



Investor Education Packet

OVERVIEW



BJ Gremillion, owner of Property Rush, has been investing in real estate since 2008. During this time, he has successfully expanded the business into 5 markets to include Arizona, Tennessee, Michigan, Alabama and Georgia.

BJ lives in Knoxville, TN where he is raising his 5 children with his beautiful wife Alexis. They have been married since 2008 and enjoy going to the lake, traveling, and spending time with their family.

Over his professional career, BJ has bought and sold over 1,000 properties throughout the past decade working with investors. He got his start in real estate building up several lease option portfolios in Phoenix for investors where he managed acquisitions, construction and dispositions. Eventually he started building his own portfolio while also continuing to help investors build their real estate portfolios. Throughout this process he built a thriving real estate brokerage with a property management division, along with a development and construction company that constructed both spec and luxury custom homes in the Southeast Valley of Arizona.

In 2022, BJ has focused exclusively on building a top notch turnkey business in Chattanooga, TN. The goal is to help simplify real estate for everyone that has interest in pursuing real estate but lacks the tools or knowledge and resources of how to begin investing in turnkey rentals. Helping others achieve financial freedom through real estate investing is his #1 passion.

As a prospective turnkey real estate investor, you want to focus on regions that boast growing, diversified economies with a business-friendly regulatory climate. We have found that the surrounding Chattanooga TN/GA area meets these criteria.

What is Turnkey Investing

Turnkey real estate investing refers to a strategy in which an investor purchases a property that is fully renovated, managed, and often tenanted by a third-party company or provider. The term "turnkey" implies that the property is ready for immediate use or occupancy, requiring minimal or no additional work from the investor.

In turnkey real estate investing, the investor typically seeks out a company or provider that specializes in identifying, acquiring, renovating, and managing properties. These providers often have experience in selecting properties in desirable locations, performing necessary renovations or repairs, and finding reliable tenants. They take care of all the day-to-day operations, such as property management, rent collection, maintenance, and tenant communication.

Investors who opt for turnkey real estate investing typically want to benefit from real estate ownership without the challenges and time commitment of directly managing the property themselves. It can be particularly appealing to individuals who are looking for a passive investment opportunity or those who lack the expertise, resources, or desire to handle the various aspects of property acquisition and management.

While turnkey real estate investing offers convenience, it's important for investors to conduct thorough research and due diligence before partnering with a turnkey provider. They should assess the provider's track record, reputation, and the quality of properties they offer. Additionally, investors should carefully review the financials, contractual agreements, and potential risks associated with the investment.

Overall, turnkey real estate investing can provide an avenue for individuals to invest in real estate with reduced effort and time commitment, relying on professional providers to handle the property acquisition and management processes.

A True Full Service, Turnkey Provider

1. **Property Acquisition:** The provider should identify and acquire properties that have the potential to generate attractive returns for investors. They should have a thorough understanding of the local real estate market and select properties in desirable locations.
2. **Property Renovation/Rehabilitation:** The turnkey provider should coordinate and oversee any necessary renovations or repairs to ensure the property is in good condition and meets market standards. This may involve managing contractors, obtaining permits, and overseeing the renovation process.
3. **Property Management:** One of the primary responsibilities of a turnkey provider is to handle day-to-day property management tasks. This includes finding and screening tenants, executing leases, collecting rent payments, responding to tenant inquiries, and handling maintenance and repairs. They should have systems in place to effectively manage the property and ensure tenant satisfaction.
4. **Tenant Placement:** A reputable turnkey provider should have a thorough tenant screening process to find reliable and responsible tenants. This includes conducting background checks, verifying income and employment, and assessing the prospective tenant's rental history.
5. **Financial Reporting:** The provider should provide regular financial statements and reports to the investor, outlining rental income, expenses, and any other relevant financial information. Clear and transparent reporting is crucial for the investor to monitor the performance of their investment.
6. **Ongoing Support:** A reliable turnkey provider should offer ongoing support and be responsive to investor inquiries or concerns. They should have a dedicated team to address any issues that may arise during the investment period and provide timely communication to keep the investor informed.
7. **Exit Strategy:** In some cases, investors may decide to sell their turnkey property at a later stage. A true turnkey provider should assist in facilitating the sale process, offering guidance, and potentially even purchasing the property back from the investor.

It's important to note that the specific services and responsibilities may vary between turnkey providers. Therefore, investors should thoroughly review the provider's offerings, contracts, and track record before entering into a partnership. Conducting due diligence and seeking recommendations or reviews from other investors can help ensure the provider is reputable and capable of delivering on their promises.

The Property Rush Process

We realize that you have plenty of options when it comes to your turnkey investment. At Property Rush, you'll find that our proven processes are what set us apart from the rest. From selecting properties to maintenance call-outs, we've optimized our procedures at every step to minimize expenses and produce consistent, reliable returns.

Step 1: Property Analysis

We review multiple properties per week and purchase only the properties that best meet our buying criteria. Our vetting process yields the best houses with the highest margins for return. Having access to over \$8M allows us to act quickly and purchase the best deals with cash.

Step 2: Restoration & Development

Because of our volume, we benefit from economies of scale that most individual investors cannot achieve. We have streamlined our renovation process to deliver maximum value at minimal cost while reducing long-term maintenance expenses.

Step 3: Investor Purchase

We have the team and the tools to help you determine the best way to purchase a turnkey property. Our team can advise you every step of the way on the most strategic financing options for your specific scenario.

Step 4: Leasing, Property Management, Investor Reporting

Our company has a solid pipeline of potential tenants. We implement time-tested processes and stringent requirements to help us secure the most reliable tenants possible.

As investors ourselves and with our years of management experience, we manage every property as if it were our own. On average, our team will have your property leased in less than 21 days, guaranteed!

We have invested in the best management and reporting software available. As an investor, you have real time access to your property records, contracts, leases, so you can know exactly what is happening with your property at any time.

Step 5: Ongoing Support

We are dedicated to our investor partners and are here to support you during the entire course of our relationship. We have a full service Brokerage with agents licensed in TN and GA should you ever decide to sell your property.

