

# 3 Proven Techniques to Raise \$1 million – Mike Cunning

Presented May 2011 Exclusively to the Members of REIN™

# UPCOUNTRY

## Three Proven Techniques To Raise \$1,000,000

Mike Cunning  
Upcountry Properties Group  
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REIN Canada Western Canada Workshop



T 604.987.1230  
F 604.987.1238  
[info@upcountrygroup.com](mailto:info@upcountrygroup.com)  
[www.upcountrygroup.com](http://www.upcountrygroup.com)

### Good News

- More money in circulation than any other time in history
- Three proven techniques to raise \$1,000,000



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### Proven Technique # 1

Build Your Track Record



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F 604.987.1238  
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### Build a Track Record of Projects & Deals

- Illustrate industry experience, formal education and real world experience
- Include successes and failures...Real experience includes failures!

**\*Walk before you run!\***



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**“ If you want to build a tower,  
learn how to build a house  
first ”**

—Colin Bosa



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- Be realistic of your experience and expectations
- Investor should not pay for your education!
- Take strategic and incremental steps
- Long-term process
- Personal growth and commitment



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## Proven Technique # 2

Strategically Develop  
a Success System  
that Creates Value



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- ‘Systems’ create value and lead to profits
- Establish your niche
- Become a recognized leader and expert
- Your track record is your credibility
- Create a Wall or Binder of Success!



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**“A system is constantly refined. It needs to be nimble to respond to changes in market conditions...yet simple”**

—Mike Cunning



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### Strategic Success System:

- *We buy income producing assets with latent value. Light industrial, office, strata titled multifamily buildings, in high demand areas.*
- *We add value through cosmetic renovation, change of use, management, or psychology. and subsequently resell.*

***This process is called REPOSITIONING.***



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### Keep It Simple

No rocket science in what we do



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## Example of recent Vancouver deal

- Lots of 'hair'
- Strata titled asset, paid \$7.6M from motivated vendor
- Appraised as income producing asset \$10.8M



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# \$17,967,000



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info@upcountrygroup.com  
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## That's not all!

- Opportunity to add 30,000 sq ft
- May add \$5.4M in value



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## Question?

Based on our track record and our 'Strategic Success System', do you think we will have trouble raising \$1,000,000 for this deal?



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## Proven Technique # 3

Embrace and Fear  
No Leverage  
Advanced Strategy!



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## Good debt versus bad debt:

Most of our money for deals comes from equity

Sources of Leverage include:  
1<sup>st</sup> , 2<sup>nd</sup> mtgs, HELOC's, Mezzanine Financing

I just showed you how I created  
\$10 - \$15M of equity



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## 4 Key Questions

- What are the funds being used for?
- How long do you need the money?
- What is the investor's exit
- What is the investor's security?



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## Tips that support proven techniques



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## Tips that support proven techniques

- Confident, not cocky
- 1% doubt and you are out
- Consistency and accuracy

“A discerning investor’s goal should be to find discrepancy”



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## Tips that support proven techniques

- Elephant Bumping
- Your income is the average of the 10 people you spend the most time with
- Meet, socialize, create rapport and relationships with wealthy individuals



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**“Last night, after hockey, I had a beer with a guy that wants to park \$1,500,000 in a commercial venture ☺”**

- Dan Sampson



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## Summary

- Build your track record
- Develop a ‘Strategic Success System’ which creates value and profit
- Embrace and fear no leverage and...
- *Join a country club and hang out with wealthy people!*



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# Thank You!



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