

# BEST of SUCCESS

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CONTRACTOR**



# DIVERSIFY TO THRIVE: BUILDING A BUSINESS THAT GROWS IN ANY MARKET

**Tony Flattum**  
*CEO*  
BuiltStrong

# TONY FLATTUM

BUILT STRONG EXTERIORS



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## About Me.

Live in Stillwater MN. Got started in the roofing industry In 2002.

Knocked doors for over 20 plus years.

Built 3 different brands over my career. Built Strong is the current company I'm building. With over \$400 million combined revenue with all brands has been a journey.

Along side building a roofing company, I bought my first duplex in 2004.

Since then, I have invested in over 1270 doors and became a Professional Real Estate investor.





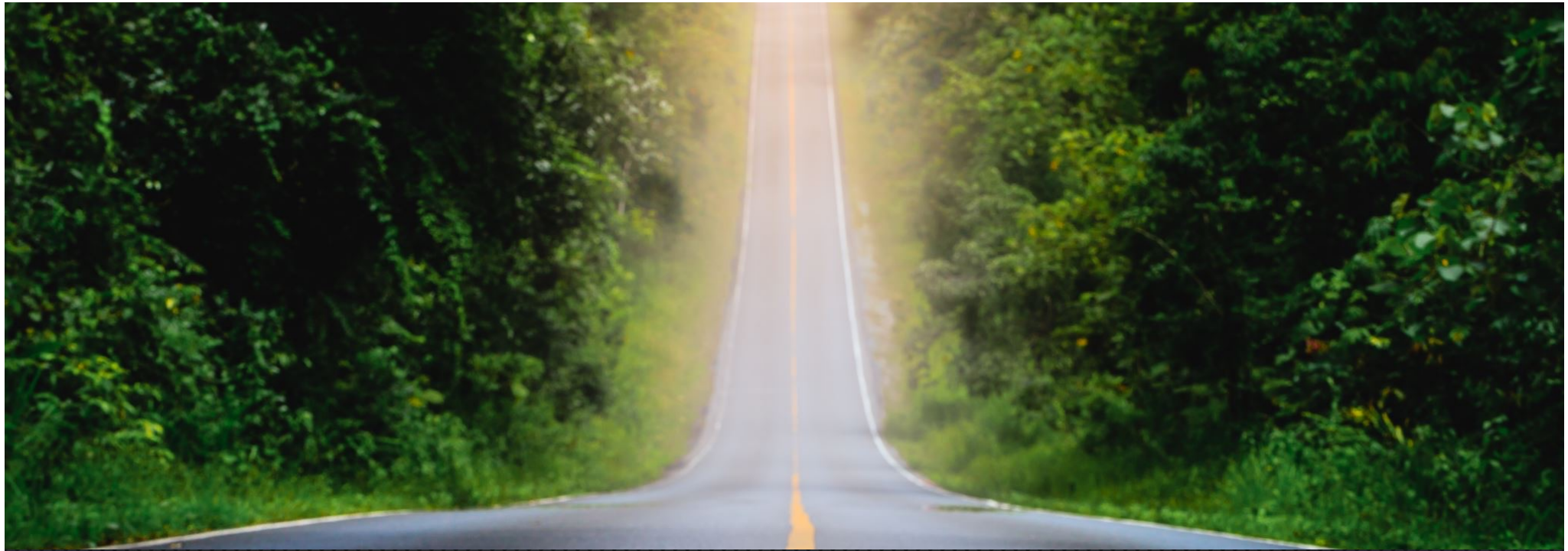
MY WHY IS MY FAMILY!  
LOVE BOATING AND TRAVELING





KNOCK DOORS TO OWN DOORS!

THE ROAD TO FINANCIAL FREEDOM



YOUR EITHER ALL IN OR YOUR IN THE WAY





PAY THE PRICE TODAY TO PAY  
ANY PRICE TOMORROW.



# THE POWER OF THE COMPOUND EFFECT

WATCH WHAT HAPPENS TO A PENNY DOUBLED EVERYDAY, FOR 30 DAYS:

DAY 1	\$0.01	DAY 16	\$327.68
DAY 2	\$0.02	DAY 17	\$665.36
DAY 3	\$0.04	DAY 18	\$1,310.72
DAY 4	\$0.08	DAY 19	\$2,621.44
DAY 5	\$0.16	DAY 20	\$5,242.88
DAY 6	\$0.32	DAY 21	\$10,485.76
DAY 7	\$0.64	DAY 22	\$20,971.52
DAY 8	\$1.28	DAY 23	\$41,943.04
DAY 9	\$2.64	DAY 24	\$83,886.08
DAY 10	\$5.12	DAY 25	\$167,772.16
DAY 11	\$10.24	DAY 26	\$355,544.32
DAY 12	\$20.48	DAY 27	\$671,088.64
DAY 13	\$40.96	DAY 28	\$1,342,177.18
DAY 14	\$81.92	DAY 29	\$2,664,353.56
DAY 15	\$163.84	DAY 30	\$5,368,709.12





## DUPLEX BOUGHT IN 2004. \$500 TO \$800 A MONTH PROFIT.

- SOLD IN 2020
- 245K CHECK.
- \$600 MONTH X 12= \$7200 YR X 16YR= \$115,200
- THE LONE GAME, BUY AND HOLD.
- REAL ESTATE IS UNDEFEATED OVER TIME. IT ALWAYS GOES UP. JUST DON'T SELL DURING THE DIPS IN THE MARKET.



**Real estate doesn't  
pay fast.**

**It pays forever.**







HOW MANY DEALS ARE  
YOU AWAY FROM LIVING  
FINANCIALLY FREE.

- BASIC 4 PLEX CAN PAY  
YOU \$1500 A MONTH  
FREE AND CLEAR.
- BUY 7 AND BRING HOME  
\$10,500 A MONTH ON ONLY  
28 DOORS!





A Quick look at buying deals. The 1% rule.

When you buy a property.

4-plex. At \$400K. 4 doors at \$100k each.

\$400K. Rents are at \$1000 for each unit.

OR

4-plex. At \$600K. 4 doors at \$150K each.

\$600K. Rents are at \$1500 for each unit.

Most cases you will cash flow very well.

Always need to run your numbers. Check your Taxes, insurance and other hard expenses.











# Lake Elmo Office



Bought for \$ 5 million,  
Put down



1.2 million. Did a cost  
segregation



At year end and got 1.4  
million back

Moved into a units in the building and  
rent back to myself.

$11\text{ K} \times 12 = \$132\text{K}$  divided  $6\% = \$2.2$  million

Total value for building is \$8.2 million

Value add. Put solar on this year.  
Invested \$200K.

Save around 5K in bills.

$5\text{K} \times 12 = 60\text{K}$  divided  $6\% = 1$  million

9.2 million



# 32 UNIT PROPERTY

- BUMP RENTS \$200 UNIT.
- $32 \times \$200 = \$6,400 \times 12$   
= $\$76,800$  DIVIDED BY
- 6% CAP RATE =  
1,280,000.00
- PULL OUT MONEY TAX FREE TO  
ROLL INTO ANOTHER DEAL.



# PLACES TO FIND DEALS.

Local  
Brokers

Banker

Loop Net

CoStar

Reonomy

Network





IF YOU DON'T HAVE AN ASSISTANT,  
YOU ARE ONE.



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