

# Welcome to the

# G FISH

## VILLAGE PODCAST

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“Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime!

- Chinese Proverb
- *Joshua Mercer, Realtor  
Premier Chicago LLC*



# About

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**VILLAGE**

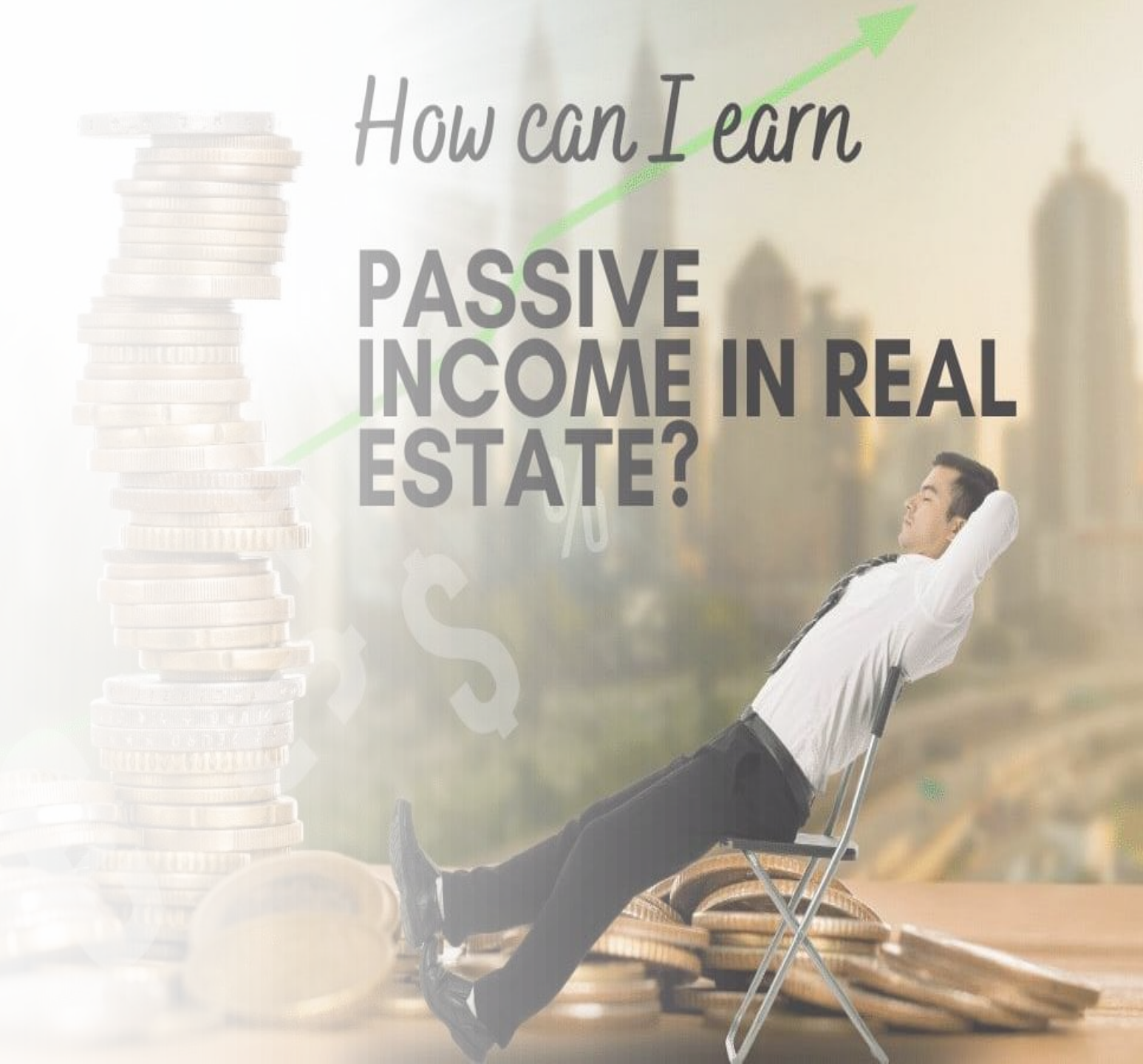
Want to create a family legacy? Passive income? Decrease tax liability? Gain financial independence? Create wealth? Take advantage of appreciation? Retire early? If you answered YES to any of these, Go Fish wants you to be apart of our village!

We are on a mission to educate and put folks like YOU on the path to financial freedom through multifamily investing. Our podcast will produce content that covers every aspect of multifamily real estate investing, from acquisition, to analysis and financing, testimonials, best practices and so much more.

Sign up for our boot camp now at [www.gofishvillage.com](http://www.gofishvillage.com) or email us at [gofishvillage@gmail.com](mailto:gofishvillage@gmail.com).

*How can I earn*

**PASSIVE  
INCOME IN REAL  
ESTATE?**



# Meet Josh Mercer, Founder



In less than 10 years, passively investing in multifamily real estate has helped me amass a net worth of over a million dollars and create enough cash flow to be financially free. All this while maintaining insurance business.

Although this sounds glamorous, I will also deep dive on the failures of myself and other everyday people as well as share best practices from industry professionals and seasoned vets.

Sign up for our boot camp now at [www.gofishvillage.com](http://www.gofishvillage.com) or email us at [gofishvillage@gmail.com](mailto:gofishvillage@gmail.com).



# PODCAST TOPICS

## G F \$ H VILLAGE

- Mindset
- Ensuring Long-term Success
- What's your Number
- Property Analysis
- Am I a landlord?
- Is Real Estate Passive?
- Choosing a realtor
- Getting Started
- Should I live in the building?
- Location, Location, Location
- Analyzing deal
- Financing
- Tenant selection
- Negotiating
- Building a Team

- Knowing When to Sell
- Knowing When to Buy
- Financing
- Important Formulas: Cap Rate, Rule of 72, Compound Interest, ROI
- Testimonials
- Adding Value
- Exit Strategies
- Tax Benefits
- Calculating Costs
- Evictions
- Section 8
- Scaling
- Passive Income
- Legacy Building
- Early Retirement
- Financial Freedom
- Wealth Building
- Sacrifice
- Your Realtor / Broker
- Ugly house best block
- Residual Income
- Do I need an LLC?
- Self Manage or Property Manage
- When to Refi?

- **Attorney Responsibilities**
- **Contractors and Handymen**
- **The Architect**
- **Dealing with City Inspectors**
- **The Property Manager**
- **Appraisals**
- **The Home Inspection**
- **A Million Net worth**
- **1031 Exchange**
- **Net Vs. Gross**
- **Creating Systems**
- **When to Quit my 9 to 5**
- **Why residential rental properties are the best**
- **Residential Vs. Commercial**
- **Repeat every 2 years**
- **Wealth generators**
- **Cash Flow**
- **Appreciation**
- **Accountability**
- **Would you live there?**
- **When to negotiate with tenants?**
- **LL Vs tenant responsibilities?**
- **Credit repair**
- **Vacancies**

# 1 – 4 Unit Lender Questions



How can I get the lowest rates?

What are discount points?

What type of lending programs/products do you offer?

What is a pre-approval?

What type of things do underwriters look at when evaluating a loan?

How long does the loan process take?

What are your interest rates?

What separates you from other lenders?

What is hard money?

How do loans work?

What things should a client have before applying for a loan?

How long have you been a lender?

What is your sweet spot?

Why did you decide to become a lender?

What kind of client do banks like the most?

How much of a down payment is required?

If you were trying to buy multifamily, what approach would you take?

What advice do you have for buyers that finance?

Why are lenders important?

Who should buyers have on their dream team?



# 5+ Unit Lender Questions



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# Insurance Questions

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What company do you represent?

What is the best way to save on insurance?

How long have you been in the industry?

Why are insurance agents important?

What is a landlord policy vs a homeowner policy?

Do you own/invest in real estate?

What role do you play in the real estate process?

Who should buyers have on their dream team?

What do insurance policies cover?

Why is insurance important?

What is wear and tear? Is it covered?

What is a deductible?

# Realtor Questions



Is there any type of buyer you wont work with?

How long have you been a realtor?

What is your specialty?

Why did you get into real estate?

What neighborhoods do you know best?

What is your availability?

What separates you from other agents?

Do you own any real-estate?

What associations do you belong to?

What investment experience do you have?

What relationships do you have? I.e. Lenders, lawyers, contractors, property managers, etc.

Do you work fulltime or part-time?

How can people find you?

What neighborhoods do you think get the best cash flow?

What neighborhoods get the best appreciation?

What advice do you have for investors and new homeowners?

Why are real-estate agents important?

What are things sellers should do to sell their homes quicker?

What are things buyers should do to get their offer picked?

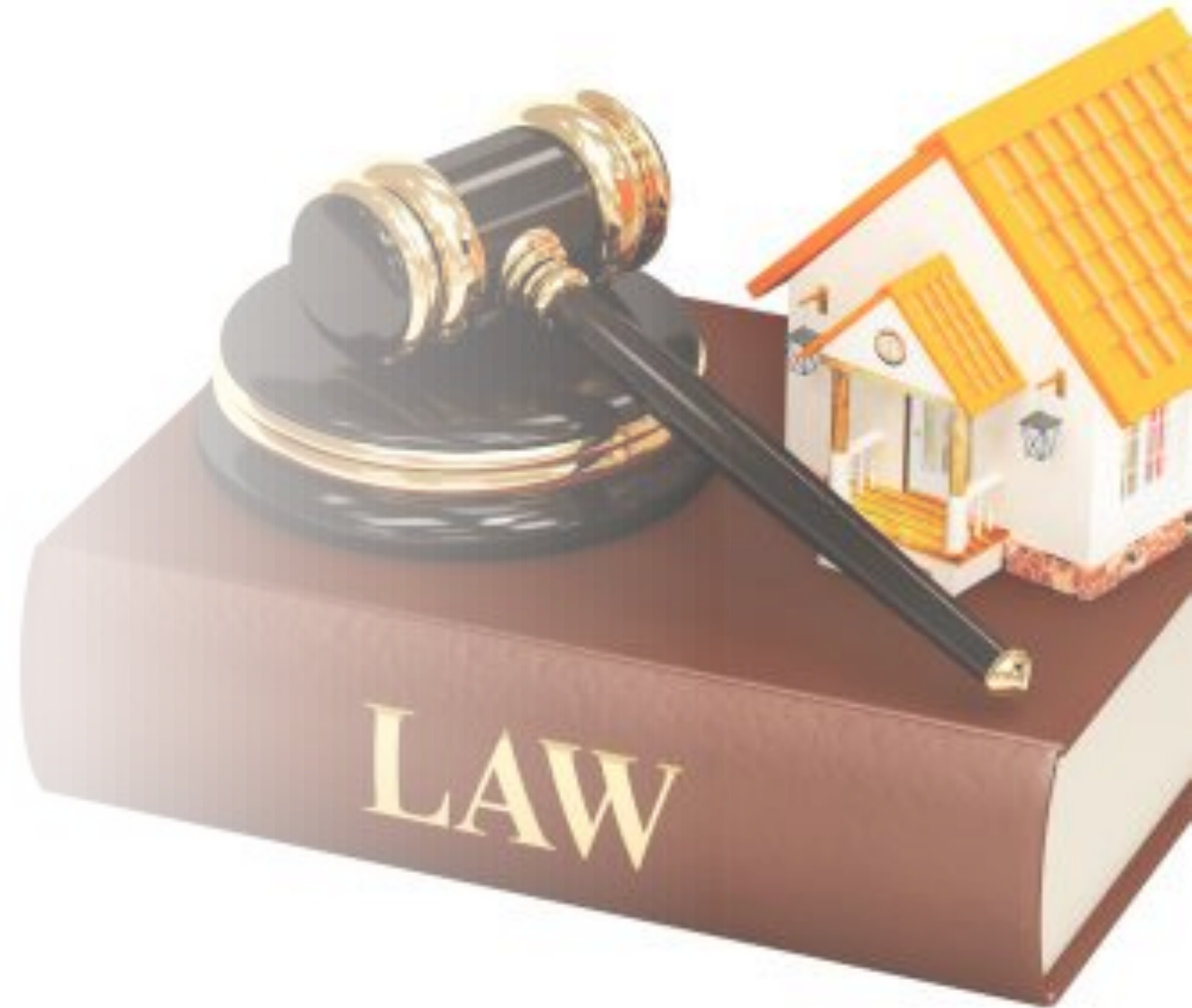




# Real Estate Lawyer Questions



What role do you play in the real estate process?  
Do you own property?  
How do you charge?  
Do you help with evictions?  
What made you become a lawyer?  
Why are real estate agents important?  
Do you have any horror stories of someone not  
using a real estate agent?  
What questions should clients ask of you?  
What costs are associated with getting a loan?  
What is a title report?



# Home Inspector Questions



Why are home inspectors important?  
What is the role of a home inspector?  
How much do you charge for services?  
How long have you been a home inspector?  
What made you decide to become a home inspector?  
How long have you been a home inspector?  
What are the important things  
Would you recommend all buyers get a home inspector?  
How long can customers contact you after you perform an inspection?  
What do you inspect?  
What don't you check?  
Can a customer inspect a home with you?  
Do you own property?  
Which types of homes/mechanicals have the most problems?  
What can people do to extend the life of their home/mechanicals?  
What questions do you ask customers?  
Any horror stories?



# Contractor/Handyman Questions



Why are handymen/contractors important?  
What is the role of a handyman/contractor?  
How do you price your services?  
Do you have a specialty? If so, what?  
How long have you been in this field?  
Do you own property?  
Do you have insurance?  
What questions should a customer ask you?  
Which types of homes/mechanicals have the most problems?  
What can people do to extend the life of their home/mechanicals?  
Any horror stories?



# Developer Questions



How long have you been a developer?  
How did you become a developer?  
What is a developer?  
What is your specialty?



# Property Manager Questions



Why are property managers important?  
What are the responsibilities of property managers?  
What are the costs associated with property managers? I.e what percentage do you charge?  
Give a horror story.  
What are things every landlord/multiunit real estate investor should consider?  
Do you offer bookkeeping?  
Do you negotiate services?

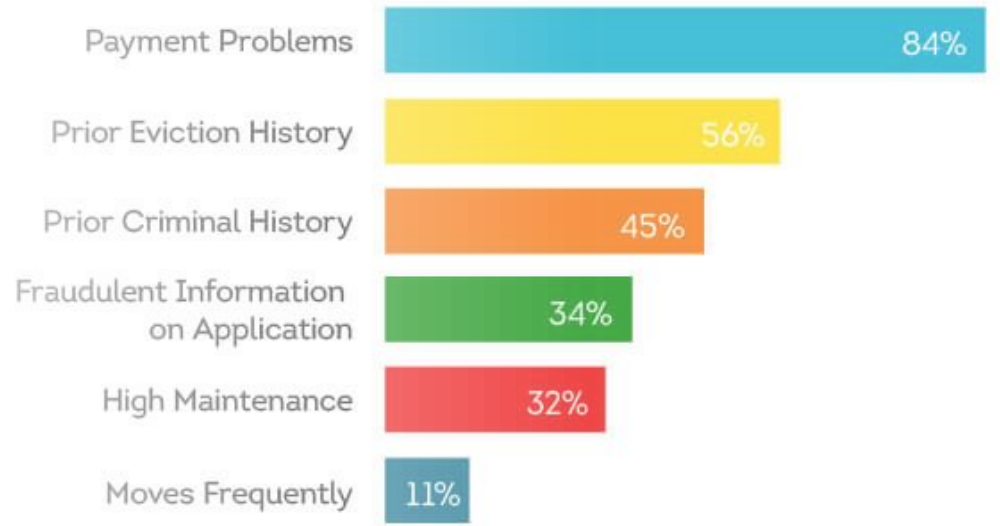


# Tenant Questions



Why haven't you purchased your own home?  
Do you plan to purchase your own home?  
What kind of property do you prefer?  
What do you look for when renting a property?

## TOP LANDLORD CONCERNS ABOUT TENANTS



SOURCE: TRANSUNION RENTAL SCREENING SOLUTIONS

# Multi-Family Owner Questions



- How did you get started in real estate?
- How many units do you own?
- What kind of properties do you own?
- How would you describe your strategy?
- What do you like about real estate?
- What made you start investing in real estate?
- How long have you been in real estate?
- What is your long-term plan?
- Are you still working your 9 to 5?
- What are you netting?
- What do you look for in a property?
- How much time a month do you spend on your portfolio?
- Do you manage your properties?
- Are your properties in the name of an LLC?
- How far from your home are your properties?
- Any tenant horror stories?
- Who is included in your real estate dream team?
- How do you screen tenants?



# Accounting Questions

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How long have you been in accounting?  
What is your previous experience?  
What are the primary tax advantages of real estate?  
Do you own property?  
Why did you become a CPA?  
Do you represent folks in IRS audits?  
What type of taxes do you specialize in?  
How long have you been an accountant?  
Why do so many wealth people own real estate?  
Is there a downside to being a real estate investor?  
How do you bill for your services?  
What are tax strategies that real estate investors should consider?  
What does your client process look like?  
How do you proactively assist your clients?  
What are things people should look for in an accountant?  
How can I make it easier on my accountant?  
Who should be included in an investors real estate dream team?



# Questions?

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