

Welcome To A Course Creators Presentation



Our Mission

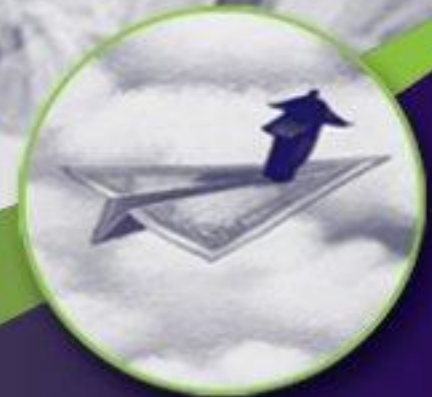
Is to make
certain that
our clients:



Get it!



Use it!



***Become
more successful
because of it!***

Treasured Properties

**Vacation
&
Second
Homes**

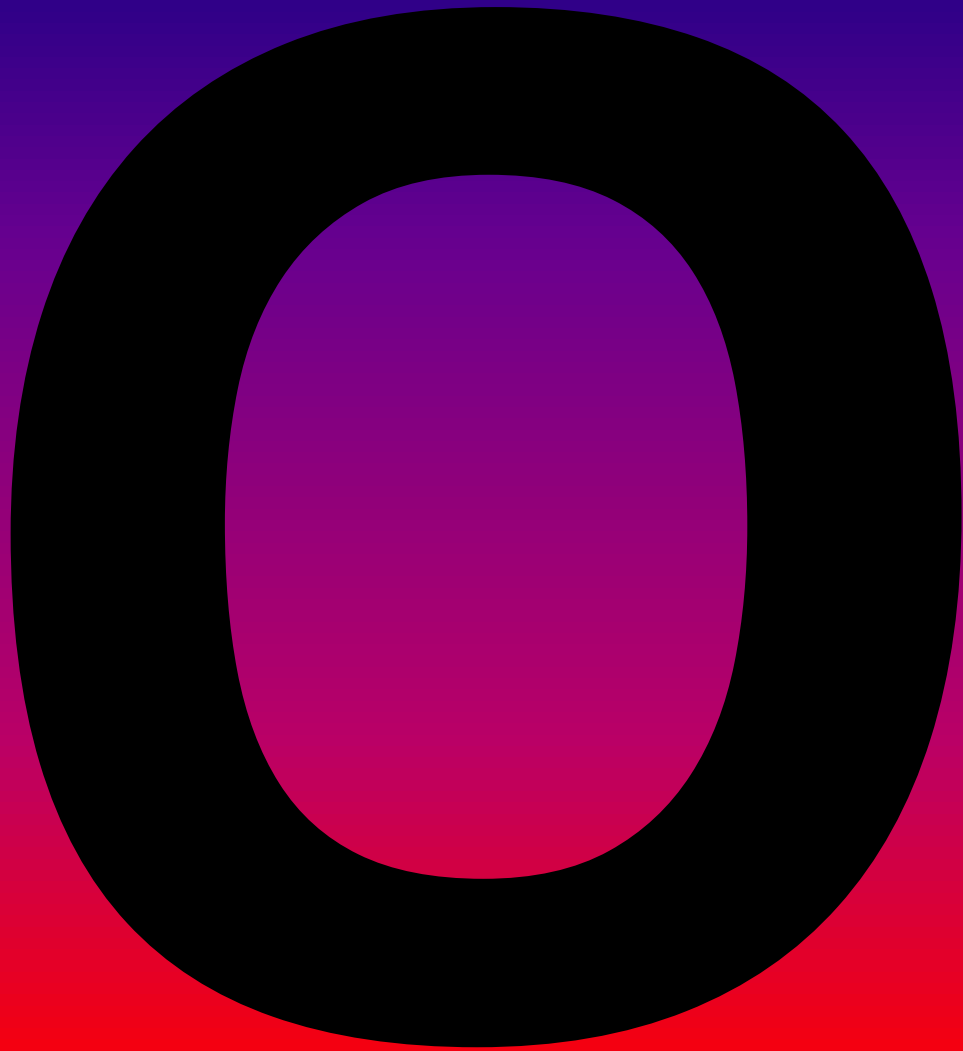


G



A

M



R

O

U

S

G

L

A

M

O

R

O

U

S













Change Your Life



Get Knowledgeable NOW!





Open to the Public
Daily, 10:00 AM - 5:00 PM
Admission is Free

KETTER

1880
Ketter Building
The University of Michigan
Ann Arbor, Michigan



A large, light-colored house with a central portico and a paved driveway leading to it. The house has a dark roof and several windows. The driveway is paved with light-colored stones and leads to a central area in front of the house. The house is surrounded by trees and a low wall on either side of the driveway.

**Course
Creators
Will Open
Doors for
You!**













VIA RODEO

N. RODEO DR

JOAN FONTAINE IN "FROM THIS DAY FORWARD"

MOVIE STORY

MAGAZINE

A Fawcett Publication

MARCH
15c



LANA TURNER
JOHN GARFIELD
in
"THE POSTMAN
ALWAYS RINGS TWICE"

Music Freeze: New Subscription Services Hit Snag With Publishers >P.6

Billboard

NOV
12
2005

FOR MORE THAN 110 YEARS

DANCING QUEEN

Madonna Gets Her Groove Back

>P.26

POWER PLAYERS
THE TOP 20 GLOBAL EXECS
>P.21

KORN RETURNS
NEW ALBUM

UpFr

The Indies

TODD MARTENS tmartens@

Trustkill'

Label Launches Movie Pro

The video iPod is only a few weeks old, and Trustkill founder Josh Grabelle already has plans to use it to get the word out on his label's budding film production company, Tragedy Features. Wanting to expand the Trustkill brand beyond music and merch, Grabelle linked with music video director Darren Doane to launch the division. In 2006, Trustkill/Tragedy will release Doane's 90-minute feature "Unleaded." Grabelle also intends to issue some behind-the-scenes-type videos. He is looking for entities to license Doane's work, and will soon start promoting "Unleaded" online.

"We have ideas where we can do a prerelease of a film through iTunes," Grabelle says. "We can launch episodes of a film and let kids download them onto their iPods or computers, a taste or a teaser for the film. Then two or three months later we could launch the film."

Doane is a well-known video director in the underground rock/punk communities, having helmed clips for Blink-182, Poison the Well, Jimmy Eat World and Spitfire, among others. A sampling of his work is collected in three Victory Records DVD volumes, and he is also compiling a making-the-video DVD for Trustkill.

Long term, Grabelle plans on bringing other filmmakers into the mix, citing "Garden State" as the type of movie that per-

fectl
mus
"A
hop
vide
futu
"T
depe
featu
les-b
mad
mov
year
recte
bass
Davi
Patt
NEV
York
tion
nati
Slad
sales
Boy
beer
and
Mut
Sl
was
Mich
with
on s
FOL
ton,
Kenn
the 2
time
the M
lianc
venti
will
Austi

{Princess}

waiting for my
Prince

Fairy
Princess

I'm no *Diva*,
I'm no
Queen,
I'm just the
cutest
Princess
you've ever seen!
—unknown

pretty
Princess





Rodeo Drive



1000000
1994



GRAMMY'S GREATEST MOMENTS

VOLUME III





















Be The Best of the Best



**Right Now
Right Here**



Welcome to
Vacation & Second
Homes
With Course Creators



Treasured Properties

**Vacation
&
Second
Homes**



This Class is An Awareness Test



2011 TAR Cruise



CourseCreators.Com

The National Market Review



A photograph of two empty wooden Adirondack chairs on a beach at sunset. The chairs are positioned on the wet sand, with their reflections visible in the shallow water. The sky is filled with soft, colorful clouds, and the ocean waves are visible in the background. A yellow and red beach bag is on the left chair, and a red beach bag is on the right chair. Two blue speech bubbles are overlaid on the image, one on each chair.

Where is everyone?

It's the economy

Get Excited About the Potential



27% of Residential Sales in this Niche Market



**17%
Investment**

**10%
Vacation**

**5.2 Million Total Sales
Across the Country**

**Steady for the last
couple of years**

Drawing Distinctions




There is no front page Google agent for Tucson Vacation Homes



Marketing Awareness

Vacation Homes





I wish I was
one of
those...

You mean a
rich person?

Vacation Homes

- **Vacation or Family Retreat**
- **Detached Single Family Home
(70%)**
- **Median Sales Price \$150,000**

There is no Tucson Vacation Homes
presence in Zillow or Trulia



Marketing Awareness

Investment Homes



COTTAGE
For Rent

Investment Homes

- **Rentals / Good Investment Opportunities**
- **Detached Single Family (63%)**
- **Median Sales Price \$94,000**



Understanding Buyer Characteristics




Vacation Second Home

- **Under 45 – 40%**
- **Median Age – 49**
- **Income \$99,500**
- **2+ Wage Earners – 61%**

Investment Property

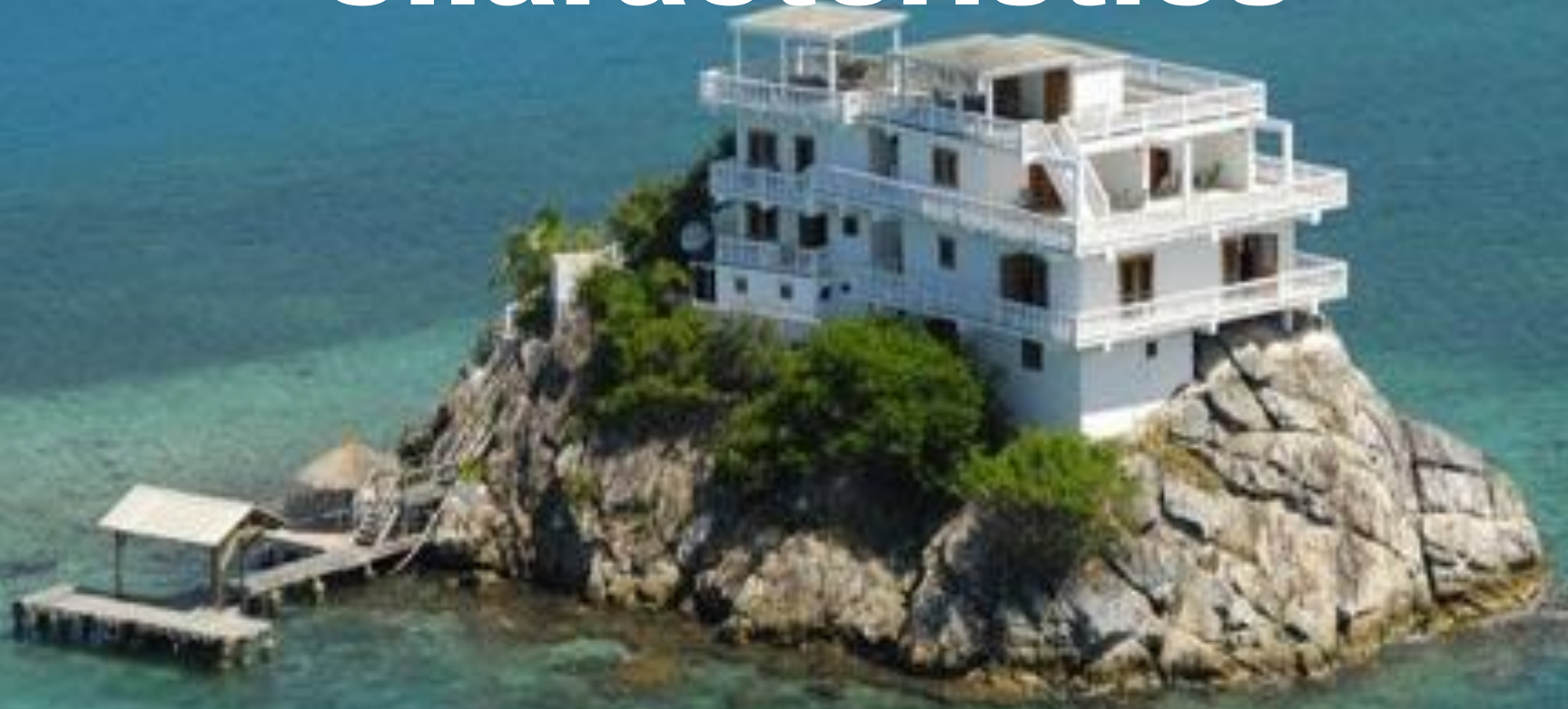
- **Under 45 – 50%**
- **Median Age – 45**
- **Income \$87,600**
- **2+ Wage Earners – 56%**



So where
are they
today?

Probably at
work.

Understanding Property Characteristics



Vacation Second Home

- **South – 36%**
- **West – 27%**
- **Outside U.S. – 3%**

- **Rural , Suburb, Small Town – 72%**
- **Resort Areas – 19%**

- **Distance from Primary
375 Miles**

Investment Property

- **South – 32%**
- **West – 24%**
- **Outside U.S. – 3%**

- **Suburb – 33%**

- **Distance from Primary
19 Miles**

A photograph of two wooden Adirondack chairs on a beach at sunset. The chairs are positioned on the wet sand, which reflects the warm light of the setting sun. The chair on the left has a red and yellow towel draped over its back. The chair on the right is empty. In the background, the ocean waves are visible under a cloudy sky. Two blue speech bubbles are overlaid on the image, containing text.

**Are they
coming to the
country club?**

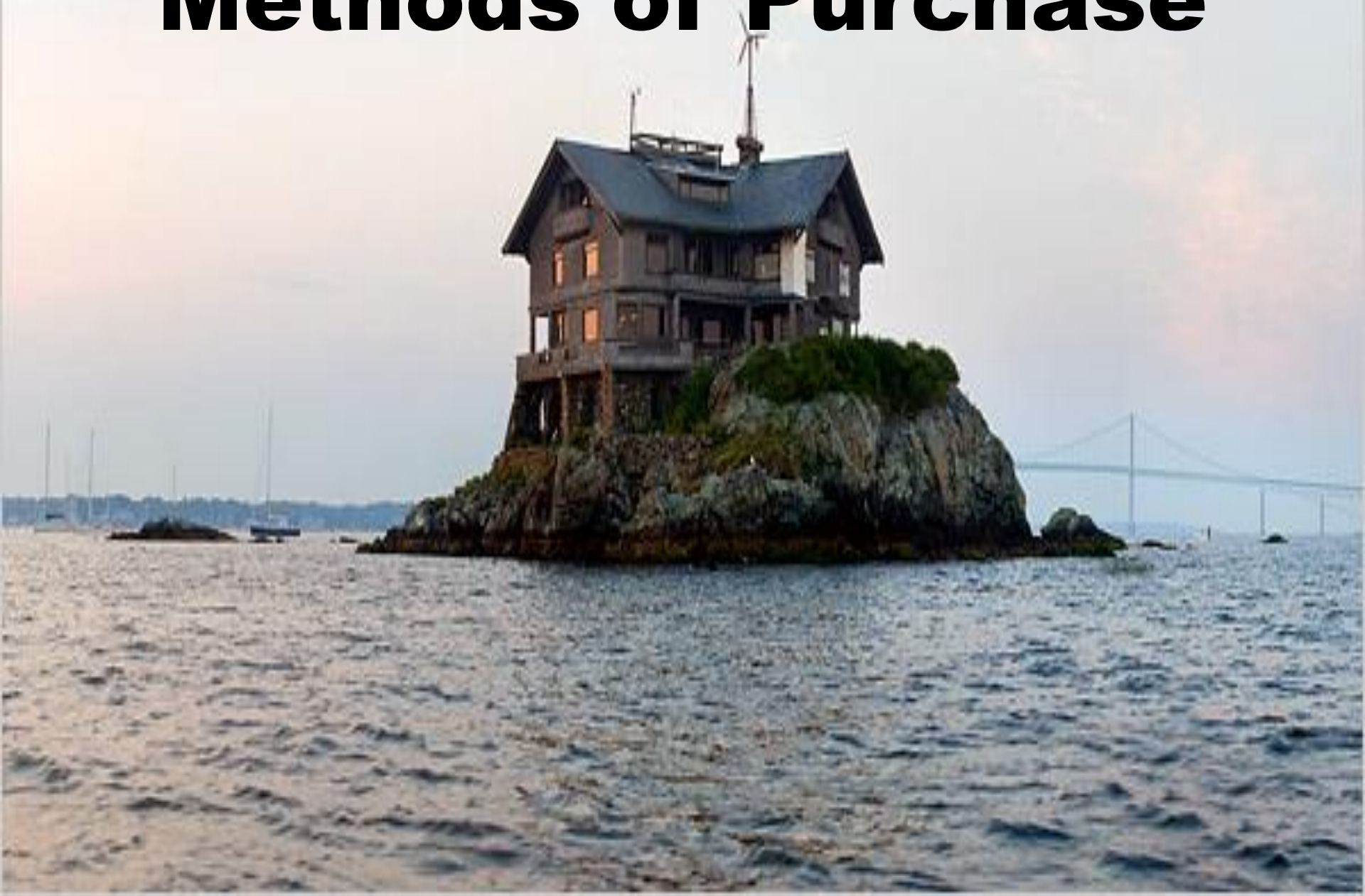
**Nope. Too
far to drive.**

**There is no facebook business page
for Tucson Vacation Homes**



Marketing Awareness

Methods of Purchase



A photograph of two wooden Adirondack chairs on a beach at sunset. The chairs are positioned on the wet sand, which reflects the warm light of the setting sun. The sky is filled with soft, colorful clouds. A speech bubble is attached to the top of the left chair, and another is attached to the top of the right chair. The left chair has a yellow and red bag on it, and the right chair is empty.

**Aren't these
people
connected?**

**Yeah, to real
estate agents**

Vacation Second Home

- **First Step Taken**
 - Online 40%
 - Contact an Agent – 13%
- **Where Home Was Found**
 - Internet – 27%
 - Real Estate Agent – 26%
 - Friend, Relative – 19%
- **How They Actually Buy**
 - Real Estate Agent 54%

Investment Property

- **First Step Taken**
 - Online – 31%
 - Contact an Agent – 16%
- **Where Home Was Found**
 - Internet – 25%
 - Real Estate Agent – 23%
 - Friend, Relative – 20%
- **How They Actually Buy**
 - Real Estate Agent 44%

A photograph of two empty wooden Adirondack chairs on a beach at sunset. The chairs are positioned on the wet sand, which reflects the warm light of the setting sun. The ocean waves are visible in the background. Two blue speech bubbles are overlaid on the image, one on each chair. The left bubble contains the text 'I'm Confused...' and the right bubble contains 'Yeah..I can't see you either.'

**I'm
Confused...**

**Yeah..I can't
see you
either.**

Drive By & Signs



37%

These Are the People QR Codes Were Invented For



Marketing Awareness

Methods of Finance



Vacation Second Home

- **Financed 63%**
- **Loan to Value Less than 70% for 53% of the buyers**
- **Financing More Difficult Than We Expected – 51%**

Investment Property

- **Financed 39%**
- **Loan to Value Less than 70% for 50% of the buyers**
- **Financing More Difficult Than We Expected – 54%**

A photograph of two empty wooden Adirondack chairs on a beach at sunset. The chairs are positioned on the wet sand, which reflects the warm light of the setting sun. The ocean waves are visible in the background. Two blue speech bubbles are overlaid on the image, one on the left and one on the right, containing text.

**Why didn't
investors
leverage?**

**The bank
wouldn't answer
the phone.**

Investors Need to Find Creative Financing




Marketing Awareness

Vacation & Second Home Motivations For Buying



Vacation & Family Retreat



84%

There is no LinkedIn group for Tucson
Vacation Homes



Marketing Awareness

Future Principal Residence

Gone

Fishing

34%

A
C
K
L



**I wish I could
be doing that!**

You ARE!

Investor Motivations For Buying



Rent to Others



51%

A woman with long blonde hair, wearing sunglasses, a black tank top, and tan pants, is walking on a sandy beach. She is using a metal detector. The background shows a blue ocean, a clear sky with some clouds, and a line of trees on the right. In the distance, a few people can be seen near a wooden fence.

45%

**Investment
Opportunity**



Do you think
anyone will
buy?

You mean at
Happy Hour?

Likelihood of Buying Investment or Vacation in the Next 2 Years



34%
Vacation

52%
Investor

Home Location Factors



15 Factors For Choosing A Second Home

- **Weather**
- **Outdoor Activities**
- **Cost of Living/Taxes**
- **Housing Options**
- **Entertainment**
- **Shopping**
- **Tourism**
- **Infrastructure**
- **Services**
- **Local Attitudes**
- **Waterfronts**
- **Golf Resorts**
- **Ski Areas**
- **Wilderness**
- **Safety & Security**


There are no YouTube Videos for Tucson Vacation Homes



Marketing Awareness

The Arizona Potential

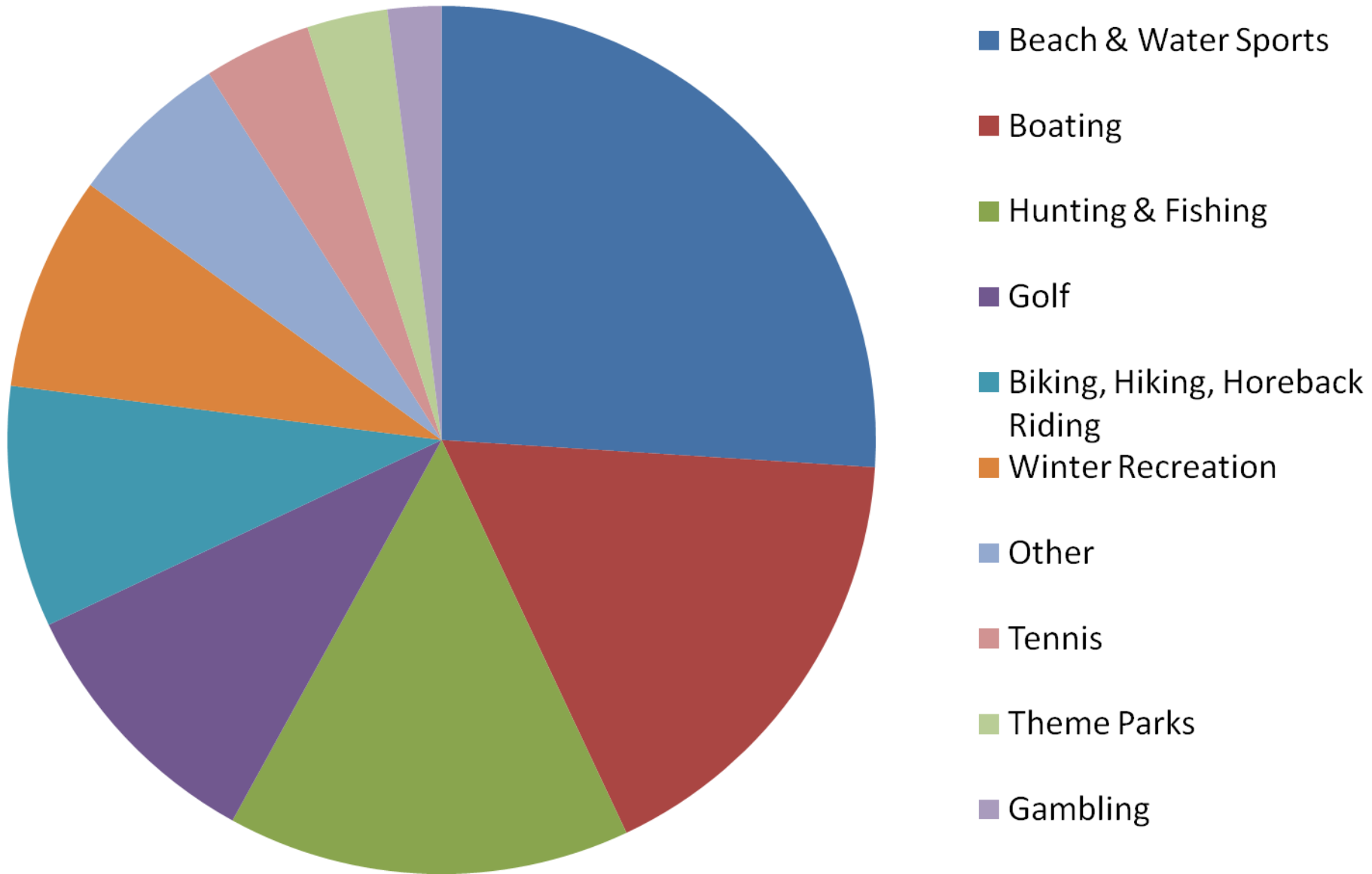




**Do you have
beach front in
Arizona?**

**Lots of beach,
not much
front.**

Leisure Activities / Vacation Buyers



So What Does Arizona Have to Offer?

- Weather
 - Outdoor Activities
 - Cost of Living/Taxes
 - Housing Options
 - Entertainment
 - Shopping
 - Tourism
 - Infrastructure
 - Services
 - Local Attitudes
 - Waterfronts
 - Golf Resorts
 - Ski Areas
 - Wilderness
 - Safety & Security
- 

Googling vacation properties in Tucson is all rentals, NO SALES



Marketing Awareness

Investment Property Factors

- **Cash Flow**
- **Equity &
Appreciation**
- **Tax Benefits**



Luxury Homes & Specialization



**So What's A
Luxury Home?**


This is IT!



Local Luxury & Second Home Opportunities

A photograph of a luxury resort pool at sunset. The pool is surrounded by a stone wall and features a semi-circular water feature with a metal frame. The water is illuminated with green lights. The background shows a beach and palm trees under a colorful sky.

Twice the Average
Sales Price



**How much did
your luxury
home in Tucson
cost?**

\$327,180

Some Interesting Local Data

ACTIVES

SOLDS

**\$500,000
To \$800,000 517**

**\$500,000
To \$800,000 177**

**\$800,000
To Million 114**

**\$800,000
To Million 32**

\$1 Million + 205

\$1 Million + 29

Luxury Market Methods of Finance

- **Jumbo Financing For Everything Over \$471,000**
- **Jumbo loans at 70%**
- **Some local banks like Mutual of Omaha have portfolio products**
- **Trusts & Corporations**






The Global Consumer

Buying Properties In Mexico



A photograph of two wooden Adirondack chairs on a beach at sunset. The chairs are positioned on the wet sand, and their reflections are visible in the shallow water. The sky is filled with soft, golden light from the setting sun. A speech bubble is overlaid on the left chair.

**You mean we
can buy
property here?**

A photograph of two wooden Adirondack chairs on a beach at sunset. The chairs are positioned on the wet sand, and their reflections are visible in the shallow water. The sky is filled with soft, golden light from the setting sun. A speech bubble is overlaid on the right chair.

**Beats going
home!**



[Home](#) • [Property Search](#) • [Local Information](#) • [Agents & Offices](#) • [Advice](#)

[+](#) [Share](#) | [f](#) [t](#) [✉](#)

Mexico and Second Homes

Buying a second home in Mexico has traditionally been pretty tricky, and while we'd like to claim that all Real Living Sales Professionals are proficient in Mexican land law, that wouldn't be true. But what is true is that your Real Living Sales Professional can certainly put you in contact with someone who does know the laws of Mexico and explain what's necessary.

Briefly, the Mexican Constitution forbids foreign ownership in what is known as the "restricted zone" including all land within 62 miles (100 kilometers) of any border and within 31 miles (50 kilometers) of any coastline.

To buy into the restricted zone, say a beachfront home, a U.S. investor must utilize a special Mexican government trust known as the "fideicomiso." This trust allows foreigners to buy real estate in the restricted zone by having a bank act on the investor's behalf.

The other problem in buying a second home in Mexico has been financing the property. U.S. lenders have been leaving the port

History of the Restricted Zone

X - The Alamo

A historical map of Mexico, showing state boundaries and major cities. The map is color-coded by state. A red 'X' is placed in the state of Texas, marking the location of the Alamo. The map includes a title 'MEXICO' at the top, a coat of arms in the upper right corner, and a legend in the lower left corner.

The Basics

- **Trust Deed held by Mexican Bank**
- **Stewart Title began underwriting in 1996**
- **Predial Taxes paid every bimester**
 - **(.08% of Assessed Value)**
- **30-45 Days to Close**
- **Average Rental Occupancy Rate is 85%**

Reach Out On Shore During the Cruise It's Part of Your Treasure Hunt



Marketing Awareness


Property Management Considerations



Four Reasons Why They Choose A Specialist

- 1. Ability to provide in depth information**
- 2. Experience & Reputation**
- 3. Personal Referral**
- 4. Tailored Value Added Services**



A photograph of two wooden Adirondack chairs on a beach at sunset. The chairs are positioned on the wet sand, which reflects the warm light of the setting sun. The chair on the left has a red and yellow hat resting on it. Two blue speech bubbles are overlaid on the image, containing text. The background shows the ocean waves and a cloudy sky.

So did you
learn
anything?

Did we leave
port yet?

Are You More Aware NOW!



Let's See?

2011 TAR Cruise



2011 TAR Cruise



CourseCreators.Com

