

Mike Ealy

BIG DEAL SECRETS



You're ONE BIG Deal Away From
Being Set Financially For Life!

WHY THIS MINI BOOK IS DIFFERENT & WHY IT COULD BE WORTH \$100,000 TO YOU

This book that you're reading right now is DIFFERENT. It will show you a WORLD that is different from the world you're used to.

In this "WORLD of BIG deals", there's ABUNDANCE of money. In fact, \$100,000 is not a lot of money in this world.

In this "WORLD of BIG deals", there's COLLABORATION instead of competition. I get more DEALS done by working with other investors vs doing everything by myself.

In this "WORLD of BIG deals", there's POSSIBILITY THINKING where we always ask the question "How can it be done?" vs saying "It can't be done." After reading this book, you will think differently too.



“

I wrote it to
INSPIRE you
and OPEN your
mind to the
possibilities.

Talking about being different...this book is also FAST paced with no fluff.

The chapter title is not about the actual secret - but instead, it gives you the “HINT” to the secret. The actual secret is INSIDE the chapter itself. I’d like you to “dig it up” by reading through the pages. By the time you’re done, you’ll find out for yourself the 7 BIG Deal Secrets.

Why is this book worth \$100,000 or more? Because the 7 Secrets you will discover in this book will help you to do a BIG deal and that BIG deal can make you \$100,000 or more.

My life is proof of that as you can read in the next page...

FROM HOMELESS TO A MULTI-DECA MILLIONAIRE

A True Story



A little about me...

I grew up in Cincinnati Ohio, not surrounded by people with money.

To be able to buy my first real estate deal in 1999, I had to work 3 jobs. It was successful at first. I bought several 4-plexes and even an 11-unit apartment building.

But in 2003, I LOST everything. All my rental properties were lost to foreclosure. I even lost my own home.

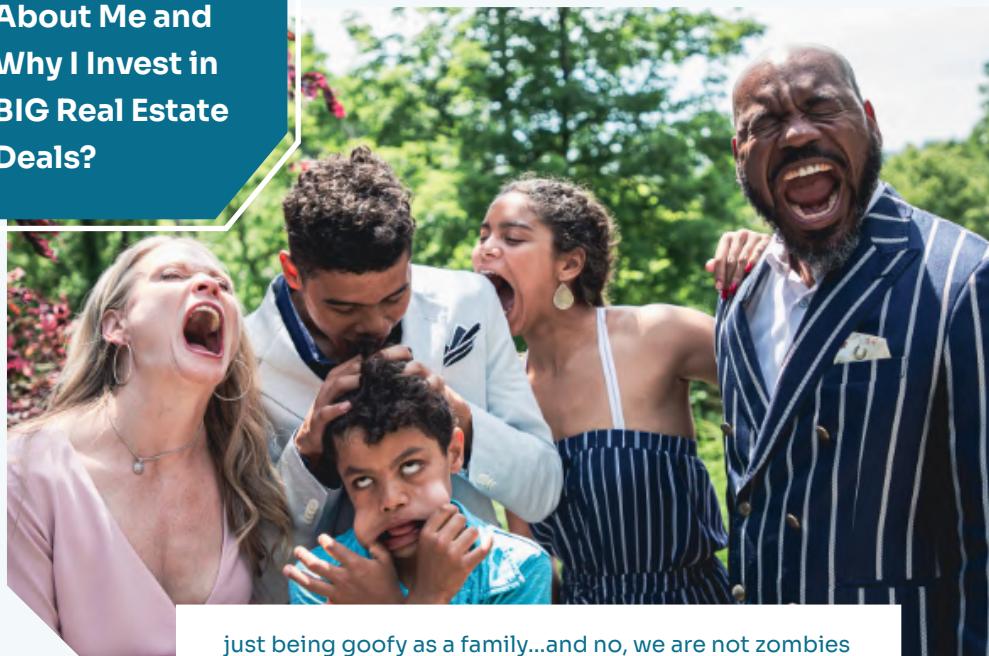
Yup - I even became homeless. I had to beg my mom and dad so I could stay in my old room (which they painted pink and lavender because they never expected me to come back and live with them at 30 years old!).

**And Yet, Even with \$0 Cash & Terrible Credit...
I Figured out How to Acquire Over 1,000
Apartment Units!**

And later on, I acquired hotels.

How did I do this? I will reveal the “framework” I used in this book.

**Other Things
About Me and
Why I Invest in
BIG Real Estate
Deals?**



just being goofy as a family...and no, we are not zombies

I do it because real estate investments, specially BIG deals produce MASSIVE, passive income that allows me to be present in my kids' lives. My massive, passive income allows me to coach all my kids' sports activities.

Mikee, my oldest son, loves football. Devin, my daughter loves basketball. And Max, my youngest..well, he likes to try all the sports.

My massive, passive income allows me to NEVER worry about money. My massive, passive income from BIG deals allows me to leave a legacy to my kids. Lastly, my massive, passive income allows me to give back to the people I love (for example, I paid off my mom's mortgage on her house) and every year, I give away 6 figures to charity.

If you want financial freedom, read and re-read this short book and then APPLY what you will learn.

With BIG Deals, you're literally ONE BIG Deal Away from being set financially for LIFE!

DO YOU WANT TO LEARN MORE?

Learn The 7 BIG Deal Secrets and the 5 Techniques to Buy BIG Deals with NO MONEY DOWN in a 90-minute FREE Training via Zoom

Go to Masterclass.BIGDealSecrets.com

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HINT to BIG Deal Secret #1:

You Don't Have to Ride a Bike Before You Can Drive a Car

“Do you know who you just spoke with?”

Several people asked me after seeing me talk to an unassuming man—probably not even 50 years old. The man I just spoke with cannot be THAT successful, I thought to myself. He wore a cheap jacket – probably something he bought at Walmart.

But lo and behold...my jaw dropped when I found out who he was.



Do you know that – that guy you just spoke with...owns over \$1 BILLION worth of hotels and he did it in just 10 years?”

HINT to BIG Deal Secret #1:

No way! He told me that his private equity is a small “boutique” shop. When in the world does \$1 BILLION worth of hotels is deemed small?

One thing that surprised me was that he DID NOT start with buying single family homes like most. He went straight to hotels.

Most people and even “real estate gurus” told me, “You have to walk before you can run. You can’t do BIG deals until you’ve done small deals.”

WRONG! That’s like saying, “You have to ride a bike first before you can learn how to drive a car.”

So here's BIG Deal Secret #1:



You can JUMP straight to BIG deals like apartments and hotels if you get the right KNOW-HOW (right knowledge) and meet the right KNOW-WHO (right network).

Talking about “know-who”, this unassuming man was able to acquire \$1B worth of hotels by using OPM - other people’s money. My question is, why can’t YOU?

In the next page is a comparison between small deals (houses) vs BIG deals like apartments and hotels. Bottomline, BIG deals are EASIER than small deals. They make you MORE money and you’re ONE BIG deal away from being financially set for life!

HINT to BIG Deal Secret #1:

BIG Deals Are Easier Than Small Deals!

Small deals (houses, duplexes, etc)	BIG Deals (apartments and hotels)
Not Easily Scalable	Scalable
Too Slow	Faster
You Need Too Many Deals	You're ONE Big deal away!
When you sell you have a little chunk of cash (\$10s of thousands)	Big checks! (\$100s of thousands, 7 or even 8-figure checks)
Little cashflow vs time and stress	Massive cashflow makes it worth it
One vacancy WIPES out 1-2 years of cashflow	One vacancy usually means POSITIVE cashflow
Harder to Qualify for Bank Financing (You need High Personal Income)	Easier to Qualify for Bank Financing (Based more on income of the asset)
Harder to Raise Private Capital For Since Banks Want YOU to Use Your Own Money	Raising Private Capital for the Downpayment is Commonly Accepted Practice



WANNA JUMP STRAIGHT TO BIG DEALS?

Go to Masterclass.BIGDealSecrets.com

HINT to BIG Deal Secret #2:

Thank God It's Not About YOU



My First Hotel - A Marriott Courtyard in Columbus, Ohio

If I can do a deal like the hotel above, so can you. One of the things that people tell me as to why it's impossible for them to do BIG deals is "BANKS won't lend money to me to do a BIG deal unless I make millions in my job or I own a big business."

That is NOT true.

BIG deals like apartments and hotels are financed primarily based on the PROPERTY's profile. That means the property's INCOME matters more than your income. It's not about YOU.

HINT to BIG Deal Secret #2:

Technically, I am UNEMPLOYED since I don't give myself a salary and I live off the cashflow of my properties. And yet mortgage lenders approve me for \$10M loans for apartments and hotels. BUT, when I bought my million dollar home, I found it HARDER to get approved for a mortgage on a house!

What about if you have bad credit? Also, isn't it true that BANKS will require the borrower to have a networth equal to or greater than the mortgage amount that is being borrowed?

Here's the cool thing about BIG deals. You can get a CREDIT PARTNER. This is completely allowed by the lender. This credit partner can sign on the debt. He or she can have the networth, credit and the liquidity required by the lender. In exchange, he/she becomes part of the deal or has equity or ownership in it.



So here's BIG Deal Secret #2:

BIG deals are actually easier to FINANCE vs. houses because you can use OPC - Other People's Credit.

From BK to Retired in 2.5 Years???



In 2009, Nate approached me as he was losing his properties to foreclosure. He declared bankruptcy to delay the foreclosures.

I helped him by doing shortsales and negotiating with the banks. We partnered on his properties. In some cases, I used my credit. In other cases, we sought out credit partners. Bottomline, we couldn't use Nate's credit because it was bad because of the BK.

But to make the long story short, we made some of his foreclosures profitable. I was able to help him make money (or at worst breakeven) for his investors. Those investors invested money with Nate again so we got to do more deals.

By using OPC, Nate and I did so many deals that in just 2.5 years, the properties we own together made him \$30,000 a month in passive income. He even "retired" in Florida. But I convinced him to come out of retirement to do HOTELS together.



HOW DO YOU MEET YOUR CREDIT PARTNERS?

Go to Masterclass.BIGDealSecrets.com

HINT to BIG Deal Secret #3:

The LESS I Do, the MORE I Make

You might be thinking, “**But Mike, won’t it take MORE effort to do BIG deals?**”

NO. Why?

With BIG deals you have 2 things that you don’t have with small deals:

1. Expert PARTNERS; and a
2. PROFESSIONAL Team

With BIG real estate deals, you can attract PARTNERS who are EXPERTS in their fields.

With expert partners and a professional team doing the work, I can honestly say “*The LESS I do, the MORE I make.*” Notice the italics on “*I*”...because here’s the bottomline: the less I personally do to deal with tenants, toilets and trash, the MORE money I personally make because I leverage on other people’s efforts.



\$110 M hotel/condo project -
do you want to do a deal like this?

HINT to BIG Deal Secret #3:

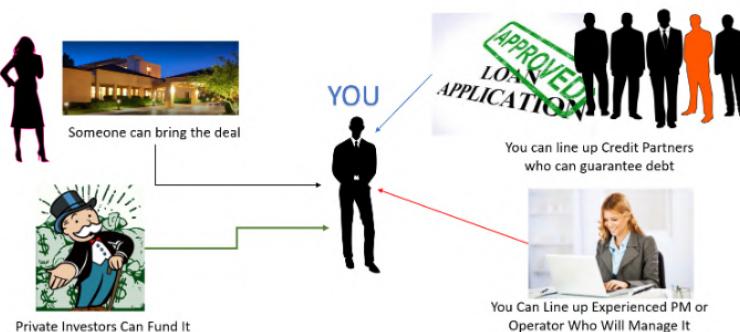
I am the man in the MIDDLE of it all. Orchestrating the whole thing. Finding the right people, the right partners who have the necessary expertise to do a BIG deal. In other words, I am the BIG Deal Maker.



So here's BIG Deal Secret #3:

BIG deal investing is a **TEAM SPORT** and makes you MORE money with LESS effort. Not everything is on your shoulders. It's not as stressful as you think when you have the right partners and you can also hire the right employees to help you carry the load

YOUR ROLE IS BEING THE **DEAL MAKER**



From BUSY Anesthesiologist to Retirement in ONE Year!



This is the true story of Theresa Arvesen, a busy anesthesiologist. She and her husband Tom Rivenbark joined my Apprenticeship program. They learned apartment investing.

At first it was a struggle because she was busy enough with her job and now she needed to learn how to find and analyze apartment deals as well as learn how to raise private capital.

But it was worth it. Once she learned how to do it, she bought a 30-unit apartment building. Combined with her other investment properties, she now has enough cashflow coming in to replace the income from her job.



ACHIEVE TIME FREEDOM BY DOING BIG DEALS

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HINT to BIG Deal Secret #4:

More Money Than You Think?



My 90-Unit Apartment Community in Mariemont Area in Cincinnati, Ohio

“But Mike, I don’t have the cash to buy a 90-unit apartment building like you!”

Answer: Use OPM - other people's money.

Believe it or not, there's PLENTY of money in the world and they're looking for people like you who can put BIG deals together.

In fact, it's EASIER to raise BIG money as downpayment for BIG deals. The process is called SYNDICATION. Banks lending money for apartments and hotels and other commercial properties ACCEPT the fact that you will use OPM to close on the deal.

HINT to BIG Deal Secret #3:

In contrast, with houses, banks want YOU to put up ALL the downpayment and it has to be “seasoned” in your bank account for 3-6 months. Meaning, the money has to be in your bank account. It cannot come from other people unless they’re borrowers on the loan with you.

My investors who invested in the 90-unit apartment building above are totally “passive” investors. They didn’t need to be on the bank loan. And they didn’t have to worry about tenants, toilets and trash.



So here's BIG Deal Secret #3:

It's actually EASIER to raise the downpayment (or use OPM) for BIG deals vs small deals.

“But Mike, I don’t know any wealthy people who can put up the money!”

The solution to that is: ATTRACT people with the money using SOCIAL MEDIA. I’ve used platforms like Facebook and LinkedIn to attract high networth individuals to FIND me, KNOW, LIKE & TRUST me.

Then they call me and I find out the kind of deals they want to invest in. Once I know that, I find the right deals for them and present it to them. And then after they do their due diligence and feel comfortable, they invest in those deals.

From Introvert to Doing \$100M Worth of Deals

After reading my (first) book (From Broke to Millions - <https://frombrokeustomillions.com>), he called me and he paid me to coach him.

At one time, Tim Vest almost quit. Why? Because after trying for 9 months, he wasn't able to buy an apartment building. He doubted his ability to raise private capital because he is an introvert.

I told him that he could do it. I saw in him what he didn't see in himself. Sometimes, the technical aspects of how to find, analyze apartments is not as important vs realizing that YOU can do this.

Fast forward 2 years after we began our coaching relationship, Tim Vest has acquired \$100M worth of apartment complexes, and has raised \$15M in OPM. Not bad for an introvert!

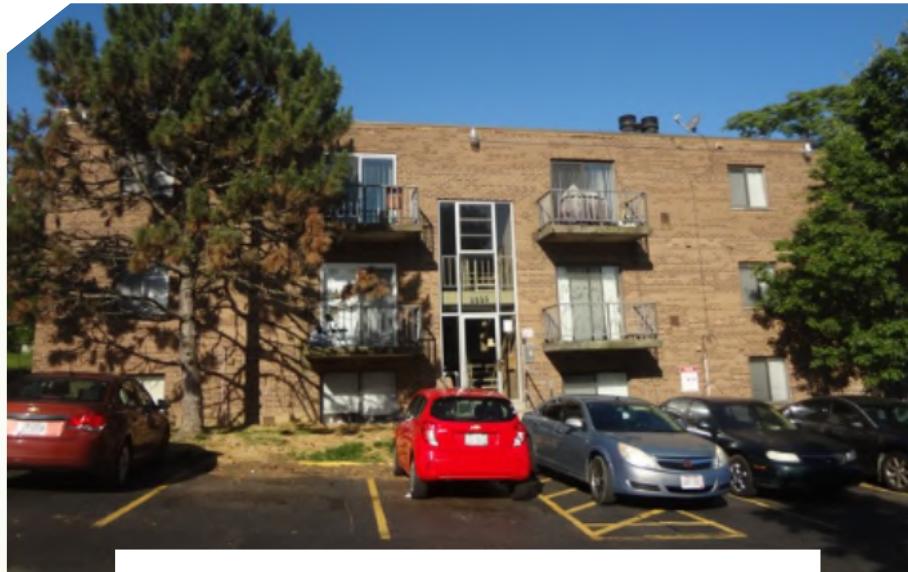


LEARN HOW TO RAISE MILLIONS IN OPM

Go to
Masterclass.BIGDealSecrets.com

HINT to BIG Deal Secret #5:

As Easy as Adding More ZEROES



My First BIG Deal Led to My First MILLION Dollar Profit!

At the time I was writing this, 2 months ago, I sold a house that I bought during the Great Recession of 2008...and I made \$87,000 in cashflow and profit from appreciation. Not bad.

\$87,000 in profit over 15 years.

In contrast, the above 48-unit apartment building, my partner Nate and I made over \$1M profit and we did that in just 7 years. Net to me is \$500,000 not including the cashflow.

HINT to BIG Deal Secret #5:

To scale up single family homes - is HARD. If I want to buy 100 houses, they are spread out all over 1 city or town. To manage them, my PM and maintenance guy will spend a lot of time just traveling.

Moreover, 100 houses have 100 roofs, 100 HVACs, 100 foundations, etc to maintain, check, renovate and replace when needed. Each house makes \$200-300 a month of net cashflow. One vacancy, one repair item can wipe out 1 year of cashflow or more!

In contrast, a 100 unit apartment complex might have 5 roofs, 5 boilers, 5 foundations - 20 times less vs 100 houses. The 5 buildings are all in one place so my PM and maintenance guy don't have to waste time traveling.



So here's BIG Deal Secret #5:

BIG deals are EASIER to SCALE so you achieve FINANCIAL FREEDOM FASTER.

Since BIG deals are EASIER to scale, your networth just increases exponentially - more zeroes!

Scaling Up All the Way From Kuwait?

It took Keishia Kennedy 10 years to buy her 3 houses that she rents out (2011 to 2020). After reading my first book she sought me out and paid me to coach her.

Keishia is based in Kuwait and she invests in apartments in the US. How? She focused on raising private capital and she became really good at it so much so that she raises private capital for other apartment syndicators.

Just 18 months after paying me to coach her, she acquired over 500 apartment units (partnering with other apartment syndicators).

10 years to go from 0 to 3 doors...and 18 months to go from that to over 500 doors. Talking about SCALING up FAST with BIG deals!



SCALE UP BIG AND ACHIEVE FINANCIAL FREEDOM FAST

Go to Masterclass.BIGDealSecrets.com

HINT to BIG Deal Secret #6: How to Sell a Pet Rock



I Acquired this 41-Unit Apartment Building with \$0 Down & NO Investors Either!

Until someone sold a pet rock, it was impossible to sell a pet rock.

Until I read Robert Allen's book, I thought it was impossible to buy houses with no money down.

People buy a pet rock for emotional reasons. People sell a property with NO MONEY DOWN also for emotional reasons. And usually, they're emotional because of financial distress or they're just tired of tenants, toilets and trash.



One thing that most people don't realize is this, BIG Deal Secret #6:

It's possible to buy BIG deals - apartments, even hotels with NO MONEY DOWN.

The story of the above deal is that the owner didn't want to renovate it and increase the rents. He was retiring. We told him we could take over the property, renovate it and increase the rents and he can just receive a steady income. We got the deal for \$1.25M, owner financing, \$0 down.

We turned around and renovated the place using the cashflow from the building. One unit at a time over 12 months, increasing the rent each time we had a turnover.

We then sold the apartment building for \$2.1M, we gave our buyer a generous buyer's credit (so he could get this deal with as little down as possible) and by the time all is paid (commissions and closing costs), we netted \$627,000. Total time from acquisition to getting our check when we sold it: 15 months!

We bought 3 hotels with NO MONEY DOWN during Covid, saving the owners from foreclosure.

HINT to BIG Deal Secret #6:

And There Will Be BILLIONS of Dollars Worth of HOTELS in Foreclosure Soon!

There's \$247,520,000,000 (that's BILLIONS) of hotel mortgages that are maturing in 2023. Due to today's higher interest rates, some of those hotel owners cannot refinance their mortgages. Some will be forced to sell at a discount. Some will go into foreclosure.

And so there will be a MASSIVE wave of opportunity to buy hotels with NO MONEY DOWN. It is going to be so MASSIVE, I call it a HOTEL FORECLOSURE TSUNAMI. In fact, it already started happening as you can see below.

Ashford REIT to give 19 hotels back to lenders

Dallas firm declining to pay \$335M to extend mortgages



From left: AirWorld Hospitality Trust's Monty Bennett and Rob Hays (Photo illustration by Steven Dickson for The Real Deal with Getty; AirWorld Ho

JEL 10, 2005, 515-530

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Monty Bennett's Ashford Hospitality Trust is likely to hand the keys back to lenders for 19 hotels across the nation.

The portfolio, which is part of a \$982 million mortgage pool, includes properties in Las Vegas, Atlanta and the Dallas area, according to a statement from the company.

\$247M Blackstone Hotel Loan Heading For Foreclosure After 34-Month Delinquency

May 26, 2023 | Taylor O'Donnell, Business Director

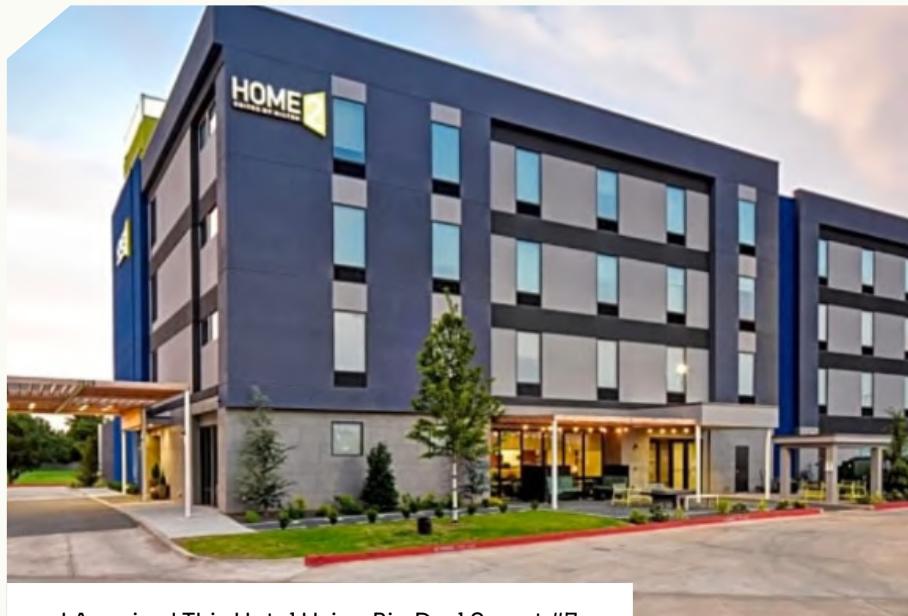


TO TAKE ADVANTAGE OF THE HOTEL FORECLOSURE TSUNAMI

Go to Masterclass.BIGDealSecrets.com

HINT to BIG Deal Secret #7:

Archimedes Would Be Proud



I Acquired This Hotel Using Big Deal Secret #7

Archimedes said:

“Give me a lever long enough and I will move the world.”

Leverage works wonders in the physical world and it also works wonders in the business and investing world.

HINT to BIG Deal Secret #7:

People though limit “leverage” only to borrowing money. But leverage is much more than that. In fact, the last BIG Deal Secret I will reveal in this book is related to leverage.



BIG Deal Secret #7 is this:

The Key to doing BIG deals is leveraging the RIGHT people.

For instance, the above Home 2 Suites hotel in El Reno, OK was made possible through OP - other people:

- 1.** We found the deal through a broker who was approached by the lender. That broker in turn approached our hotel operator, who in turn mentioned the property to me. In other words, we FOUND the deal through OPN - Other People's Network.
- 2.** Our hotel operator helped us analyzed it and I leveraged on OPE - Other People's Expertise.
- 3.** However, since we bought this during Covid and the hotel was losing money, we needed some cash to pay for the “cash burn”. I raised \$962,500 in OPM - Other People's Money.

Here's the truth: I am NOT someone who is special or better than you. The only difference between you and I is that I got the know-how and the know-who. The good news is I am your ULTIMATE LEVERAGE. You can leverage my knowledge and my network to help you succeed in doing BIG deals.

Here are 3 people who leveraged on me and how they became hotel owners.

Diya Liu - Leveraged on My Knowledge to Do Her First Hotel Deal Without Going to the Bank

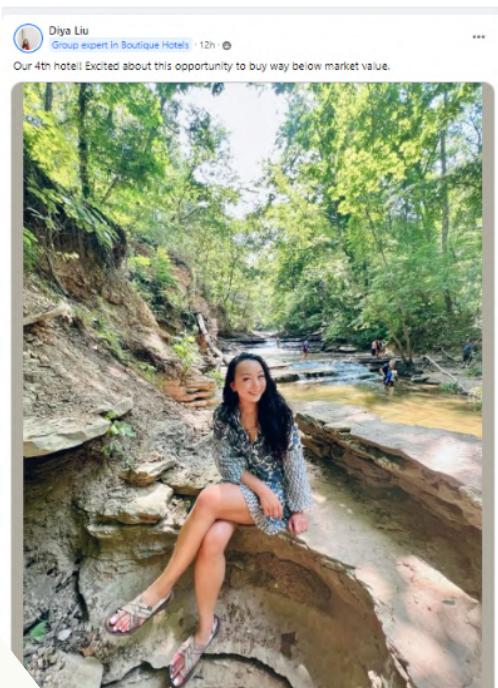
Diya Liu wanted to transition to hotels because she realized that's where the BIG money is due to scale.

She picked my brain about her first hotel deal, a 48-room boutique (or unbranded) hotel in the Ozarks and I coached her about its numbers and how to mitigate the risks. I've shown her how to do the deal without going to the bank.

She raised the renovation from private investors.

This enabled her to do her first hotel deal. Just 12 months after, she announced on Facebook that she closed on her 4th hotel. It took me 5 years to buy 4 hotels and she did it in 1 year.

Why? Because she leveraged on my knowledge and this helped her speed up her learning curve - and ultimately sped up her success!



Johannes Urpelainen - From Professor to Owning 3 Hotels

When he asked and paid me so I could coach him, he said that his goal is to acquire 1 hotel in 12 months.

In 6 months, he acquired 3 hotels.

How did he do this? Again, he leveraged on my knowledge. I also referred him to the right lender and hotel operator who can help him manage his 3 hotels.



Davonne Reaves - From Front Desk To Hotel Owner

Davonne used to work the front desk of a hotel. She worked her way up to becoming a General Manager of a hotel. But when she realized that the REAL MONEY is made by the owners, she made it a goal to become a hotel owner.



HINT to BIG Deal Secret #7:

She didn't know how to become a hotel owner and then she met me. She leveraged on my knowledge and also MY 3 hotel deals. I let her become part of those 3 deals by helping me raise money for them.

Just like what Davonne, Johannes and Diya have done, **YOU CAN MAKE ME YOUR ULTIMATE LEVERAGE**. You can leverage my knowledge, network, resources, even my deals or my money. When you do, the chances of your success is basically guaranteed.



How do you make me your ultimate leverage? See below.



TO MAKE ME YOUR ULTIMATE LEVERAGE...

Go to Masterclass.BIGDealSecrets.com

If You Want to Learn More...



Attend The BIG Deal Secrets Masterclass.

In this **90-minute free training** you can take **ONLINE** (via Zoom) you will learn:

#01

The ONE thing you need to look for in an apartment or hotel to KNOW if you have a good deal in 5 minutes or less. Once you learn this, it will save HOURS and HOURS of analyzing the wrong deal!

#02

The 5 NO MONEY DOWN Techniques which enable me to buy ANY real estate deals without using my own money. Raising money from OPM (Other People's Money) is just one of these techniques.

#03

How professional capital raisers find people with money. This "counter intuitive" technique is THE secret to raising MILLIONS of dollars in private capital.

#04

The ONE thing that amateur investors do that ruins their ability to scale up to apartments and hotels and why you should AVOID it like the plague. I wish I knew this - I would have cut down my learning curve by over 10 years.

#05

You will learn HOW you can meet over 60 accredited investors - these high networth individuals can easily write you a check for hundreds of thousands or even a couple of million of dollars to help you buy an apartment building or hotel.

And many more!

When you attend the BIG Deal Secrets Masterclass, as a BONUS for attending, you will get my BIG Deal Analyzer - it's the spreadsheet that me and my high-end coaching clients use to analyze actual apartment deals before we buy them.



Register NOW for the BIG Deal
Secrets Masterclass
Go to
Masterclass.BIGDealSecrets.com