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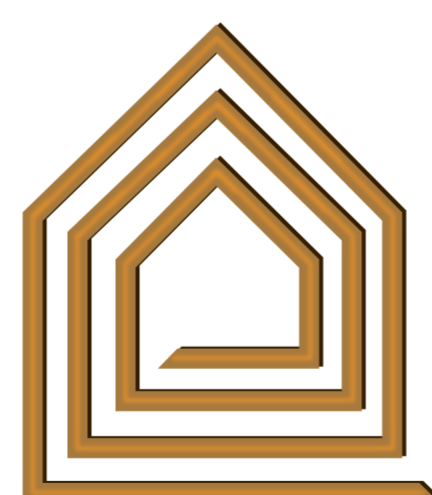



2024
CANADIAN

Real Estate Investor

PLAYBOOK

**The Secrets to
WINNING in Any Market**



Expert Investment Academy
Invest in a life worth living

Paul D'Abruzzo

What Investors are Saying

“ Working with coach Paul has been a very good experience. He has helped me and my business partner navigate off-market deals during such crazy times!
– *Katherine Berg, Hamilton* ”

“ Paul’s knowledge of the real estate market and more specifically his investor-focused approach has helped me as an investor understand and differentiate between good and bad real estate investments always with a data-focused approach. His new Investor Playbook Manual just made sense to me. I appreciated the “no nonsense approach”. I’ve dealt with other realtors before who cannot wait to be done with the transaction and move onto the next, but Paul takes time to explain the process and set you up for long-term success. Paul really had my back all the way through.
– *Matt J., Toronto* ”

“ Paul, thank you for your help and guidance over the past five years as my husband and I grew our real estate investing business. You helped us find our first six-plex and coached us throughout the entire process. Today, my family has achieved a level of financial security and strength that we would never have assumed possible. Recently, Paul helped my husband and I with a unique strategic transaction that will help us grow stronger and faster and allow us to reach financial goals sooner. We look forward to more opportunities to work together as we continue to grow our portfolio.
– *Joy Mora, Toronto* ”

“ We worked with coach Paul who listened to what we were looking for, was supporting and answered all of our questions. We now have a great investment property in Hamilton by the park.
– *Derek Grey, Milton* ”

“ Thanks Paul for being a great coach, you helped us realize the dream. You guys sure know how to work under pressure. ;-) It was a great feeling to know that we had people like you who would have our back in every situation.
– *Byron Ranieri, Cambridge* ”

WHAT INVESTORS ARE SAYING

“ Buying a multiple family commercial building has been the dream of me and my husband. It has the potential to make more income, which we wanted, but it is a long and painful process. Thanks to Paul D’Abruzzo who guided both of us through some tough situations along the way.

– *Lily Yang, Mississauga* ”

“ I recently closed on an investment property, with support from coach Paul D’Abruzzo. Working with my realtor, he did a great job assisting me through my offer and getting it signed back from the seller in under 12 hours in a multiple offer situation! I am very impressed with Paul’s work ethic and skill and look forward to working with him again soon!

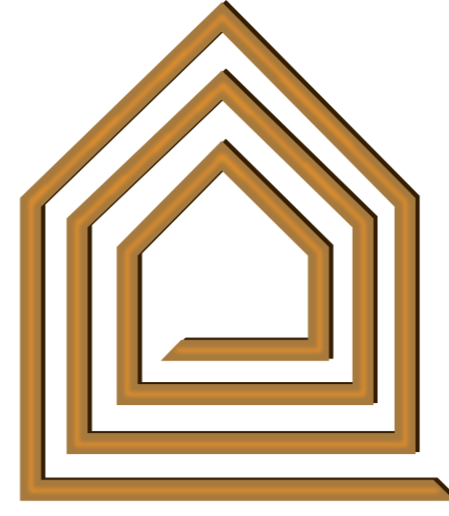
– *Dave Cira, Niagara Falls* ”

“ I have worked with Paul D’Abruzzo for about a year-and-a-half as my real estate investment coach. When I started, I knew I was interested in real estate investing, but had no idea how to start and more importantly how to avoid making really costly mistakes. Paul took the time to meet with me and personally take me to see properties and explain the good, bad and ugly of each place. He has a team of people who work with him, so you get the benefit of the full team. He is quick to respond to questions and has detailed knowledge of the Hamilton Niagara area, so he can answer questions as they come up. We looked at single-family homes to convert to duplexes... legal duplexes, student rentals and multi-units as Paul has personal experience with all of them. I decided to own and hold legal duplexes. I now have 6 properties with two under renovations and four fully-tenanted and cashflowing nicely. It is likely that I still wouldn’t have even started had I not worked with Paul.

– *Greg Steele, Toronto* ”

“ Paul truly walks his talk! We were just getting started with real estate investing and I was fortunate enough to be referred to Paul from another friend. After our first meeting, I was impressed at his depth of knowledge and the strategic way he looks at investing. He took the time to learn about all my goals and aspirations and we came up with a real plan to actually get there. :-)) We are so excited to get started on this journey and we could not have asked for a better coach. Thanks Paul!

– *Chris Lamontagne, Milton* ”



Expert Investment Academy

Invest in a life worth living

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Welcome

Congratulations for Taking Action and Reading this Book

I've written this in a conversational style, as if we were sitting down for a coffee.

My goal here is not to present an economic paper or weigh you down with numbers.

My goal is to go beyond the news headlines. Peel back the layers of the onion and get to the core challenges we are facing as investors – and what I believe are the solutions.

Fact is, we're facing economic challenges we haven't seen in the past three decades. But this is not the time to give up on real estate. It's a time where we need to do it differently.

What you will learn in the few hours of reading today, you'll be able to take with you in any real estate market. These are the real secrets to success.

Whether you have a dream of investing, or you're a veteran, I hope this is helpful.

So have a seat, get comfortable. I'm very glad you're here. Let's dive in.



Paul D'Abruzzo

Real Estate Investor, Developer and Coach
Ontario, Canada

— Chapter 1 —

The Worst Things You Could Possibly Do Now

Real estate cashflow has dried up. For some, investment properties may now be costing thousands a month owners can't afford. It's not sustainable. The bleeding has to stop.

How are you doing? Allow me to imagine for a moment.

Maybe you got into real estate because you wanted something proven, straightforward and profitable. Something stable that will help you and your family move through these times of volatility and thrive.

Then it all fell apart. With inflation and interest rate hikes, you're no longer sure real estate is the way to go.

- If you're a **part-time real estate investor** with dreams of going full-time, you have no time. You're busy with your career or business and squeezed by increased expenses. You're feeling burnt out and on information overload. You know you need to do something, but aren't sure what.
- If you're an **investor wanting to supplement your retirement**, you're wondering if your plans have been de-railed. You're up late doing the numbers for retirement and the numbers aren't adding up. This worries the hell out of you.
- If you've been **dreaming about getting into the real estate game but have held off**, you feel as if you've missed the boat. I mean – how can you possibly get in now? You wonder you're better off just keeping your stock portfolio and waiting for house prices to go down.

Here's what I'm seeing. Many investors are living in a world of hurt right now. They are frozen and don't know what to do. The cost of basic necessities have made their existing lifestyle look unaffordable, let alone the future.

Relationships are also feeling the tension. Maybe you're arguing with your spouse about whether or not to have a fire sale. Maybe "helpful" friends and family members who have never taken a risk in their life are slamming you, telling you to give up on your dreams or take the loss.

It's like you can't get a break. Secretly, you may envy the investors who "got in" before you.

And a few of you are super pissed right now, perpetually frustrated. Angry at interest rates, angry at the government. Mad at the bankers, politicians, war-mongers and the state of the world. But most of all, you're angry at yourself for not seeing a clear way forward.

Wherever you are at the moment, whatever the reason you picked up this book and are still reading, I suspect that part of you is **stuck in a place where you are not taking action.**

All I can say is...I've been there myself. Please, keep reading.

I did not enjoy writing those previous paragraphs... In fact, they were hard to write and I seriously considered whether or not I should go there. This is because I am not a complainer, I'm a problem-solver who helps others do the same.

Yet I know that these are challenging times. People are hurting. Dreams are being shattered. And if I ignore that, I am ignoring reality.

To be candid, I've had my moments over the last year, too. I am not immune to the rising interest rates, the changing marketplace and the challenges that we ALL face. The difference for me is that I've been here before, many times. And even though it wasn't easy, I've found a way through.

Fact is, our markets shift and change. Specific strategies and tactics for investing inevitably fall in and out of favour. But the fundamentals of sound investing NEVER change. And it's my job as a professional investor to pivot... and continue creating profits in ANY market scenario, up, down or sideways.

Being able to pivot – this is the mark of a true investor. This is what I do for myself and my family. And this is what I impart to my coaching clients.

Yes, it's tough out there. It's unlike any environment that we've seen in three decades – before some of you were born! Emotional reactions are understandable. But as I remind my clients, acting on emotion is not what will help you realize your dreams.

So please – no matter how much urgency you're feeling to fix whatever's going on – take a moment.

And please, please – DO NOT do the following:

- Do nothing
- Stay put
- Hope for the best
- Sit on cash
- Give up your dreams

Doing nothing is like turning your back as a tsunami is approaching. Sitting on cash with inflation where it is right now is a horrible idea as your purchasing power shrinks each year. Saving more and reducing expenses is not a bad idea. But it's not the ultimate solution. **If you're still reading, you know this already.**

No One is Coming to Save You! But There is a Way Forward...

I hate to be the bearer of bad news. But you need to know this to your core: **the government is not coming to save you. No one is coming to save you.**

But you can “save yourself”. And the best way to do that is to –

- First – face reality
- Then – get the education you need
- Then – follow or work with people who are living the life you want and have solved the problems you are facing

I'm going to share THREE IMMEDIATE ACTIONS you can take now. Then we'll get into our current real estate reality – and actionable solutions.

#1 Immediate Action Stop Relying on “Mainstream” Information

I tell my clients again and again: stop relying on mainstream “wisdom”. Stop getting your information from the morning or evening news. Stop taking investing advice from the guy working 9 to 5 at a bank, with a big fat pension who's never taken a real risk in his life. If you have a fire in your belly, these people with no skin in the game will not get you where you want to go. Stop listening to them.

#2 Immediate Action

Do Not Spend Energy on What You Cannot Control

There are some things we can't control. They are not worth spending your energy on. I'm talking about war, black swan events, pandemics, politics, the weather. Sure, follow what's happening in the world – but do not let it suck you dry. If you disagree, then go ahead: rage at the machine. See how that helps your health, relationships and net worth a year from now.

#3 Immediate Action

Unplug From the Media Hype and Focus on Your Future

Mindless surfing, YouTube binges: these activities are tempting. But get sucked in to these distractions, and someone else will control your mind. The fact is, wars, corruption and frustrating politics have always existed. The difference is that today, we have our hand-held devices “firehosing” us 24/7. It's a daily information assault, and it's addictive by design. And we let it happen! **What to do? Put your head in the sand? Ignore the world outside? No – but keep your head on straight.** Keep your eyes on the prize and on your future. End of rant.



You're Facing a Call to Battle Now: Do You Accept?

Yes, life brings challenges. Yes, sometimes that sucks. But life's challenges are not meant to destroy you. They are meant to shape and strengthen you. You cannot control inflation, interest or appreciation rates. You cannot control banks or politicians. But you *can* learn from the past. Dig in to the reality in front of you. You can gather your resources, do everything you can to play this game (of life) to win. And get advice from people who care who have been there.

So Paul, is Real Estate Still a Good Place to be Right Now?

Short answer: Yes. But you need to be strategic and purposeful. This is not the time to get fancy, gamble or speculate. This is a time to accept the new reality and focus on core principles of real estate success. When I work with clients, I teach them to wear their **Asset Manager Hat**. Together, we craft a relevant, personal **Investment Blueprint** that reflects their goals and the actions that will get them there in the current environment.

A Dose of Reality and One Last Warning

If you haven't already figured it out, your real estate investment journey may not be “**exactly as you planned**” four years ago. But each day, I work with investors who have breakthroughs.

Some started out bleeding cash and so anxious they couldn't sleep.

Together, we do a reality check. We review their strategy and identify what needs to change. Then I support them as they take massive action to fix their strategy – and they win.

So YES – there is still opportunity for those who keep their wits about them.

- But for those who ignore our current reality, act impulsively from fear and emotion...
- Those who prefer to RAGE AT THE MACHINE, REVEL IN ANXIETY, STAY PARALYZED in indecision...
- Those who cave to the “expert advice” of their government-worker brother-in-law who has a pension for life and thinks bank mutual funds are the way to go...
- **Sadly, for those people... those who cave. THEY ARE SCREWED.**

But if you are sincerely looking for a way out (or a way in to real estate investing) that's another story. If you're willing to learn, take control of your life, take action, I can help you:

- Change the way you see your situation and get your head on straight
- Put together your Investment Blueprint to thrive in this market
- Help you discover where you have the “emergency brakes” applied in your subconscious beliefs about money and investing
- Roll up your sleeves, and get it done. Right. Personalized just for you.

I Don't Mean to be Negative

Okay, maybe I want to shake you up a little. But only so you'll get revved up to act.

And maybe real estate investing is for you in the end, maybe not. Maybe it is time for you to **explore passive investing in real estate. Or craft a profitable exit** (I have helped my clients do that, too).

But please, whatever you do, don't jump into action until you explore all of your options.

Still here? Good – now clear your head, get a coffee and buckle up.

Next we're going to do a brief re-cap on what we're currently facing. Then we'll dive into the New Rules of Real Estate Investing that I am successfully using for myself – and with clients.

“ I would like to thank my coach Paul D'Abruzzo for his expertise and guidance with long-term planning. He helped us execute our journey in real estate investing and made sure we were comfortable with his suggestions.

– *Rastislav Starko, Brampton* ”

OKAY you got me! Let's get this show on the road...

 [Book my FREE Kick-Start Session Now.](#)

— Chapter 2 —

Facing Our Current Reality: Where the Market Stands

What is the present state of the Canadian real estate market? What are the leading trends, patterns – and opportunities?

Over the past two decades, it was a great time to invest in real estate. Investors experienced double-digit appreciation in some regions and almost unheard-of low interest rates. This environment created a great deal of wealth for amateur and professional investors alike. What's not to like?

Fast-forward to a worldwide pandemic, a buying and selling frenzy as swarms of people left the cities and crazy multiple offers that peaked in 2021. Follow that up with the sobering downturn and volatility of 2022.

And the sour cherries on top: rising inflation and interest rates of 2023.

Yep, 2023 was the year we experienced \$9 a pound butter.

Covid was nuts. But it was 2023 when investors really felt the pain.

Me included...

Some of my interest rates went from 2.4% to 6.89% and my monthly payments doubled. It felt like my monthly cashflow literally “sprung a leak”. I didn't know whether to call a plumber, start selling off properties or pull my hair out.

But in that moment, I forced myself to stop and ask: “what would I say if I were coaching or mentoring *myself*?”

And the answer was quite simple: PIVOT.

Adjust your strategy and take action swiftly.

I followed my own advice and within six months, our portfolio was operating in a stronger position than before the interest rate rise. To do this, we used several strategies:

- Locking-in rates early on a few mortgages
- Selling two inefficient properties
- Improving the income substantially on several others to buffer the higher interest payments,
- Re-investing profits into land and multi-family properties at much lower prices, since the market had turned so quickly
- Lending idle cash into private mortgages earning 10-15% annual ROI
- Hoarding some cash as insurance and to score a grand-slam deal in a scary marketplace

Your best moves to thrive in this market may be different than mine.

But there's one thing I've learned: you can't fix a problem until you face the reality of it.

So let's continue with a brief re-cap of where we are. Not to state the obvious or get stuck on the problems – but because this is what we need to get our heads around and own. This is our current reality. Only then can we focus on solutions.

“ We're new to real estate investment and Paul has been very supportive - answering all my newbie questions. Today, we're well on our way to growing our real estate portfolio and creating generational wealth for our family. - Thank you Paul!
- *Frank Ruffalo, Aurora* ”

YES! I'm ready to get this done.



[I Want my FREE Kick-Start Session Now.](#)

What's Eating Your Real Estate Profits?

In short, it's the Perfect Storm of **INFLATION**, rising **INTEREST RATES** – and sluggish **APPRECIATION**.

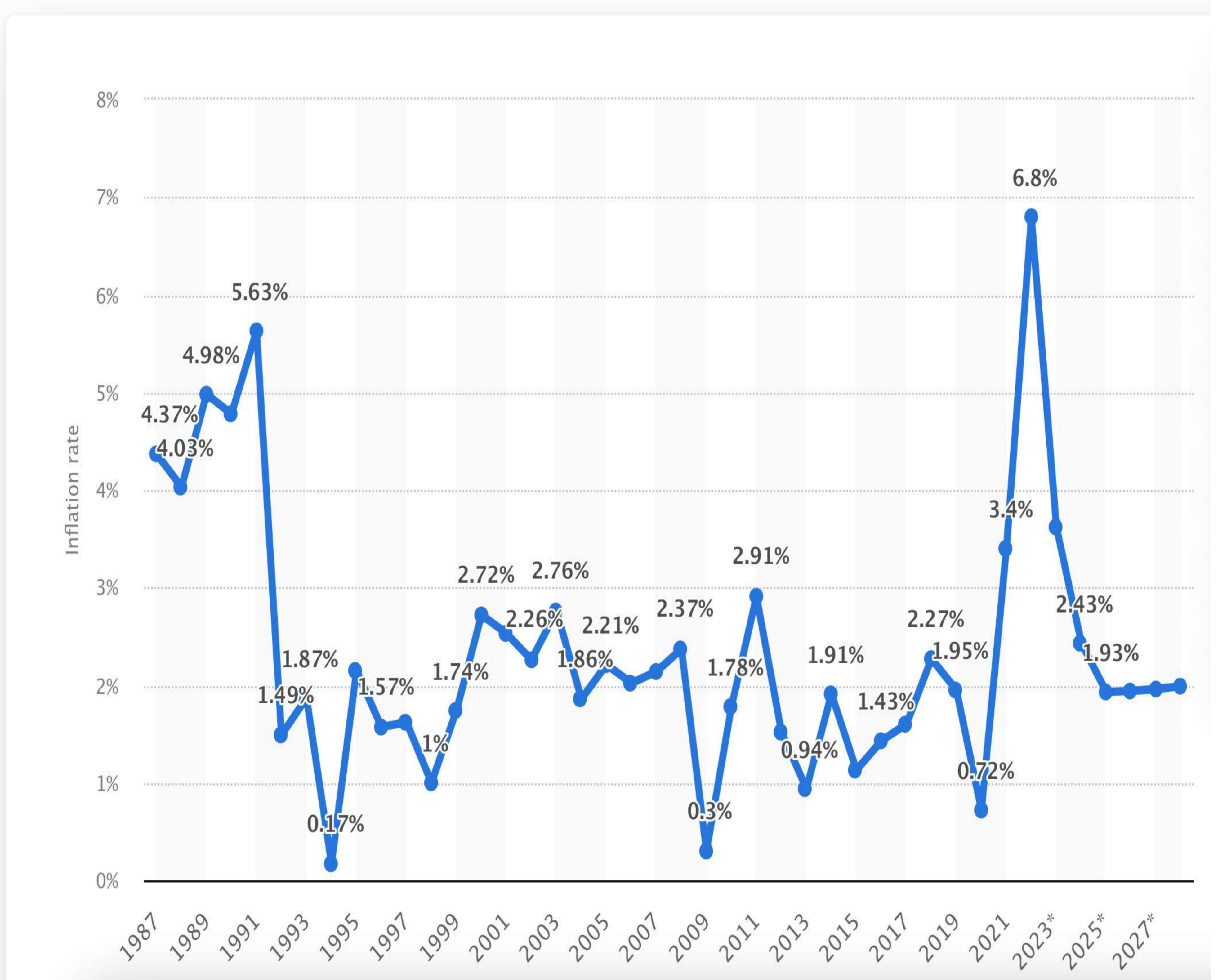
INFLATION is Turning up the Screws for the First Time in Decades.

See below what happened around 2021? Inflation went vertical. The cost of groceries, gas, heat – living itself feels as if it's become unaffordable. Not to mention the expenses associated with real estate investment – ouch. Yes, there will be a turnaround, but until then we need to buckle up – and get smart.

 **Source:** www.statista.com/statistics/271247/inflation-rate-in-canada

Canada: Inflation rate from 1987 to 2028

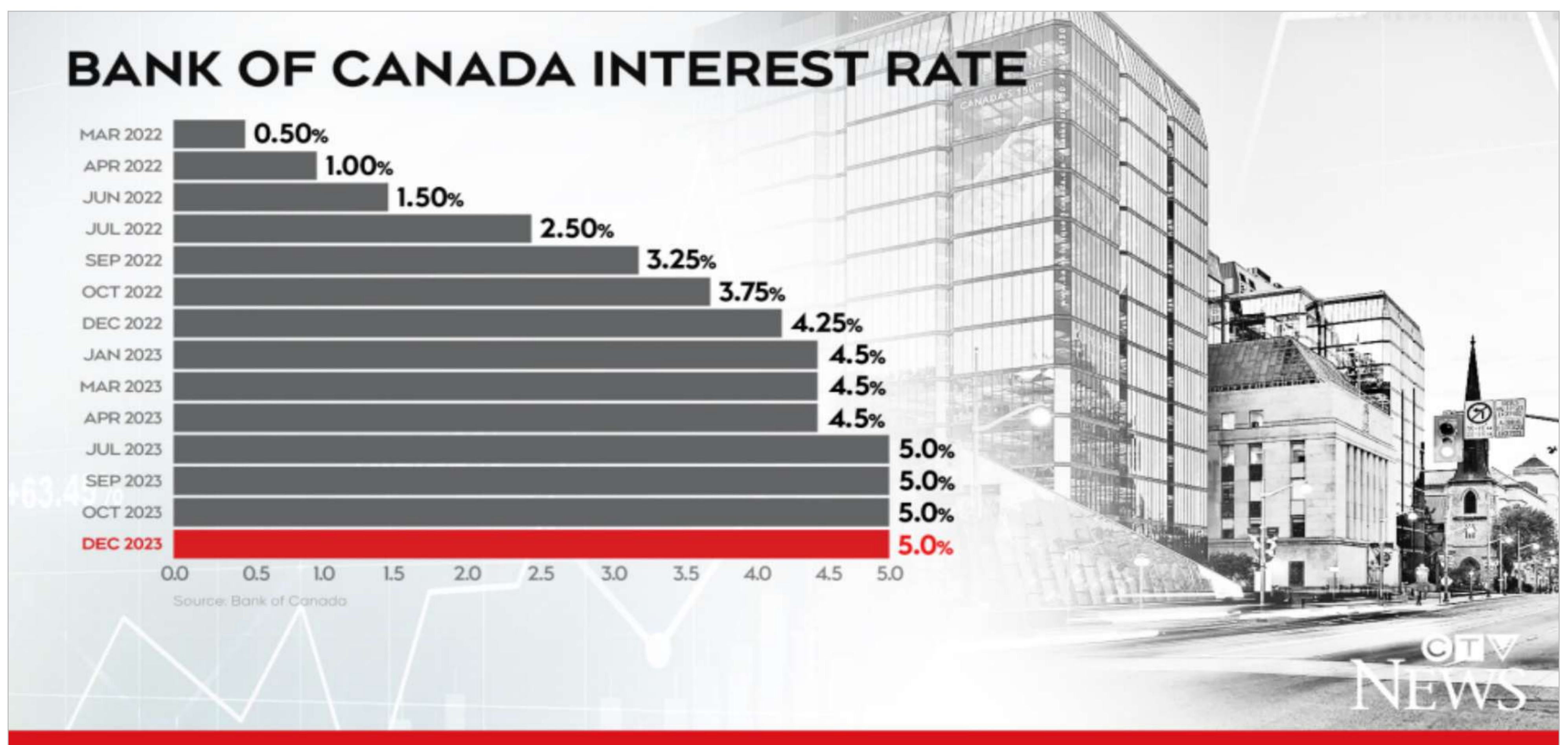
(compared to the previous year)



INTEREST RATES are Creating a World of Hurt

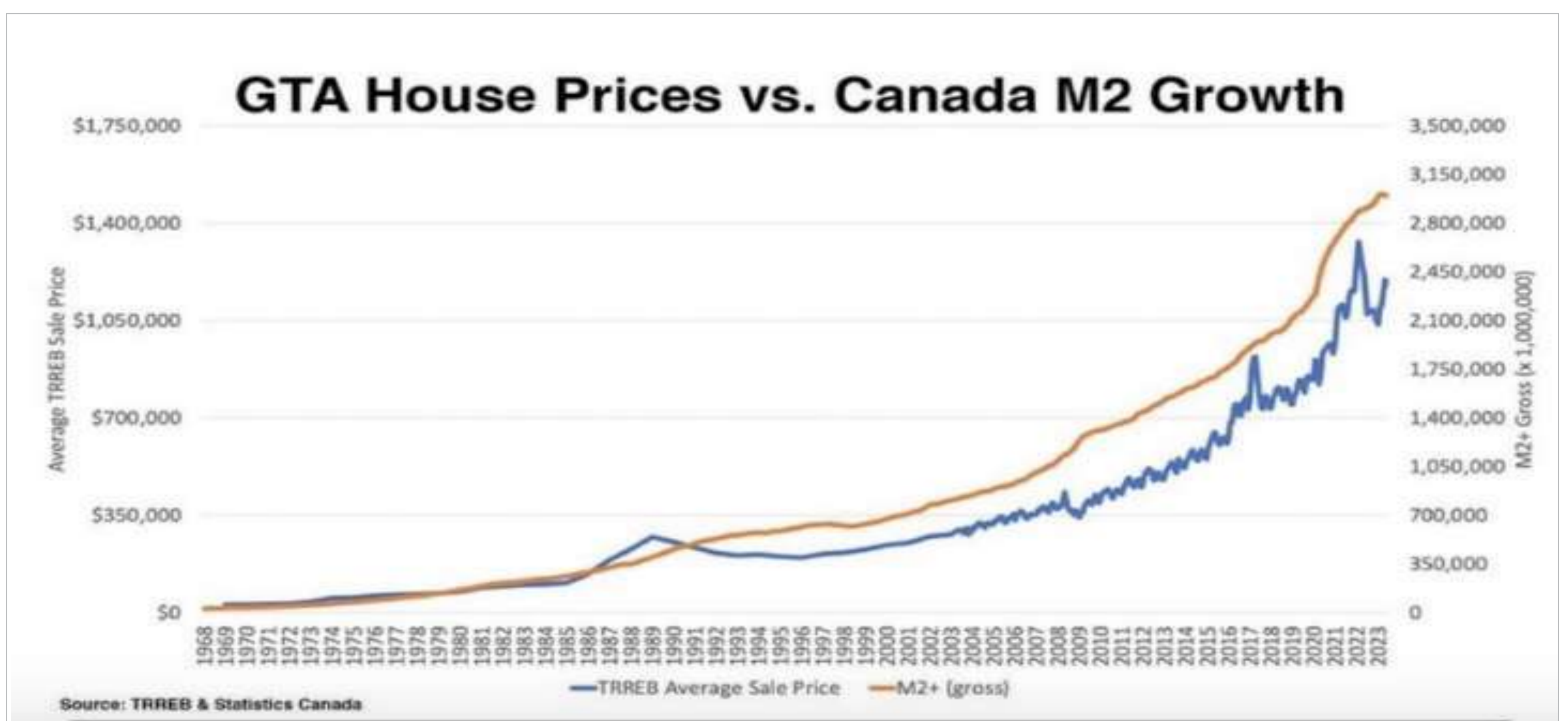
The Bank of Canada’s rate has been creeping up since 2022. This means your four-year-old cashflow projections are now toast. And many of the perfectly solid strategies we’ve used profitably over the past decade have fallen out of favour. AirBnB arbitrage, lease-backs, rent-to-owns and duplex conversions – yes they *could* still work. But it’s more difficult. You need another plan.

 **Source:** www.ctvnews.ca/business/bank-of-canada-to-announce-interest-rate-decision-today-1.6675269



You Can No Longer Count on Double-Digit APPRECIATION in Big Cities

Check out this chart. This is Canada’s M2 money supply mapped against Toronto property prices. The money supply (inflation) is growing faster than your income or wealth. It’s why you never feel like you’re getting ahead.





My Bottom-Line Prediction About Interest Rates and Appreciation

Yes, rates will come down. But when they do come down, they are unlikely to go back to the insane lows of 1% to 2%. More likely, rates will stabilize in the 3.5% to 4.5% range. Meanwhile, annual appreciation will move closer to the long-term average of 6% to 7%. Believe it or not, this is very healthy. We need a healthy interest rate for our market to stabilize and thrive long-term. While we may not see the double-digit annual appreciation rates we've gotten used to after interest rates stabilize, we will see a healthier environment for serious investors. It will be an environment ripe to create much-needed rental housing with strong monthly cashflow – and build a real business.

And Add to All of the Above...

Financing is Harder to Get, and Takes Looooonger to Get. For investors with more doors, the process of bank financing has slowed to a crawl. Bank financing no longer takes weeks, it's taking months. For individuals, it's harder to qualify due to the new income-testing rules. And the qualification process is challenging, even for seasoned investors.

Black Swan Events and Other Wildcards are Screaming for Our Attention.

Who would have predicted a few years ago that a pandemic would grind life to a halt? Like it or not, we're living in an age where uncertainty is the norm. Yes, there will continue to be Black Swan events that are shocking, unpredictable and out of our control. But when the media is shrieking about spiralling unemployment, Covid 33, Ukraine War, Holy Wars in the Middle East, it's up to us to remain steady and not let world issues divert us from our goals.

Paul I'm Just Starting Out, am I Screwed?

If you dream about being an investor, but do nothing: YES YOU ARE SCREWED.

Here's how one of my mentors drilled this into my head when I was up against my own fear and resistance to entering the real estate in 2009.

THAT'S RIGHT – I committed to real estate in the “Financial Crisis of 2007, 2008 and 2009” – crazy, right? At that time, I remember my mentor listening to my concerns. Then he said...

“Okay, think about this. In 1971, interest rates were around 7.5%. If you’d waited for interest rates to come down before investing or even purchasing a home, you would have entered the market in about 1993 – 22 years later! Meanwhile, during the same time period, the average house value in the GTA quadrupled! How do you feel about waiting now?”

YES, it was scary *and* difficult to make that first move, especially during a financial crisis. But more than a decade later the results speak for themselves.

It is ALWAYS hard *when* you first start. **But please hear me: Don’t Wait to Buy Real Estate. Buy Real Estate and Wait.** I look back and am so grateful to my mentors for encouraging me. I want nothing more than to pay it forward and help you achieve the same results.

“ I have worked with Paul on multiple investment properties and he has been a great resource. I highly recommend Paul and his team as we have bought properties that were very profitable and it was a smooth and easy process.

– Taylor Brimley, Waterdown ”

YES! I’m ready to take massive action.

 [Book my FREE Kick-Start Session Now.](#)

The Bad News: Winging it Will No Longer Cut It

Don’t get seduced into thinking that real estate is Get Rich Quick. The kinda game that anyone with half a brain can play. We’re coming out of a market where amateurs and dabblers could win. Where cowboys got in fast, didn’t think big picture – and still won.

But this crazy low-interest, high-appreciation world we’ve been living in is not typical. Yes, lots of people made lots of money. But that wasn’t because they were brilliant investors. It was because of a freakish period where (almost) anyone could win.

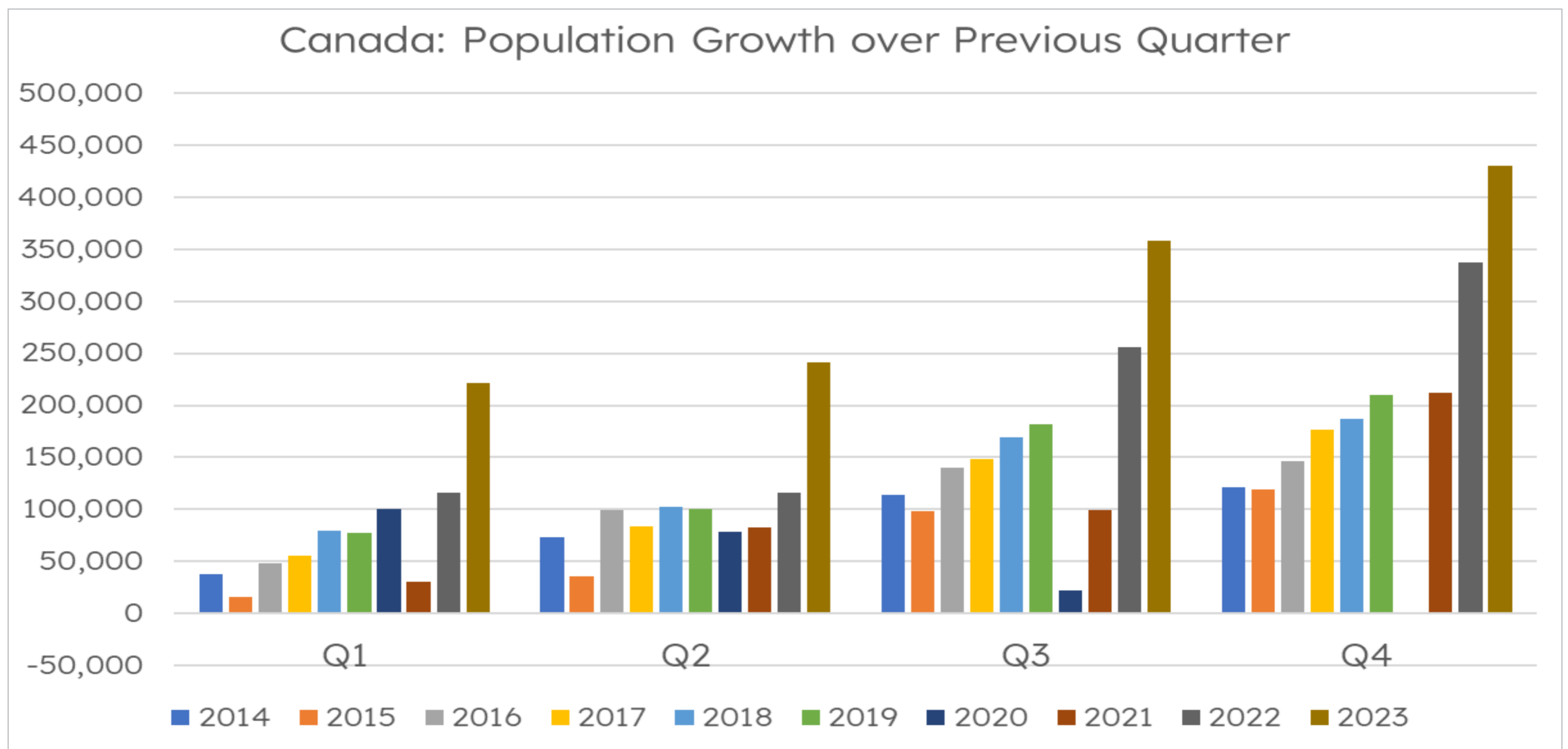
The Good News: Trends Continue to Favour Serious Real Estate Investors

There is an explosion of population growth in Canada and in Ontario fuelled by never-before-seen levels of immigration. To top off this Perfect Storm, rentals are in short supply and desperately needed.

This is a sad state of affairs, but an incredible opportunity for real estate investors who know what they’re doing and want to make a difference.

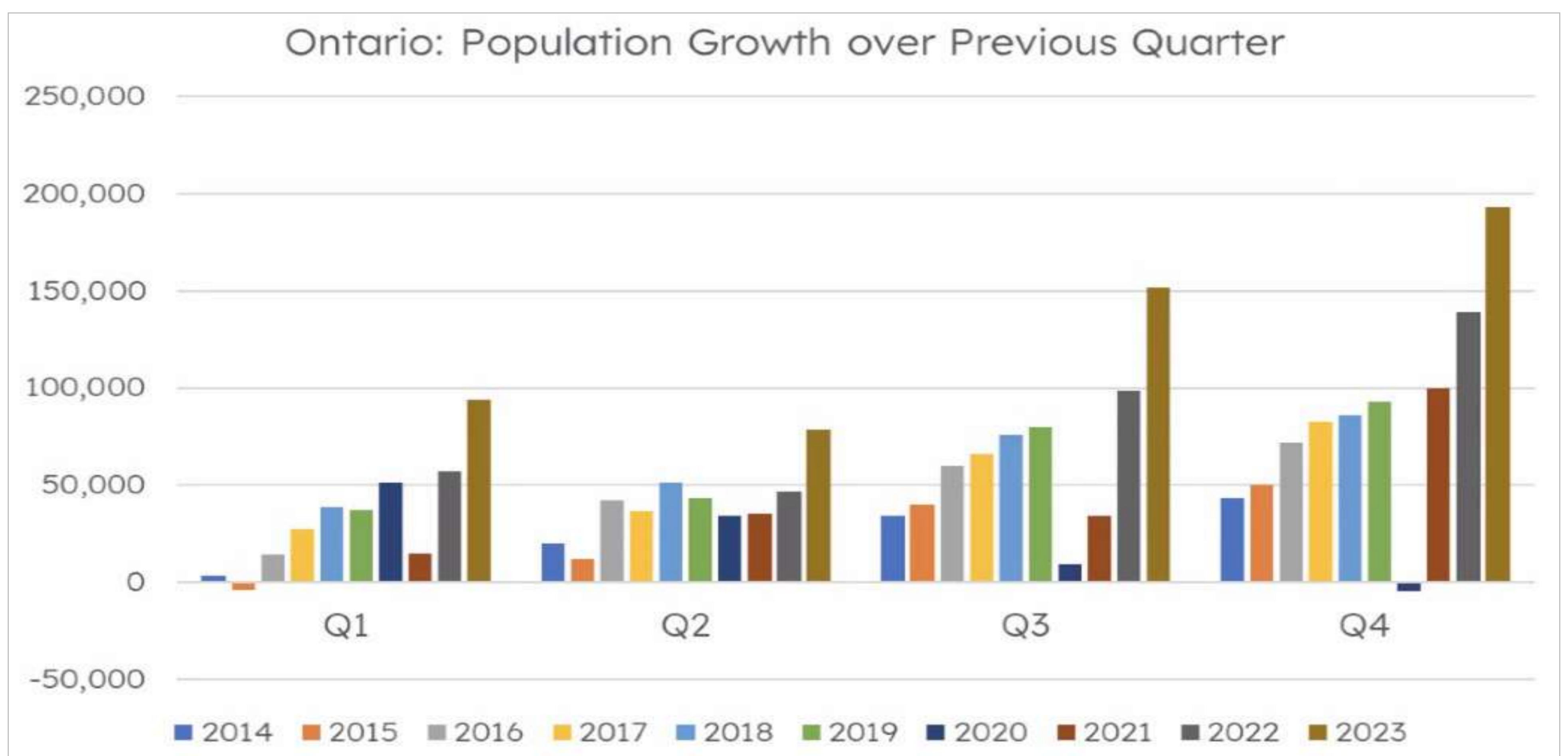
Canada’s Population is Exploding... and Accelerating

Canada’s population explosion is no surprise. **But did you know that Canada’s population growth is also accelerating?** Just look at these quarterly increases in 2023. These are the biggest quarterly changes we’ve ever seen. Yes, growth slowed down a bit during the 2020-21 pandemic nonsense. But by the end of 2023, growth spiked, more than making up for the slowdown.



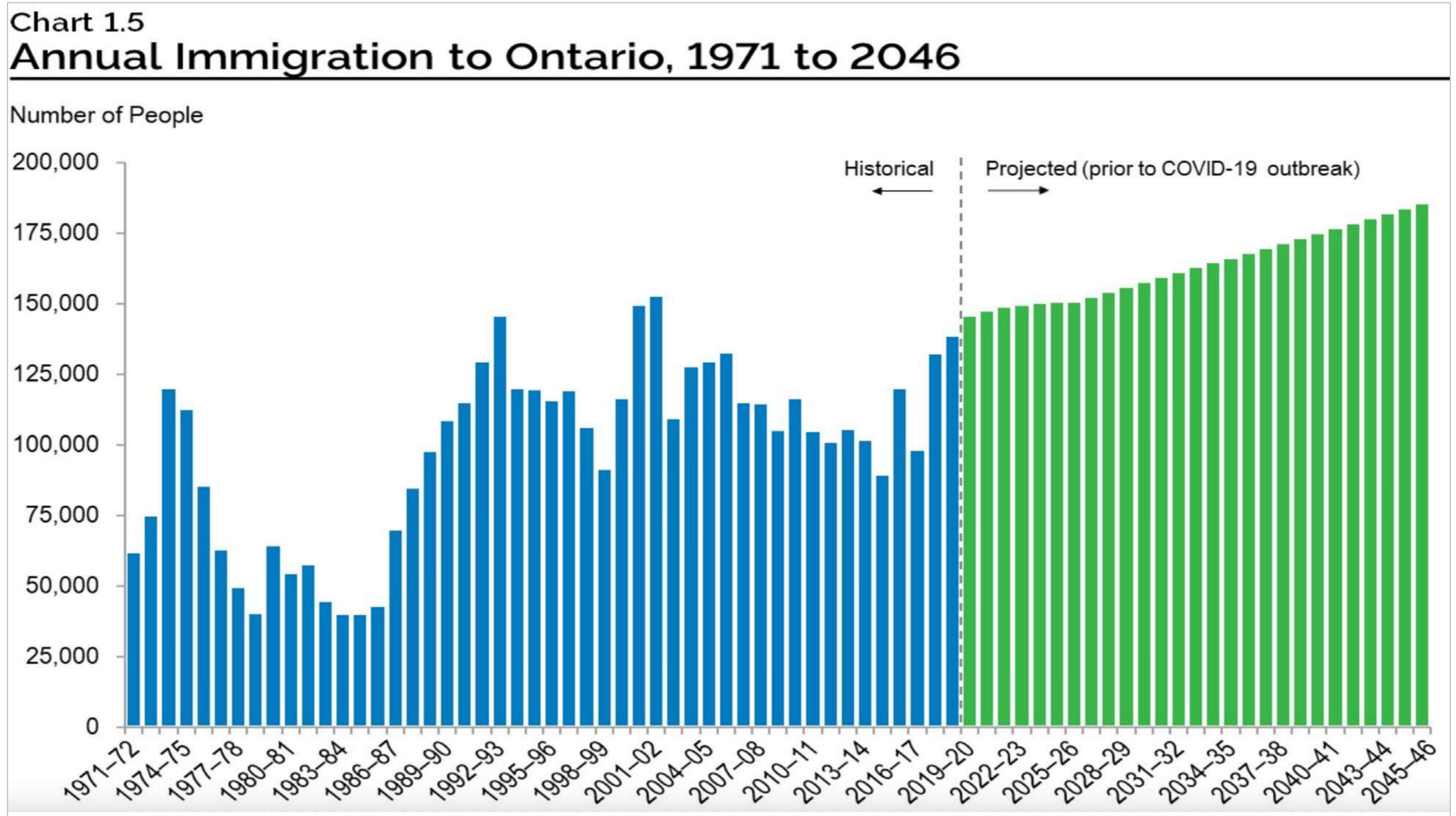
Ontario’s Population is Exploding Too...and Creating Extreme Pressure

Ontario’s stats are relevant to those of us investing in Ontario. The province is seeing a surge of population growth, up by leaps and bounds in 2022 and 2023. This has put extreme pressure on our infrastructure and catapulted housing needs to dizzying levels. A big part of this is immigration.



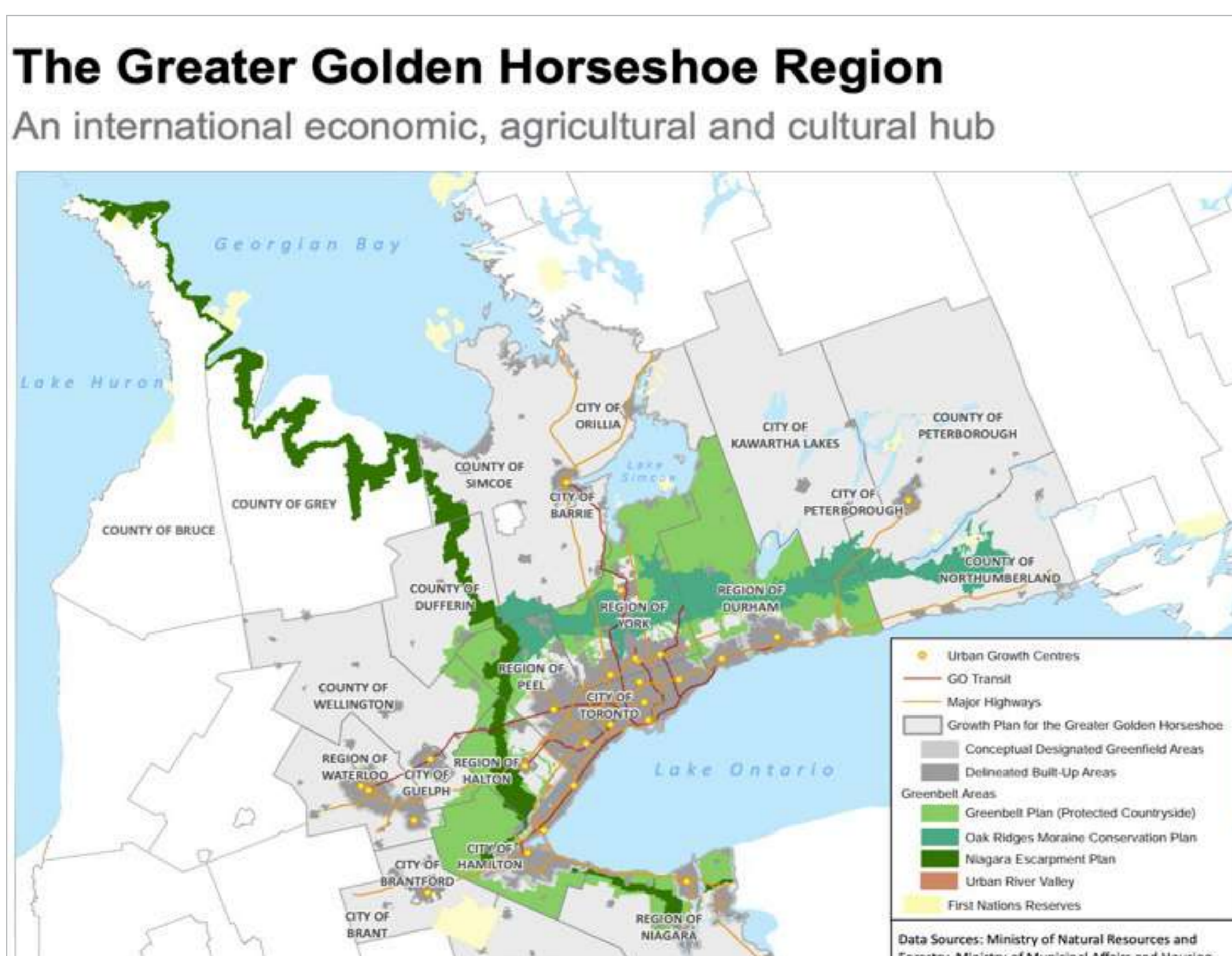
Ontario’s Massive Immigration Expected to Continue... to 2046!

Ramping up the pressure even more, immigration to Ontario is fuelling our population growth. Where will newcomers live? The demand for housing has become insane due to the combination of more people and short supply. As we can see below, the pressure is not letting up anytime soon.



Where are Newcomers Settling?

Canada is a big country. Newcomers could move anywhere, but most are coming right here to Ontario. Ontario’s huge, where are they living? Are they going to Thunder Bay? Sudbury? No, they’re moving to Toronto, Hamilton, Kitchener, Niagara, the Golden Horseshoe. This area is a Gold Zone for investors, more on this a bit later.



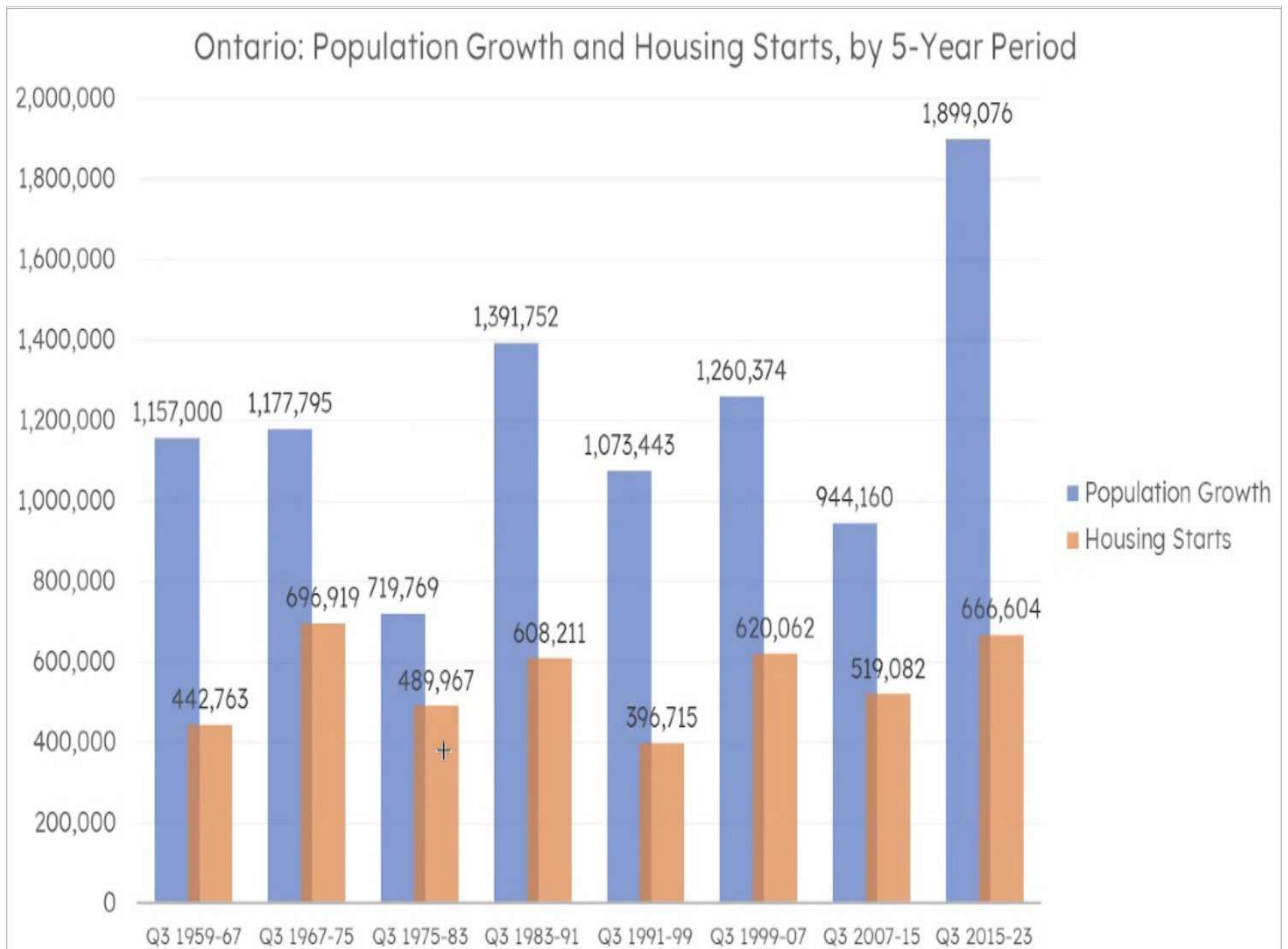
Canada Has a Massive Shortfall in Rental Supply

This image speaks for itself. There aren't enough homes to rent, for all the people already living here. Let alone, enough for the people moving here from other countries. How many times do I have to say it? Quality rentals, good landlords... are desperately needed.

The screenshot shows the top navigation bar of the CMHC SCHL website. It includes a search bar with the text "What can we help you find?", a search icon, and a "MENU" button. There are also links for "Sign In or Register" and "FRANÇAIS". Below the navigation bar is a breadcrumb trail: "Home > The Housing Observer > Restoring affordability by 2030". To the right of the breadcrumb trail are "SAVE" and "SHARE" icons. The main heading of the article is "Canada's Housing Supply Shortage: Restoring affordability by 2030", dated "June 23, 2022". The sub-heading is "Canada's Housing Supply Shortages: Estimating what's needed to restore affordability in Canadian provinces by 2030". The first paragraph states: "In 2018, the creation of housing supply responsiveness was identified as a challenge. [Our 2018 report indicated](#) that demand for housing increased for multiple reasons but housing supply in many large Canadian cities did not respond to demand." The second paragraph states: "In this report, we have taken the initial steps to estimate how much **additional housing supply** is required to restore housing affordability by 2030." The third paragraph states: "If the current rates of new construction continue, we project that the housing stock will increase by 2.3 million units between 2021 and 2030. This will reach close to 19 million housing units by 2030." The final bolded text reads: "To restore affordability, an *additional* 3.5M affordable housing units are needed by 2030".

New Housing in Ontario Not Keeping Pace with Population Growth

Will new housing make a dent in the housing crisis? Short answer: no. Yes, there are “housing starts” as we can see below. But they aren’t keeping up. See how population growth (in blue) is outpacing housing starts by more than 100% in 2023? It’s not sustainable.



An Opportunity Screaming for Investors Who Want to Make a Difference

There’s enormous pressure right now for good quality housing. This is harrowing for the country and province, but good news for potential investors.

And it’s great news for those of us who are already investors! Demand for rental properties is strong and rental rates are headed up. In this market, you will always be able to find a tenant. And long-term, property values will go up too, just as they always have long-term.

All the current economic factors play well into the investor’s hand. And we haven’t even seen the full effect yet! Wait until interest rates come down to 4-4.5%. Oh boy. If you think rents are expensive now, just wait.

Yes, the Game of Real Estate has changed. But that doesn't mean we give up. It means that we step up. Next, I will tell you how...

“ I would like to thank my coach Paul D'Abruzzo for his expertise and guidance with long-term planning. He helped us execute our journey in real estate investing and made sure we were comfortable with his suggestions.

– *Rastislav Starko, Brampton* ”

YES! I'm ready to take massive action.

 [Book my FREE Kick-Start Session Now.](#)

— Chapter 3 —

Mastering the New Rules: The Future is Data-Driven

Live and breathe the new rules. Make them your Mantra. Commit and you will weather the storm.

Today's successful investors are intimately attuned to market changes. And they have returned to core principles: a solid plan, a quality property, a desirable area with stability and/or growth – and cashflow, cashflow, cashflow...

This means: buy smart. Ride the appreciation wave but don't bank on it. **Make your portfolio recession-proof.** And remember, the demand for rental housing is growing, and supply is short.

Here are the **NEW RULES** I am using with my clients. You can do this.

#1 Embrace a Strategic, Flexible Mindset. *Open to change, stretch your comfort zone and take the emotion out of it.*

Take a moment and check your mindset. **Are you open, or are you resisting necessary change?**

Let's use an analogy. If you're building a house, you need a plan so you know what you're building, right? Then you'll need a hammer and screwdriver, and a drill and other tools to make it happen. Would you resist using the tools you need to get the job done?

In real estate, you start with where you want to go, the lifestyle you want. Then you figure out the tools (strategies) you need to get it done. This might be single family, rent-to-own, AirBnB, multi-family, or a combination of these. Make sense?

Yes, you may need to change your original plan. Turn away from what you've done over the past decade to achieve the lifestyle that you want in the next. Yes, you may need to update your tools.

Still with me? Great - **you are now an Asset Manager and you're ready to play.**

#2 Learn from the Past to Predict the Future. *Dive deep into historical data to understand cyclical patterns and (reasonably) forecast the future.*

This economic environment we're in may be new and shocking to many investors. But it's not new in history. Instead of panicking, we need to ask: what happened in past market cycles? Once we know, we can reasonably predict what will happen in the future in order to rationally manage our risk.

To win at real estate, you don't have to be an economist. But you need to get the fundamentals. Here's a brief summary of some of the historical data that influence real estate. I've also included excellent resources, for those of you who want to dig deeper.

What History Reveals About Inflation

Like it or not, Canada has a debt-based economy. If the national debt isn't growing, we don't have the Gross Domestic Product (GDP) growth. Very simply, central banks *need* inflation so the spiral of debt doesn't get out of control. In time, inflation will resolve itself. Once it does, interest rates will come back down to reasonable levels.

I know this is a lot to absorb. If you want to dig into the economics, here are two really good videos to get you started:

 [Where Does Money Come From? - Hidden Secrets Of Money Episode 5 - Mike Maloney](#)

 [INFLATION vs Deflation - Hidden Secrets Of Money Episode 6 - Mike Maloney](#)

For now if you only remember one thing, remember this: if you are sitting on cash when inflation is high, you will destroy your purchasing power. Check out what happens when you map real estate price growth to income growth. Historically, real estate keeps pace. incomes clearly do not...



What History Reveals About Interest Rates

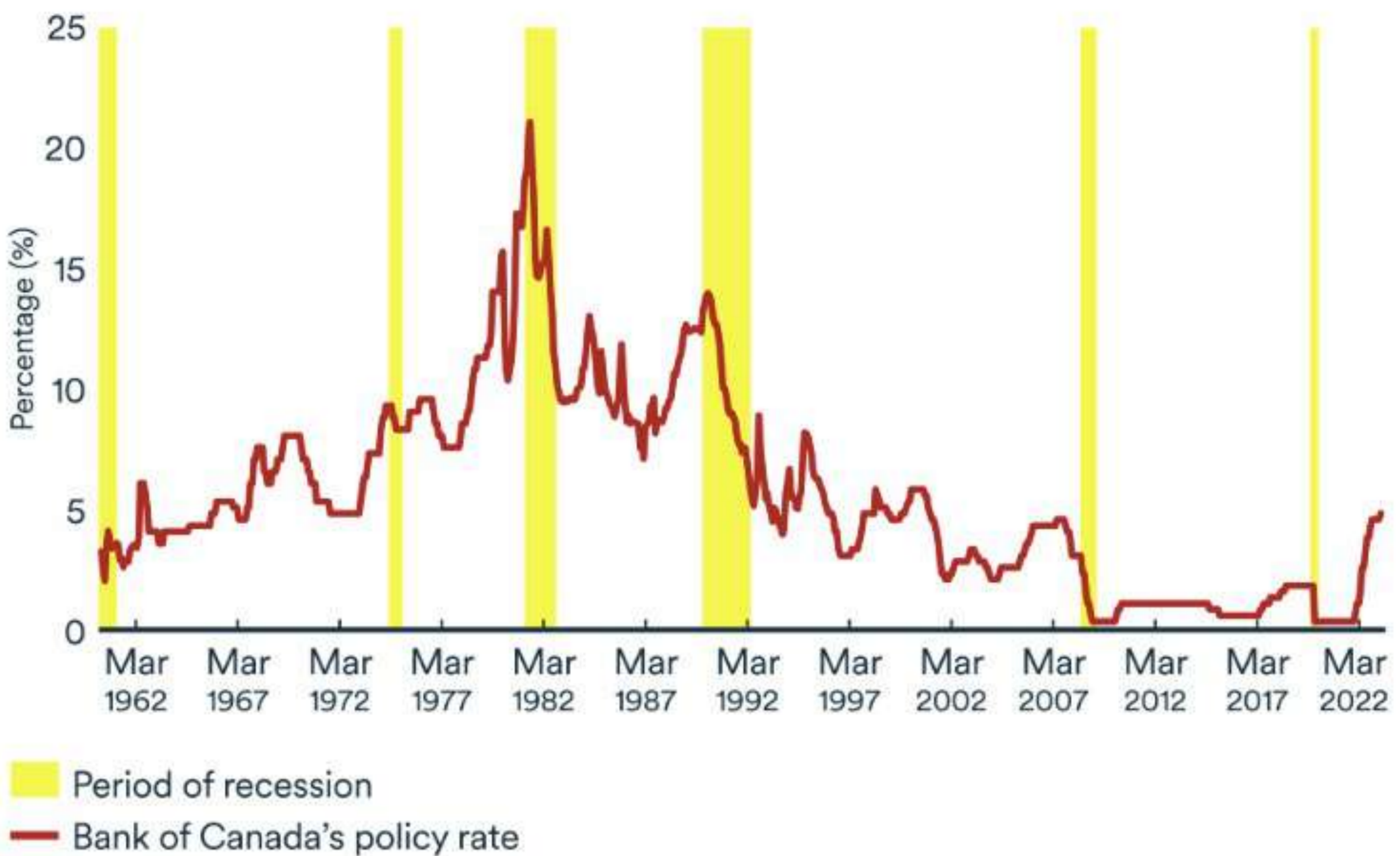
We’ve just come out of a decade of historically low interest rates. So no wonder the recent rate spikes feel like a shock to the system. Some investors have never seen high interest rates in their lifetimes!

But the fact is this: interest rates are cyclical. They’ve gone up and then come down again. What we want to be aware of is how long it’s taken for interest rates to return a reasonable level and in what economic environment that they’ve done so.

It’s important to reset our expectations for interest rates for the foreseeable future. I think that it’s reasonable to assume that interest rates will *not* return to the low rates we’ve seen in the past two decades. Sure, they may level off a bit. But I think it’s important to set ourselves up to weather the storm.

A tightening cycle does not systematically lead to recession, but it has happened in the past

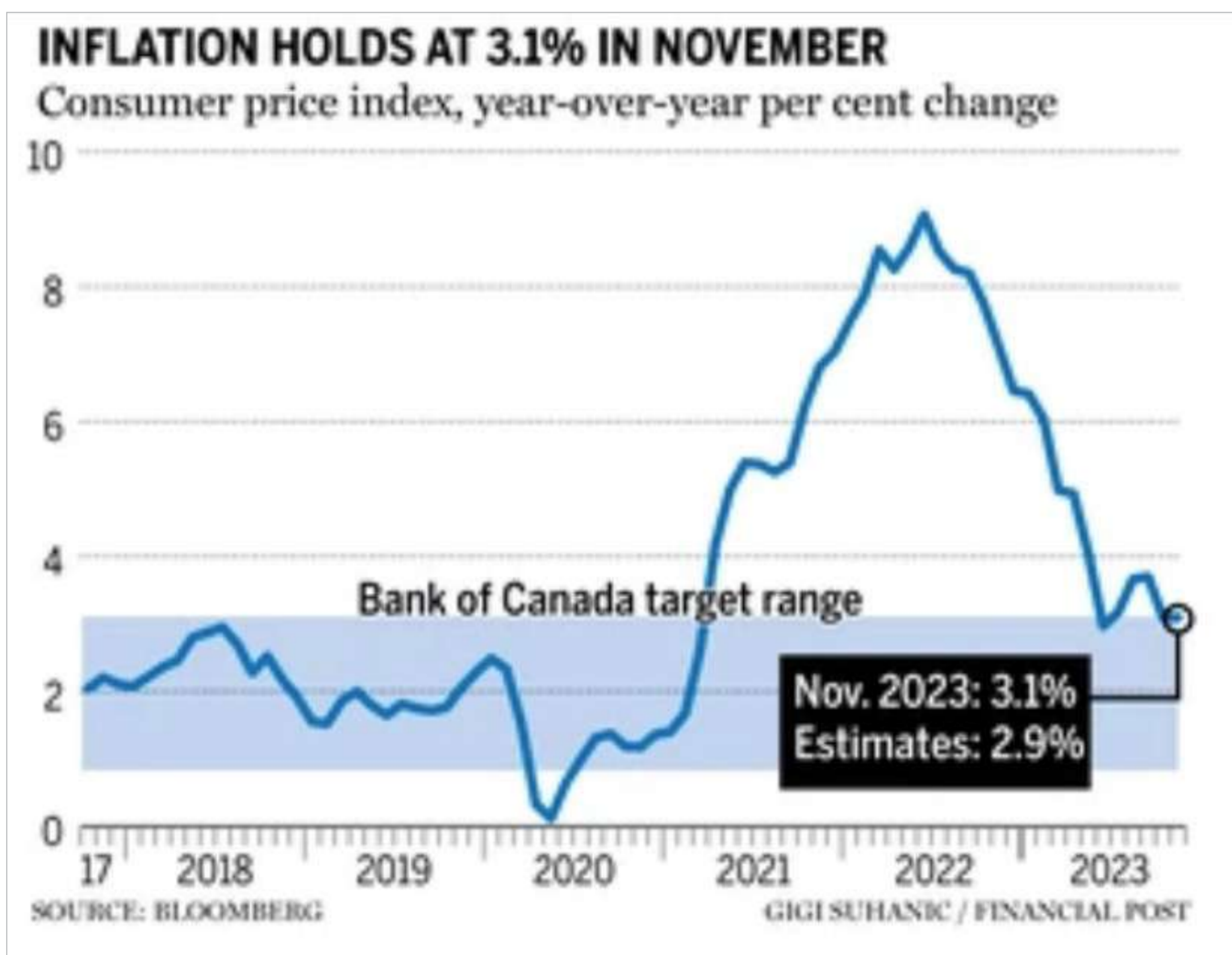
Bank of Canada's policy rate



Source: Bureau for International Settlements, BDC.

Prediction: Inflation is Holding Steady, and Interest Rates Will Follow

My prediction is this: as inflation eases, interest rates will come down. And even if we enter a recession, interest rates will come down.





A Short Rant About Real Estate Investing in Times of Inflation

Think about this: as inflation and prices increase, does your income keep pace? Sadly, no. Real incomes shrink as prices go up. And it takes more of your hard-earned, after-tax income just to maintain your lifestyle! Forget about your dreams...

But those of us with rental properties producing steady, positive monthly cashflow are able to maintain our lifestyles. This is why we say...in times of higher Inflation “income is a unicorn”.

If you’re still not convinced that real estate is the way to go, even when inflation is high – I’ll say it another way. YES, inflation causes groceries to go higher. But it also causes real world assets like real estate to go higher. So if you don’t have real world assets, you lose purchasing power. If you do, you have a better chance of maintaining or gaining purchasing power. Again, look to history:

1. Rents have always risen over the long-term
2. Property values have always risen over the long-term
3. Inflation rises and then it falls in cycles

So if you commit to owning properties that cashflow, they will help you maintain your purchasing power over inflationary periods – and build life-altering wealth ;) Even if mortgage rates go up and butter goes to \$25 – your wealth goes up too. Whatever economic way you slice it, it makes sense to own an asset with positive monthly cashflow.

What History Reveals About Banks and Financing

There’s an old saying: “What do dogs do?” Answer: They bark. And what do banks do? Answer: They Lend. What happens if the dog stops barking? Answer: The dog is likely dead. What happens if the bank stops Lending? Answer: The bank is likely dead.

None of us can predict what the banks will do or how government policy will affect lending for real estate investors. **But it's important to remember a few fundamentals:**

- Banks run on debt. That is their fuel and core of their profits. They must Lend. If they don't Lend, our entire economic system is toast.
- So will Banks continue to Lend and provide mortgages to real estate investors: YES
- Will the rules for qualification change, relax, tighten etc. over time: YES
- Are the Banks easy to work with: NO
- Do they need us as much as we need them? YES
- If you're valuable to the Bank, will the Bank want to do business with you? YES

Real Estate Investing is not going away anytime soon. Canada is in desperate need for housing. We don't have nearly enough supply and demand is through the roof. It's most likely the private sector (YOU) who will be stepping up to provide affordable rental housing. The only way to create new rental housing is with NEW DEBT. In other words: Banks must LEND

As the lending landscape ebbs and flows, you'll want to stay on the cutting edge. Having an investor-focused mortgage broker on your team is like playing hockey with a first-line superstar at your side. Remember, there is no "I" in Real Estate. You need a team you can count on. ***Your network will quite literally be your net worth.*** We come back to building your team a bit later.

What History Reveals About Market Appreciation

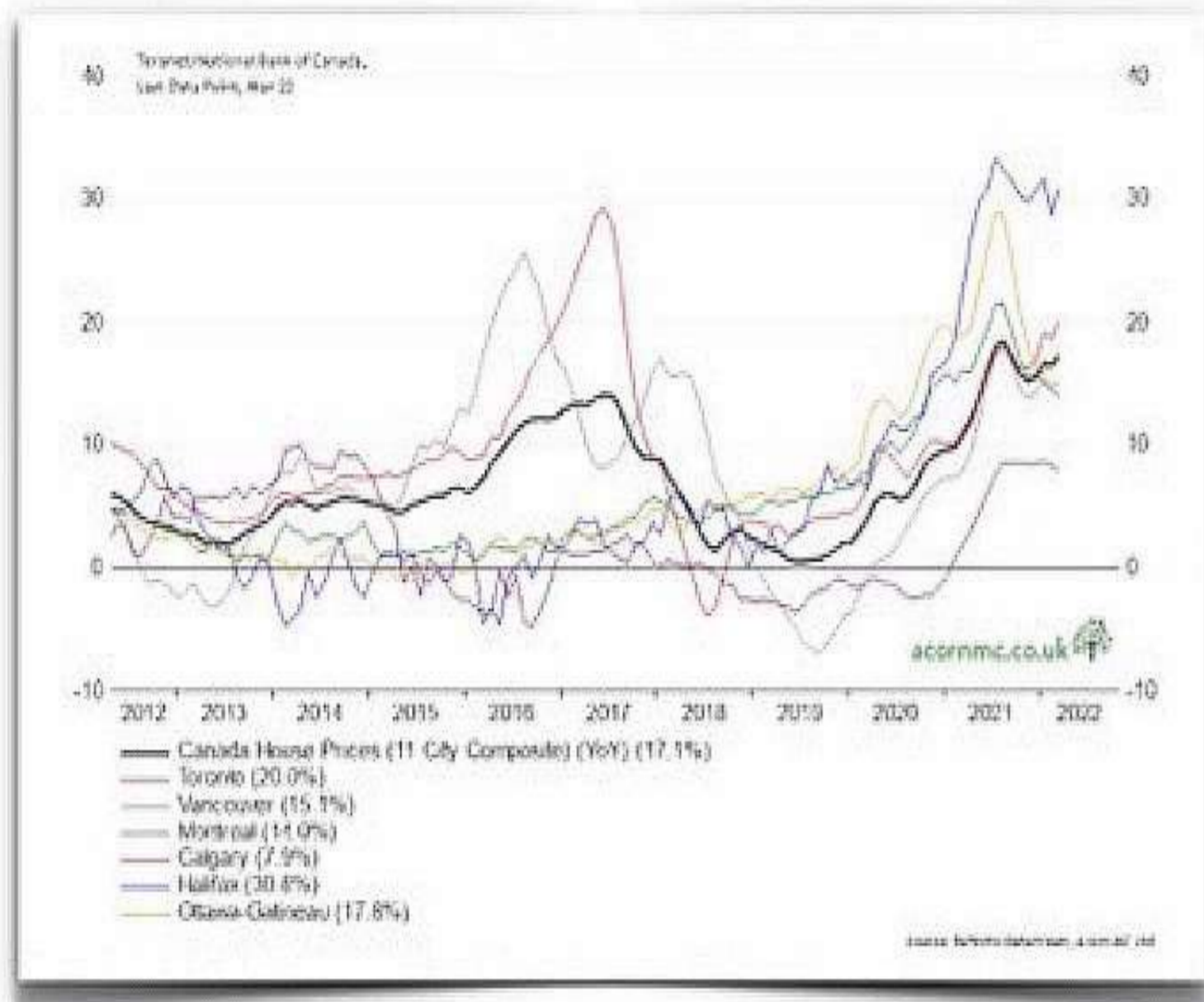
Don't mean to burst your bubble, but did you think that the double-digit appreciation party in some areas of Canada would go on forever? At the risk of pissing some of you off, this levelling off of appreciation we're experiencing now is actually closer to the long-term average.

In fact, the average Canadian **appreciation rate has remained 6% to 7% through every up and down we've seen in Canada since 1960.** So it's only a disaster if you're a flipper, or a speculator betting only on appreciation. And even then, you can choose to change your strategy – and win.

Yes, history reveals that real estate has always been a good investment, as the Canada Mortgage and Housing Corporation (CMHC) data shows below. But remember, real estate investing is regional game... so you need to know how to identify the "Gold Zones".

Long-term appreciation has been solid since 1960 – so don't panic.

Long Term Price Trends



1969 - August 2022

\$28,929 to \$1,074,754 = **7.06%**

1969-2008

\$28,929 to \$379,347 = **6.82%**

2008 - August 2022

\$379,347 to \$1,074,754 = **7.72%**

#3 **Uncover and Focus on Real Estate “Gold Zones”**. *Uncover the prime real estate regions to invest in based on current growth trajectories and future potential – and avoid the rest.*

Real estate investing principles may be universal. And 6% to 7% may be the average across the country. **But real estate investing is one property at a time and appreciation varies by region.** This means that it's critical now for you to evaluate where you want to invest based on the growth within communities and even within neighbourhoods.

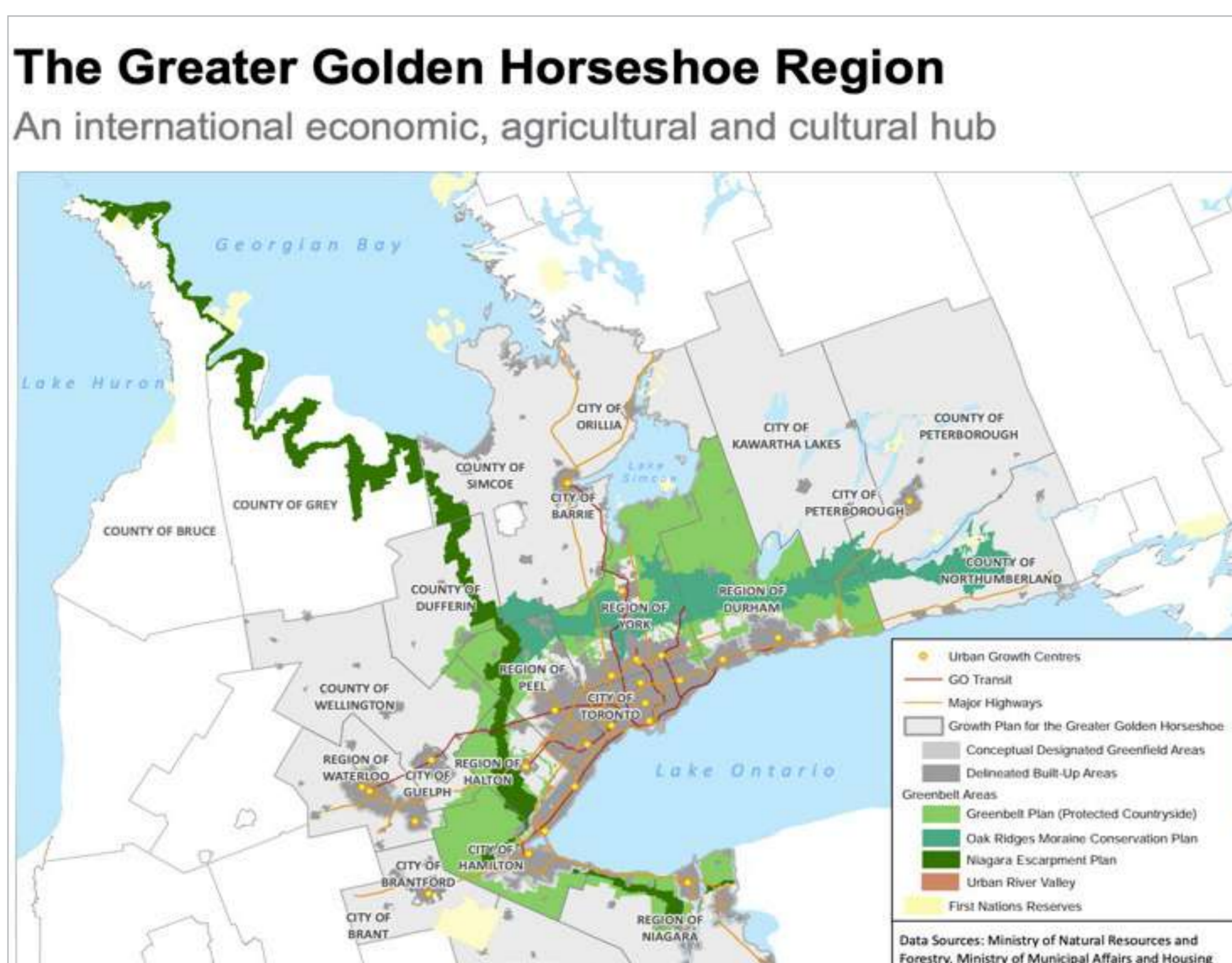
If you invest in the GTA right now, the prices are so high, you're basically only banking on appreciation. This increases your risk. If you invest in a neighbourhood going through a slump, you're toast.

For example, I spent the first 13 years investing in the Greater Toronto Area. The GTA was a great place to invest for a long time. But today, the GTA is like a cup that's overflowed. Appreciation has levelled and prices have risen dramatically, making it impossible to cashflow with 20% down.

For these reasons, we don't invest much in the GTA any more. Instead, we've found other areas that *extend* from the GTA with more long-term potential – I call these "Gold Zones".

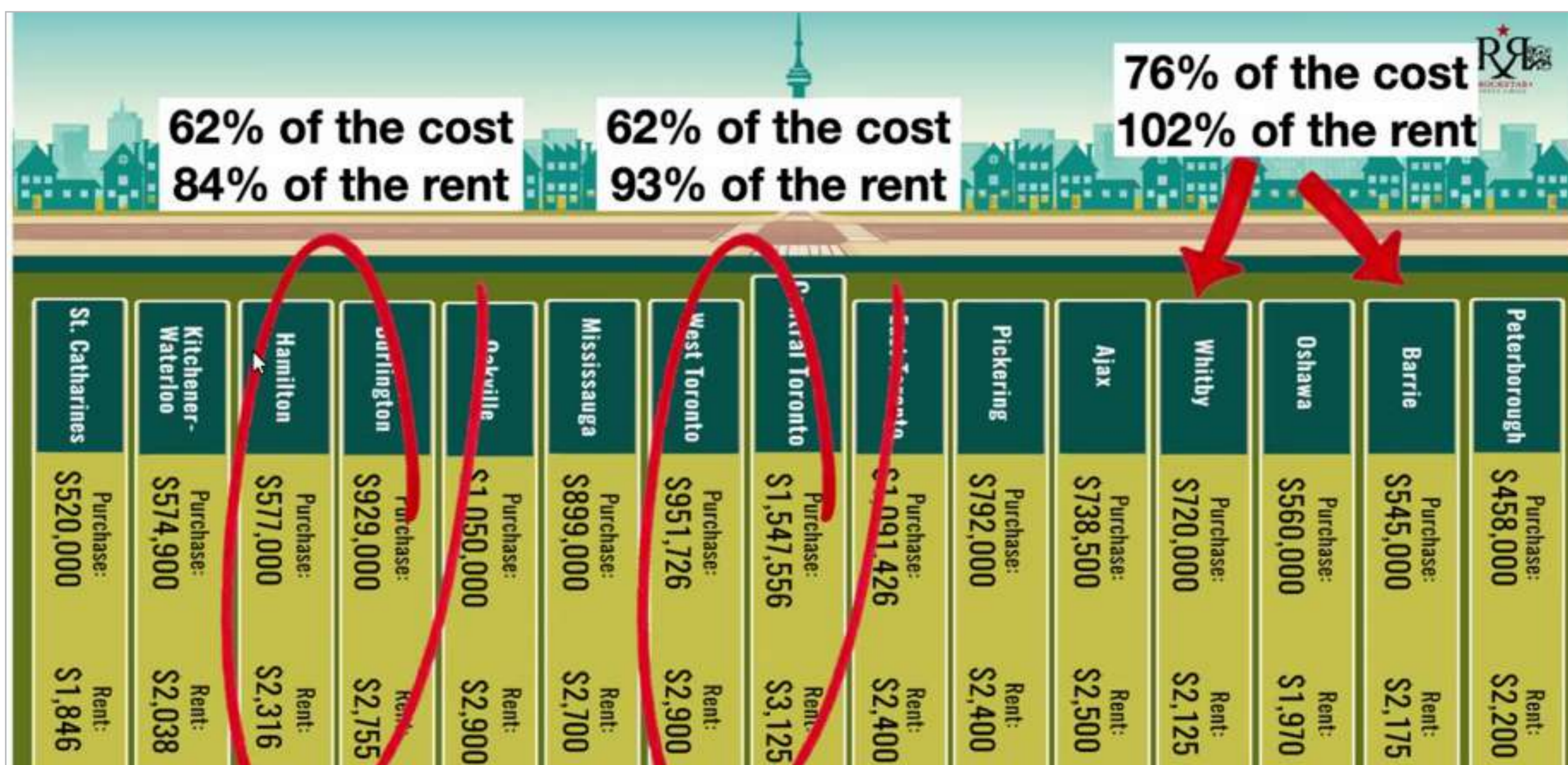
Where are the Gold Zones in Ontario?

If you're heavily invested in a major city such as **Toronto, Vancouver or Calgary**, it might be time to cash in and look further out. Seek out the Gold Zones, such as the Golden Horseshoe region in Ontario, thriving cities that radiate out from the GTA and major centres.



Where the Real "Gold" is (the Conversation No One Else is Having)

Today, the *Real Gold* lies in smaller communities radiating out from the GTA (or the major city near you). Why? Well, you can get the same house for 50% less. **But here's the bonus no one is talking about:** in these areas, rents are only 10% to 20% less. So the rent you can achieve for every dollar you spend is much higher. And it's a much better business proposition for cashflow.



How to Identify the Gold Zones – Wherever You Are

When my clients want to cash out their GTA (or big city) property, and look in a new area, I help them identify the “Gold Zones” with high appreciation, healthy rents and good market demand. Here are some of the questions I ask:

- What’s the population growth?
- What’s the average income? Age?
- What’s the job market data for these regions? Is there high employment?
- What are the price-to-rent ratios?
- Is there transportation to the major centres, for commuters?
- What’s the supply and demand? Are there a lot of rentals available?
- What’s the vacancy rate for the area?
- What are the market rents?

I’ve invested in many Ontario Gold Zones myself, and have helped clients invest in them too. For example, I have experience investing in: **Hamilton, Brantford, Barrie, Orillia, Kitchener-Waterloo, Cambridge, Peterborough, Oshawa, Niagara region** including **St. Catharines, Welland** and **Niagara Falls**.



It is likely that I still wouldn't have even started had I not worked with Paul.

– Greg Steele, Toronto



YES! I’m ready to go for the Gold Zones.



Book my FREE Kick-Start Session Now.



Cashing-out of and Converting one GTA Property into THREE Properties in Gold Zone Niagara

Matthew K. absolutely nailed the 1 ➔ 2 ➔ 3 Unit Conversion Formula, using the power of the Gold Zone. When he and I met, he was ready to maximize his returns, so we started with a portfolio analysis. His Richmond Hill single family rental was a good property, in a good area. His mortgage was small, but \$2,800 a month rent wasn't producing much cashflow. Not only that, he had 8 years worth of equity tied up, returning nothing. His property was ripe for a Gold Zone conversion. First, Matt sold, cashing-out of Richmond Hill and pocketing 8 years of equity appreciation. **Then he converted his single-family Richmond Hill rental into not 1, not 2 – but 3 rental properties in the Gold Zone of Niagara.** After strategic upgrades, Matt MORE THAN QUADRUPLED his gross rent, from \$2,800 to \$12,000 a month and his cashflow soared to \$1,800 a month.

[🔗 Here's Matt on Instagram.](#)

What About Investing Outside of Canada?

If you have the appetite (and risk tolerance) you might invest in Gold Zones outside Canada. For example, Florida homes are almost impossible to get, there's such a demand. But in 2023, we firmed-up direct access to purpose-built rental properties in Florida that produce monthly positive cashflow. These opportunities are available to my coaching clients and investors in my network.

Whatever your interest, just remember: if you go further out into areas you don't know personally, **make sure you work with people with skin in the game who know the area and are invested there.** There are deals to be had, but I recommend strict due diligence. Talk to other investors, other professionals in the region. Don't get sucked in by an excitable sales pitch. Follow the data.

#4 Master the Tax Landscape for Maximum Financial Benefit. *No, you do not need to be a tax geek... but knowing the basics will maximize your profit.*

I am not a tax accountant and please don't consider this tax advice. But generally, owning rental properties are highly tax-efficient.

I do advise that you find and collaborate with a good accountant who is a real estate investor themselves (this is key). **If you're a client of ours, you already have access to our trusted list of local tax accountants who know real estate investing inside and out. Bonus.**

For now, know the basics:

- **How appreciation works** – Appreciation on the home you own and live in, your principal residence, is tax free when you sell. But when you sell an investment property, any appreciation gains from when you bought the property will be taxed using the Capital Gains formula in Canada. For a deep dive, listen to my video: [🔗 How Much Tax Do I Pay When I'm Selling an Investment Property?](#)
- **What you can (and can't) expense** – You need to know what expenses you can and can't write off and how to keep track of it all. For more, listen to my video: [🔗 Effortless Investing: Streamline Your Bookkeeping in Just One Hour a Month.](#)
- **Writing off a loss if a property depreciates** – If a property you own depreciates (that is, goes down in value compared to when you bought it), you can write off the loss against your rental income, reducing the income tax you have to pay.
- **Any other tax incentives for investors** – Ask your accountant about new tax incentives or deductions for property investors. They are changing all the time.

For more information, check out the book: [🔗 Legal, Tax and Accounting Strategies for the Canadian Real Estate Investor.](#)



“But if I invest in real estate, I’ll have to pay tax on my profits.”

This is one of the nuttiest excuses I’ve heard for not getting into real estate investing. Imagine that. Being afraid of earning more income because you have to pay tax. Call me crazy, but if you have a tax bill, it means you’re making money! You know what they say about the inevitability of death and taxes? Expecting complete tax avoidance is not only unachievable, it’s delusional. Investors need to focus on maximizing income and minimizing tax, within the law. For more, listen to my video: [🔗 How Much Tax Do I Pay?](#)

My Thoughts on Incorporation

Depending on your goals with your investments, you may be wondering whether or not you should incorporate. For sure, you'd need to talk to an accountant and tax planner about your situation. But what I see is that most people start out purchasing their properties outside of a company.

In my opinion, using a corporation doesn't make sense unless your goal is Massive Growth – that is, going quickly from 0 to 10 properties in your first 3 to 5 years.

If your ultimate goal is to have 2 to 5 properties long-term, the cost and the pain to maintain a corporation might not be worth it. Also, it's important to remember that having a corporation won't make or break your long-term goals. Using a corporation is a tactic not a *foundational strategy*. Get advice from the beginning to avoid mistakes.

If you want to learn more about this topic, read: [🔗 Should I Incorporate my Real Estate Business.](#)

YES, I'm in! It's Time to Get Serious...

[🔗 Book my FREE Kick-Start Session Now.](#)

#5 Dynamically Manage Your Portfolio to Minimize Risks and Maximize ROI. *Your goal is to get to a point where your property sustains itself – that de-risks almost everything.*

To play to win at the current real estate game, you'll need to put on your **Asset Manager Hat**. This means you'll need to dynamically manage your assets to minimize risks and maximize returns. This means taking all of the factors we've already discussed into account, and taking action from there.

Of course what "Dynamically Managing" looks like depends on your unique situation and lifestyle goals. But here are some general tips plus a few real world success stories from my clients.

Focus on Strategic, High-Return Renovations

You know the saying you've got to spend money to make money? This is definitely true in real estate. But not all renovations are created equal. I help my coaching clients make renovation investment decisions that will increase their

ROI. This means their return on the value of their properties, the rents they can charge – and improvements that attract their ideal tenants.

Strategic renovations also mean strategic construction decisions. So when you're creating a second suite, you might make decisions that will cost a couple of thousand up front, but save many thousands later on when you want to upgrade the garden suite in the back. High-end countertops might make sense for an AirBnB in downtown Toronto, but be a waste of money for a basement apartment in a working class neighbourhood. Invest in your property – yes. But do so strategically, with upgrades that give you the highest return.

Be Obsessive About Positive Cashflow

Positive cashflow is a core principle that de-risks your assets. It solves the big problems and the small problems, too. Cashflow minimizes risks in different economic situations. And it also maximizes ROI because you're not only getting mortgage paydown and appreciation, but you're also getting a monthly income. And if you need to cover a high-ticket repair like a roof or foundation, the cashflow you accumulate for that property will help with the expense. Cashflow sustains you, helps you weather the storm: it's a healthy obsession which will help you achieve your dreams.

Marry the House, Date the Rate

Here's one you've likely never heard before: "Marry the House, Date the Rate". This means the property itself and YOUR skills as an investor are the true assets, rates will change. Smart investors will pivot, recover quickly, and take advantage of the profitable opportunities the market presents. THAT'S the difference. We teach people how to do this and maintain a powerful network of like-minded investors so we ALL stay on the cutting edge!

Have a Mortgage Broker on your Team and Use Strategic Financing

As investors, many of us have been up against the dreaded "mortgage ceiling". That's when we acquire our first properties and all is going well. Then, usually in the middle of a great deal, the bank says "no more for you". When that happens, it's harrowing. But as I remind my clients, part of dynamically managing your assets is strategically structuring your debt.

No, you don't need to be a financing expert. But you do need to know the basics. That, and work with an investor-focused mortgage broker. The book:

 [Canadian Real Estate Investor Financing](#) will get you up to speed.

Avoid Becoming Massacred in Your Own Real Estate Horror Story

Here's the basic plot. Your "investment" once cashflowed or broke even. But now it's costing you \$1,000 a month out of pocket. You are leveraged to the max and you have no reserves. There's no way you can raise your rent to meet your expenses. Then, you get a bad tenant that costs you \$20,000 – then you need a big-ticket item like a roof. In the meantime, prices have levelled out. So even if you are able to sell, you lose. You are out of options... Jason is at the door and the bloodbath begins.

Never Put Yourself In A Position That You Are Forced To Sell

If your property is cashflowing \$500 a month and the market goes down, you are still cashflowing \$500 a month. You can weather a storm. If your property is *draining* you \$500 a month and the market goes down, you have a noose around your neck. You are forced to sell. Never put yourself in this position.

Be the Jedi Who Confidently Shifts between Analysis and Action

In this new game, the market data is changing and the rules are changing with it. You'll need to analyze the current data – but not be paralyzed by it. You'll need to be clear on what you're looking to ultimately accomplish. When the data changes, you need to be ready to pivot. Always - you'll need to keep a clear head. **This is what it means to be an Asset Manager.**

“ From the first moment I spoke to Paul about real estate investing, it was clear to me I was speaking to an absolute expert in the real estate investing game. There is no investment strategy or use case that is foreign to Paul.
– Christian Kalb, Grimsby ”

YES, I'm Ready to Be a Jedi! Let's go...

 [Book my FREE Kick-Start Session Now.](#)

— Chapter 4 —

Real Life Success Stories

Your success happens one property at a time. If you stick to fundamentals and get serious about the data, you will not only survive but thrive in this environment long-term. I've done it, my clients have done it. Here are just a few examples.

REAL LIFE SUCCESS

Maximizing ROI: The BRRR Strategy on Steroids in Niagara Region

A client of mine found ROI in spades when I worked with her on a deal in the Niagara Region of Ontario. She found a really nice triplex. It needed work – but that was fine. Bonus: it was vacant. So she wanted to **Buy, Renovate, Rent** at market rates – and **Refinance**. A strategy known as BRRR, already a win for her. **Then I helped her put on her Asset Manager Hat.**

Turns out the owner of the triplex also owned the neighbouring property, which was a real dump. So we talked about how to approach him. In the end, she was able to negotiate the purchase of both properties. Another win for her. She closed on both, and used private money to renovate. The appraisal came in much higher after the reno. She then re-financed with the bank and re-paid the private loan. The added bonus was that the land was very deep, and there was a potential to sever and develop this land separately.

Yes, buying the two properties increased her risk. But in the end, she had not one, but two properties which were stable and cashflowing nicely. Plus she had all this juice at the back for the future, a massive bonus. Maximizing ROI, means cashflow yes. And the BRRR strategy is a solid approach. But it also means going further. Recognizing opportunities when they arise, and doing what it takes to take advantage of them. That's what makes this story a great success!

REAL LIFE SUCCESS

How Tanjit Used the BRRRR Strategy to Create Massive Cashflow in an Uncertain Market

Tanjit hit a home run with his 5-plex in the Niagara Region using the BRRRR Strategy (**Buy, Renovate, Refinance, Rent and Repeat**). I had the pleasure of working with him to find and buy the 4-plex property in Niagara that he worked hard to transform. Originally, Tanjit's goal was to do some updates to the existing suites, raise the rents, create ROI that way. But when he ran the numbers, he realized that he could increase his returns if he invested more up front. In the end, his renovations were extensive. But he wasn't throwing out money without a plan. Every change he made had to be strategic and pass his rigorous "income-producing" numbers test.

Tanjit moved walls, re-did plumbing, added bedrooms. He complied with fire codes, added separate electrical metres, the works. Tanjit also did much of the contracting himself, planning, hiring and managing the work. This took him time to learn, but was worth it. For efficiency, he used the same tasteful tiles, paint colours, appliances and flooring in each unit to save costs and simplify decisions.

One bonus of this property was that he was able to turn the basement into a full suite. "The basement used to look like a haunted house," Tanjit laughs. In the end, he had five beautiful suites in his building that were bright, modern and very desirable to his ideal tenants. A second incredible bonus was a nice chunk of land at the back of the property. This land will be able to be used or developed for any number of income-producing options, such as adding parking or even building another income property. Tanjit estimates that he has the potential to go from 5 to 9 units – incredible!

Believe it or not, there was one final big bonus with this five-star story. With the increase in value he created through renovations, Tanjit was able to pull out 100% of the money that he originally put in. That's right – he got back his original investment! And even after pulling that money out, the property *still* cashflowed each month. Wow! **This investor story is a grand slam home run**, a great example of advanced real estate investor thinking. Not surprisingly, Tanjit's plan is to keep this building forever.

REAL LIFE SUCCESS

Joy's Journey from Full-Time Mom and Career Woman to Family Freedom through Real Estate

Joy grew up in small town in the Kawarthas. She earned a business degree, and successfully worked in corporate in a number of roles. But she always knew in her heart that real estate would be the only way she and her family could create the lifestyle of their dreams.

When their youngest child was born, Joy and her husband were super busy with corporate jobs. With both of them working so hard, she knew they'd never have time to invest in real estate. So Joy made the leap, giving up a pension, benefits and a big salary to focus on real estate full-time. "It wasn't easy to leave the security," Joy admits. Frankly, she was nervous and it was scary. But they pulled together as a couple and tightened their belts. Their desire for freedom for their family drove them on.

Joy's first investment was a home bought as a foreclosure. She hung on to it until the market turned around and pocketed \$700,000. Then she turned her attention to multi-family properties, a 6-plex in Hamilton. Two months after closing, Joy was faced with every landlord's nightmare: a flood. "But when you actually go through what you're afraid of, Joy says, "You realize, it's not that bad. I worked with Paul to get through it."

Making mistakes is an education you can't buy anywhere. Joy gained \$700,000 in appreciation from this property as well, not including the amount her mortgage was paid down. A very nice success if you ask me!

Joy says that the type of person who should go into real estate is someone who wants more. "You're not going to like it unless you're trying to get somewhere. There has to be a big enough Why." Joy and her husband have achieved their dream. Now there's another! Joy is now taking on partners to do more – and share the profits. Joy's story is a testament to hard work, dedication, and the power of determination.

REAL LIFE SUCCESS

How Damion Survived a Ponzi Scheme and Transformed his Life with Real Estate and Mentorship

Damion's story is an incredible journey where he overcame some difficult obstacles and started small – and over 7 years, grew into a thriving business

of duplexes in the Niagara region. Before he invested in real estate, Damion felt stuck. In his words, “I wasn’t progressing. I was just getting by and trying to stay afloat. And – I was getting older.” He was also recovering financially from being a victim in a Ponzi scheme. But Damion didn’t give up.

He was drawn to real estate from the very beginning. “Everyone is affected by real estate. It touches everyone. Whether you’re an owner, a tenant, everyone can benefit from it.” With this in mind, he started on his journey. In time, we met and he began working with me as a real estate coach.

Damion will admit: after the Ponzi Scheme, he had problems trusting. He’d been badly burned. And so, he was sceptical of the hype. “But when I began going to events and meetings, I met some regular people there. Just by talking to me, they were giving me their own testimonials. How coaching and networking had helped them. And I thought...if I got the right help, I could probably do this too.”

It was at this stage that I met Damion and we began working together. “We began looking for properties that would work for me. Not just cookie cutter. I wanted to buy two properties at once in the same area, five minutes apart. Near the highway. I couldn’t have done it myself.” Damion found and bought two properties in 2015. It’s now 2022 and between the two, accumulated \$750,000 in additional equity, which opened up many possibilities for him. Damion has overcome challenges, found the resilience to keep going and has achieved great success!

REAL LIFE SUCCESS

How a Single Mom Turned One Townhouse Into \$250K Profit and Two Thriving Multi-Family Units

My client Irene jokes she may be the first short-term rental landlord in Canada. In 1991, she was renting one room of her home out for \$45 a night for a couple and \$30 for a single – and that’s with breakfast! But in 2002, tragedy struck. Irene experienced the heart-wrenching loss of her husband.

Overnight, she became a single mum with four kids under 13. With her husband’s passing, she received small life insurance settlement. But she knew that it wasn’t going to last them. In 2003, she used the insurance money to buy a townhouse. “I didn’t know what I was doing,” she laughs. “Early on, I had a bad contractor that cost me \$20,000. Then I had a bad tenant. But looking back, that’s how you learn. I held on to the townhouse and kept going.”

11 years later in 2014, Irene started wondering what she was going to with the townhouse. She went to a local meetup to get ideas from others. Someone said “You should probably sell the townhouse and buy a couple of multi-unit properties.” She liked the idea and got busy. She sold the townhouse she had purchased for \$178,000, for \$425,000, pocketing almost \$250,000. With that money, she was able to buy two multi-unit properties in Grimsby, where her daughter’s family lived.

Incredibly, Irene found one property just as realtors were putting up the for sale sign. She found the second one on Kijiji, a private sale. She negotiated the terms herself with no money down: the former owners stayed on as tenants. “Seven years later in 2022, they are still my tenants!” she says, smiling. Irene’s story is one of resilience, and the art of real estate mastery. In my opinion, inspirational!

REAL LIFE SUCCESS

Dancing into Retirement with \$65,000 a Year Passive Income

An investor client was getting close to retirement. They owned a number of investment properties including a restaurant. He was ready to sell, but he didn’t know what he’d do with the cash. Buying 5 more properties at this stage of life didn’t make sense for him.

So we worked together and did a **Portfolio Assessment** based on his updated retirement and lifestyle goals. We looked at all of the properties he owned and identified which properties were ripe to sell. In other words, which ones will give him the best bang for his buck and generate enough money to invest in another income strategy. He did not want to damage his existing portfolio which was cashflowing

We discovered that he had a multi-family property with six units that he had \$650,000 equity in. Not only that, but he had two vacancies in the building and two more tenants planning to vacate. That’s four units vacant in a six-unit property and a nice chunk of equity – this is prime time. Vacancies make property desirable to buyers who want to fix it up and charge market rents. And the equity made it very profitable for him to sell.

He was able to make deals with the two remaining tenants, and successfully sell. We then hooked him up with one of our partners in our network who specializes in second mortgages and he was able to place the money and get 10% to 13% annual interest as a passive income stream on his \$650,000 payout. I mean – you do the math!

It was perfect for he and his family, and he was free travel, and do whatever he wanted. He's a great client and thankful for the mentoring which helped him think strategically. Plus, for the power within our networks that helped him solve problems along the way. Today, in retirement, he's doing well.

REAL LIFE SUCCESS

From Climbing the Corporate Ladder to 100% Return on Lifestyle (ROL) in Muskoka

This is my colleague Josh's story. Josh spent the first part of his career climbing the corporate ladder. He had 15 years working in chemical sales, which required a lot of travel. He was "successful" but was burning himself out. Also, he and his wife Agatha had twins. Life had changed for the good! But Josh knew that if he continued at the same pace, his family would suffer. He and Agatha heard the call to re-organize their lives so that Josh could be at home more.

Josh realized that "success" to him didn't mean too tired to enjoy family and friends and the golf course, no matter how much you had in the bank. He wanted more. So at 36, Josh left corporate to pursue real estate full-time, with he and Agatha's Lifestyle Goals in mind.

While in corporate, Josh had built up a small portfolio of investment properties part-time. He and Agatha chose AirBnB in the Muskoka area as their primary real estate strategy. They set up their properties for massive cashflow in one of the most popular cottage regions in Ontario! Together they are raising their twins and now call Muskoka home – they've improved their Return on Lifestyle (ROL) ten-fold.

Yes, Josh sacrificed the corporate job, the pension, the benefits, the gold-plated watch. But what he and Agatha have gained in their family life has no price. Through owning cashflowing properties in an area they love and through coaching and consulting, Josh has replaced his income in corporate. But – with 80% less effort and more than 100% Return on Lifestyle.

REAL LIFE SUCCESS

From Burnt-Out Fireman, To Full-Time Real Estate Investor with a Dream Lifestyle (my personal story)

Before I was a full-time real estate investor, I was a fireman in Toronto. I loved the work, but my dream was to make enough to create a legacy. So for many

years, while working as a full-time fireman, I “did” real estate on the side. I had a family, my wife Laura and three daughters to think about. We relied on my income, so I didn’t want to leave until what I was making in real estate was stable. In addition to real estate investing, I began my coaching work and got certified as an investor-focused realtor.

I had big dreams. My portfolio was growing: I was on the right track. The problem was that I was doing too much. I wanted to make the leap to full-time real estate investor, but I held off. Over time, I became overwhelmed and literally “burnt out”. I wasn’t taking my own coaching advice. I put myself last, which strained my health and my relationship. My life needed balance.

Finally, I realized that I was literally killing myself and my closest relationships. I mean, what’s the point of having economic success if you don’t have the time, energy and people you love to enjoy it with? So just like I help others re-organize their portfolios, I re-organized my life.

My goal was to continue my successful trajectory, but also to enjoy life. I began to prioritize pizza-making Sundays with my girls and movie nights with Laura. I ran spartan races with my friends. I took days off to enjoy the sweet-life I had and I could do this because of the passive income I had set up.

Starting part-time was the right thing to do. It allowed me to make that transition without sacrificing our lifestyle – and offered us unlimited freedom and growth. But over time, keeping real estate “on the side” didn’t make any sense any more. It was very tough to leave my job as a fireman, which I loved. But real estate was my future. At the age of 35, I retired to focus on real estate full-time. When I left firefighting, I was a mixed bag of emotions... excited-scared-worried-confident-angry-readytofight. I worked through it.

Today, our lifestyle and options have dramatically improved. We actually have the time to enjoy life now... while our business works hard for us in the background. It was not easy physically or mentally, but it was the best decision that I ever made.

Believe me when I say, I want the same for you (keep reading).

GREAT! Give It to Me Straight: I’m ready.



[Book my FREE Kick-Start Session Now.](#)

— Chapter 5 —

The Real Secrets of Successful Real Estate Investors

Unlocking the Powerhouse: COACHING, MENTORING and NETWORKING is the trifecta that can put your investment journey on steroids.

Your network will quite literally be your net worth.

In the intricate world of real estate investment, data and market trends are only a piece of the puzzle. While data provides a foundational understanding, the key to skyrocketing success in real estate lies beyond spreadsheets and analytics. It's the people you surround yourself with which will make the difference.

#1 Get Out There and Meet Your Tribe

Though real estate investing may lead to freedom, I do not recommend that you “wing it” and work solo, especially in this environment. It's important to have supportive people around you (who have already walked the path you're on).

Professionally, you will benefit from and learn a lot from seasoned investors and industry experts. The like-minds you meet may not only become good friends or colleagues, but can open doors to collaborative ventures and even private investors. Remember, there is no “I” in Real Estate, there are people who are waiting to connect with you right now... *so get out there and find your network!*

YES! A network is just what I need...

 [Book my FREE Kick-Start Session Now.](#)

#2 Strengthen Your Success Team

I know “Success Team” sounds cliché and you’ve heard it before. Yet this is where many people fall short. If you found a high-potential property today, do you know who you’d call to get it done?

To be successful in this business, you must have a Success Team. This means a realtor, lawyer, accountant, mortgage broker, insurance broker, banker, property manager, inspector, contractors. A whole team. **And here’s the secret most do not know:** only choose professionals who are investors themselves.

If you think that finding all these trusted professionals on your own will be difficult and time consuming, you’re right. Sometimes it takes years to find the right advisors and then build the relationships. The quickest path to success is to leverage “other people’s contacts”. We have everyone. ;-) Even the guy who will change a toilet in the middle of the night.

#3 Become Unstoppable with Coaching and Mentorship

If I could summarize my style of coaching in three words, it would be **DREAMING – PLANNING – EXECUTION**. These three steps are extremely powerful when used together.

“ *The Expert Investor Academy Master Classes are a great opportunity to help set you on a path to real estate investing. Informative real world examples from professionals.*
– Richard Watson, Windsor ”

YES – I need a plan.

 [Book my FREE Kick-Start Session Now.](#)

#4 Structure your Business to Support Your Ideal Lifestyle

I'm very lucky that my wife Laura and I are on this real estate investing journey together. From the very beginning, we've deliberately structured our business to just enjoy life – what's your ideal lifestyle?

Making the decision from moving from being a full-time fireman to real estate investor was not an easy decision. It's been challenging but it's also brought us closer. Through it all, we kept our eyes on our dreams. Real estate has improved our family life enormously.

One of our goals was to set up our real estate business so that it is easy to manage remotely. We did this because we like to go away for 4 to 6 weeks, twice a year. Vacations are our big thing. Exploring a new place is an adventure. Traveling makes cool memories that we'll never forget. Experiencing these adventures together helps bring Laura and I closer.

I'm not saying that creating this incredible lifestyle happened overnight, or that it was always easy. It took some effort to set up. And I'm not bragging.

The point is that you can have the lifestyle you want. I want you to dream, to know what's possible. And if I didn't get serious and invest in a mentor, and do the work to overcome my own anxiety around taking action, I wouldn't have anything close to what I have now. Personally, hiring a coach was the best thing I ever did.

Before, I was on information overload. I was data-gathering, reading books and attending seminars. **I was stuck in a place where I was not taking action.** Working with a coach helped me get over my anxiety and buy my first property. Then, find the courage to leave a job that I loved, but one that would not have the same wealth-building potential as real estate.

The Best Thing about our life today is the Freedom – and the Small Moments. A personal goal for Laura and I was for me to be there when our kids are growing up. So instead of me being away slaving 12 hours-a-day, I'm at home with a flexible schedule.

This morning, I didn't feel like starting work early. So I walked to school with Isabella, my 9-year-old, which was fun. I went home and worked for a while. Then later at 3:00, I picked up my 6-year-old Sofia and my 4-year-old Olivia from school and took them out for a croissant. Yep – three girls.

It's so simple, but so cool. I can be there for my kids during the day and there are zero consequences. If it was up to me, I'd be chasing them around all day long.

Together, Laura and I make decisions that support what we want in life. The **Return on Lifestyle** piece is extremely important to us. Though I'm not ready to retire, in the meantime we have the flexibility.

With the market changing, I'm doing the work to assess my own portfolio as well and learning more and more every month. Like you, I'm taking action to keep us on track toward our goals. And I also prioritize supporting the investors who put their trust in me as a mentor and coach.

“ I was referred to Paul just as we were getting started. I was impressed at his depth of knowledge and the strategic way he looks at investing. He took the time to learn all my goals and aspirations and we came up with a plan to actually get there. :-) We could not have asked for a better coach.

– Chris Lamontagne, Milton ”

YES – I want the Freedom.



Book my FREE Kick-Start Session Now.

— Chapter 6 —

Creating Your Own Real Estate Investor Playbook

I want you to get where you want to go, but I don't want it to take 10 years of trial and error, I want you to get there in 3 to 5 years, avoiding mistakes...

Here you are still reading at Chapter 5. Are you thinking about what your next move is? :-)

Investing in a coach is a great place to start. It accelerates your success and helps you avoid painful, costly mistakes. **An experienced coach can also help you pick juicy, profitable low-hanging fruit** you might have overlooked on your own.

Keep in mind that the personal side of coaching is also important. Like any successful relationship, there needs to be trust – and a “fit”. This also means honesty, respect and aligned values. For example, your coach should also take the time to get to know you and your family.

“ *I have worked with Paul more than once and am happy to say that in every single deal, he has been 100% on my side, having my back! Paul is positive, helpful, there when you need him, funny, sweet, caring, and smart...everything you need in a coach.*

– Moj Shar, Richmond Hill ”

YES – I need someone to have my back!



Book my FREE Kick-Start Session Now.

Here's How You Can Work with Me

Step 1 – FREE Kick-Start Session

Your Personalized Investment Blueprint and 12-month Action Plan

This transformative free session will reveal exactly the actions to take to turn your real estate dreams into reality (or turn your existing portfolio in a new direction). **You must complete this session before I'll consider working with you as a coach or mentor.**

WHAT YOU'LL GET

I'll take you through *specifically designed questions* that will help you understand where you are, where you want to go – and how you'll get there.

You will leave with a personalized **Investment Blueprint** that will include:

- ✓ **YOUR RETURN ON LIFESTYLE GOALS** you want to achieve through real estate. Examples:
 - Get the hell out of the corporate grind
 - Pay off your mortgage
 - Create retirement income
 - Take annual family vacations using profits from your portfolio
 - Sleep better at night knowing you have a back up plan
 - Reduce stress, worry, burnout
 - Enjoy more quality time with your partner and kids
 - Own your dream cottage or offshore vacation home
 - Leave a legacy
 - Achieve personal and financial freedom – on your own terms
- ✓ **YOUR BIGGEST CHALLENGES OR "GAPS"** which will name and prioritize the gaps (or the biggest hurdles) between where you are now and where you want to be.
- ✓ **GAP-CLOSING "PIVOT" STRATEGIES** that will put you on track to achieve your financial and lifestyle goals in 3 to 5 years.

- ✓ **12-MONTH KICK-START ACTION PLAN** listing the MASSIVE ACTIONS to take, to show tangible progress in the next 3 to 6 months.

BIG YES – Sign Me Up.

 [Book my FREE Kick-Start Session Now.](#)

Step 2 – 1:1 Private Coaching

Right There Beside You as You Dive into Action

After your free Kick-Start Session, I may offer you Private 1:1 Coaching if I think we'd work well together. **This is where the rubber meets the road.**

Coaching takes place during pre-booked Zoom calls. Your investment will be a one-time enrollment fee. I'll support you and hold you accountable to keep you moving toward your dreams.

WHAT YOU'LL GET

Together, we will be meticulously plan the next 12 months, complete with short-term milestones, ensuring no stone is left unturned. Our discussions will include:

- ✓ **YOUR FUTURE GOALS (examples)**
- Rapid wealth growth, no holds barred
 - Reduce paper assets, build on what's real
 - Recession-proof your portfolio
 - Learn to raise capital for real estate
 - Generate massive passive monthly income
 - Diversify outside Canada
 - All of the above

✓ **YOUR FINANCIAL GOALS (examples)**

- \$8,000 a month to retire from my job
- \$50,000 to put a pool in my back yard
- Top-up my retirement income by \$2,000 a month
- Save \$100,000 for your kids education and future

✓ **THE INVESTMENT STRATEGIES THAT WILL GET YOU THERE (examples)**

- 5 cashflowing multi-family properties in the Hamilton and KWC region within 24 months
- Sell my existing single-family rental property in the GTA the end of April and use cash to acquire 3 multi-family properties in the Niagara area in the next 12 months.
- Create a monthly income stream using Private Lending earning 10-15% annual ROI
- Use the Idle Equity in my personal home to efficiently start and grow my real Estate rental business

✓ **TRIED AND TESTED “TO-DO” LISTS** – Checklists that name all of the details so that you minimize surprises and implementation goes smoothly. We have checklists for buying, selling, leasing a property, closing, expenses and tax season. **We will help you get it right the first time.**

✓ **INVESTOR-FOCUSED REALTOR SERVICES** – I am also a realtor who works exclusively with investors to buy and sell high-potential properties. There's no pressure to work with me. But if you do, making a sale will never be more important to me than you reaching your goals, on your terms.

✓ **UNLIMITED ACCESS TO THE PORTAL** – Your enrollment fee includes your first month in the members-only portal and app, where you can access Paul for ongoing mentorship, once your 1:1 coaching is complete.

Step 3 – EXCLUSIVE Mentorship in the Members-Only Portal

Mastering the Unexpected and Staying on Track

Imagine speeding up the timeline to achieve your goals by not just double, but exponentially more. The members-only portal is an affordably-priced membership that gives you access to me and my personal network, when you need it. It also includes the latest class schedules and my Million Dollar Rolodex of industry leaders.

The portal is available only after you've had a Kick-Start Session and is included when you invest in 1:1 Private Coaching. If you don't proceed with coaching, your investment is \$59.95 a month + HST, cancel anytime.

WHAT YOU'LL GET

- ✓ **ONGOING EMAIL SUPPORT FROM ME** and our friendly membership team, for problem-solving as challenges arise.
- ✓ **EXCLUSIVE ACCESS TO MY TRUSTED NETWORK** including realtor services, lawyer, mortgage broker, accountant and others, as you need it. This is my personal Million Dollar Rolodex of trusted industry experts that it took me decades to put together. We've got you covered.
- ✓ **METICULOUSLY-CRAFTED ONLINE TRAINING** on a wide range of investing topics, hosted by me and my incredible team. These specialized classes are available to members on-demand, when you need the information most. We also host monthly interviews with industry experts.
- ✓ **NETWORKING WITH HUNDREDS OF ACTIVE, LOCAL INVESTORS** during virtual and in-person events. Our events keep you connected, and offer everything you need to stay on top of your game under one roof. It's a great place to connect, make new friends and of course – build your Success Team.
- ✓ **MASSIVE ACTION CHECKLISTS AND REAL ESTATE SYSTEMS WE USE OURSELVES.** These are Step-by-Step Real Estate Systems that have been used on over \$1.5 Billion of Canadian Investment Real Estate. Talk about massive time savers! We update the information annually. Examples: end of year tax checklists, renovation checklists, closing date checklists and more.

- ✓ **FORMS AND CONTRACTS WE USE OURSELVES** reviewed by local lawyers and ready to go.
- ✓ **TIME-SAVING MARKET INTELLIGENCE REPORT.** Yes, the future is data-driven. But that doesn't mean you should be weighed down by data. To keep you on the leading edge, you'll receive our **12-page Members-Only Monthly Newsletter** with the latest market intelligence, trends and economic data to help you master this crazy market.
- ✓ **PASSIVE INCOME, COLLABORATION AND EXCLUSIVE JOINT VENTURE OPPORTUNITIES.** Through my network, I often have access to other investment offers, mortgages, private lenders, collaborations and joint ventures. Our coaching clients have exclusive access to these opportunities.

Other Tools in My Coaching Toolbox

Here are more examples of how we might work together, depending on your goals and challenges.

DEAL ASSESSMENT

Is there value in this deal, or is it a dud? If you have a deal on the table, I can give you my honest opinion on a deal or property you're considering. To do this, I put on my Asset Manager Hat and draw from my experience as a realtor who works exclusively with high potential investment properties. I leverage what I know about the current market, and what we know about the deal itself. Finally, I will ask you about your overall goals, to help you assess if this deal will help you get there.

PORTFOLIO ASSESSMENT

Which properties should I keep, which should I sell? We'll take a look at your portfolio, with an Asset Manager hat. What's profitable, what's not? Are you applying the right strategies to achieve your goals and in the fastest way possible? What do you need to do to generate cashflow and sustainable wealth in this environment? We'll look at your portfolio in detail help you formulate a plan of action.

MAXIMIZING RETURN ON INVESTMENT (ROI)

How can I make my existing portfolio more profitable? This is part of the Portfolio Assessment, but for specific properties. We look at each of your properties for ROI and future potential. What can be improved? Cut back? Re-financed? What income-generating opportunities are you missing? How can you leverage your current portfolio to acquire more properties? Have you taken advantage of all opportunities to minimize tax? How close or far are you from achieving your Return on Lifestyle goals – If we see there’s a gap we can work to close it quickly.

SCENARIO PLANNING


I need a second pair of eyes on a complex decision I’m facing, help! I use Scenario Planning when you’re chewing through pros and cons on a big decision. To do this, I’d take you through a number of timelines to help you imagine the outcomes of different decisions or changes in the market. I’d focus on one issue at a time, for example: *“Let’s say...interest rates stay the same or go even higher, what happens to your situation?”* Then we’d go the opposite way. *“Let’s say rates stay the same or start coming down. What does your situation look like now? Where does real estate fit?”*

“ I’ve attended two very helpful webinars presented by Paul so far and have nothing but great things to say!! For a very minor cost I’ve learned a lot of information that in my opinion is not available anywhere else. I’ve been a real estate investor for about 13 years and worked in the legal field before retiring. The seminars are always timely and seem to answer many of my questions. Please keep up the great work!

– K. Surey, Oakville

YES! I’m Ready to Take Back Control – and Get it Done.

I want Paul’s help to accelerate my success, and avoid painful, costly mistakes.

1. Go to the [sign up page](#) 
2. Complete the form
3. Paul will be in touch about setting up an appointment

— About Paul —

Real Estate Investor, Developer, Speaker, Father



Paul D'Abruzzo has been managing real estate investment projects since 2009. Together with his wife Laura, they own and manages a **growing \$45 million portfolio of multi-unit residential, student rental and single family** assets across the Golden Horseshoe in Ontario, and in the past few years the “Gold Zone” communities of Ontario as well.

In addition to being a hands-on investor and developer, Paul is also a real estate investing **coach, mentor** and **realtor**. As a realtor, he specializes exclusively in the buying and selling of high-potential real estate assets. He’s also a regular industry speaker and helps coaching clients put on their Asset Manager Hat for maximum profitability. Each year, he has a limited number of lucrative opportunities to invest alongside him in real estate developments and large multi-family projects.

Paul has overcome many hurdles in his journey to becoming a successful real estate investor. Always passionate about helping others achieve success on their terms, he shares his knowledge to help clients accelerate their growth and avoid expensive pitfalls. Paul and Laura created ExpertInvestorAcademy.com to help ambitious investors achieve their dreams through sustainable real estate investment and massive passive income.

CONTACT

