE GELLENE
APRIL 23, 1993 12 AM PT

THEMES STAFF WRITER

The Federal Trade Commission on Thursday accused real estate guru David P. Del Dotto of deceiving thousands of customers with phony claims about how his get-rich kit made thousands wealthy.

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SOMETHING TO REMEMBER

**“Before you can do something right,
you’re going to do it wrong,
but before you do it wrong,
you have to try.”**

Moral:

NEVER STOP TRYING

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