INVESTOR GUIDE FOR BEGINNERS

GET STARTED AS AN INVESTOR IN WISCONSIN

Build the right foundation. Protect your assets.
Access funding. Create long-term wealth.



STEP 1: CHOOSE THE RIGHT BUSINESS STRUCTURE

The structure you choose affects your taxes, liability protection, and how investors or lenders see your business.

LLC
Limited Liability Company

- Protects personal assets
- Flexible management & taxation
- Pass-through taxation (avoids double taxation)
- Great for real estate investors

WISCONSIN FILING FEE: $130

S CORP
Subchapter S Corporation

- Limited liability protection
- Save on self-employment taxes
- Must meet IRS requirements
- Ideal for profitable businesses with active owners

WISCONSIN FILING FEE: $130

C CORP
Corporation

- Strong credibility with investors
- Ability to issue stock
- Ideal for raising capital
- Subject to double taxation

WISCONSIN FILING FEE: $130

STEP 2: STEP-BY-STEP HOW TO GET STARTED

1. **CHOOSE YOUR STRUCTURE**
   Pick the entity that matches your investment goals.
2. **RESERVE YOUR BUSINESS NAME**
   Check availability and reserve your name with the Wisconsin DFI.
   FEE: $25 (optional)
3. **FILE YOUR ARTICLES**
   File online with the Wisconsin Department of Financial Institutions (DFI).
   FEE: $130
4. **CREATE AN OPERATING AGREEMENT (LLC) OR BYLAWS (CORP)**
   Establish ownership, roles, and decision-making.
5. **OBTAIN AN EIN**
   Apply for your Employer Identification Number with the IRS.
   FREE
6. **OPEN A BUSINESS BANK ACCOUNT**
   Keep your personal and business finances separate.
7. **REGISTER FOR TAXES (IF NEEDED)**
   Register with the Wisconsin DOR for state taxes or seller's permit if applicable.

STEP 3: ASSOCIATED COSTS TO CONSIDER

Registered Agent (required)	$100 – $300/year
Operating Agreement / Legal Docs	$150 – $500
Annual Report (LLC or Corp)	$25
Business License (local, varies)	$0 – $100+
EIN Registration	FREE
Bank Account Opening	FREE
Accounting / Bookkeeping	$75 – $300/month (optional)
Insurance (Liability, Property)	Varies
Commercial Loan Prequalification	FREE

KEY TIP

Keep business and personal finances **SEPARATE** from day one. Lenders and investors look for organization, records, and professionalism.

STEP 4: BECOME INTERESTING TO BANKS & INVESTORS

- Build and maintain strong credit (personal & business)
- Have a clear business plan and financial projections
- Show cash reserves (3–6 months of expenses)
- Keep clean, organized financial records
- Establish a professional business bank account
- Build relationships with local banks and lenders
- Start small, perform well, and scale strategically

WHAT THEY LOOK FOR

- Stable income & cash flow
- Low debt-to-income ratio
- Experience or a solid team
- Collateral & equity
- Strong exit strategy

STEP 5: START INVESTING

- ☑ Define your investment strategy (Buy & Hold, Fix & Flip, Short-Term Rental, etc.)
- ☑ Analyze deals and run the numbers
- ☑ Secure financing (bank loan, hard money, private money, partnerships)
- ☑ Make an offer, close, and execute your plan
- ☑ Reinvest profits and scale your portfolio

A strong structure today creates more opportunities tomorrow.

Let's build your legacy.

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We help investors every step of the way—from business setup to funding your first (or next) deal.

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This information is not legal or tax advice. Please consult with a qualified attorney or tax professional to determine the best structure for your specific situation.

BUILD IT RIGHT. PROFIT FOR LIFE.



GET YOUR LLC IN WISCONSIN & INVEST LIKE A PRO

The right structure protects your assets, builds credibility, and sets you up for long-term wealth.

WHERE TO FILE YOUR LLC IN WISCONSIN

You file with the Wisconsin Department of Fi Institutions (DFI).

ONLINE (FASTEST & EASIEST)
https://dfi.wi.gov
Select: Corporations > Limited Liability Companies (LLCs) > File Online

BY MAIL
DFI – Bureau of Corporate & Consumer Services
P.O. Box 93348
Milwaukee, WI 53293-0348

IN PERSON
201 W. Washington Ave., Suite 300
Milwaukee, WI 53203

COST TO FORM AN LLC IN WISCONSIN

$130 ONE-TIME FILING FEE
paid to the State of Wisconsin

OTHER POSSIBLE COSTS:

- Registered Agent Service: $100 – $300/year
- Operating Agreement (if custom drafted): $100 – $500
- EIN Registration: FREE
- Annual Report (required): $25
  (Due every year by the last day of your LLC's month)
- Local Licenses/Permits (if required): Varies

WHAT THE STATE WILL REQUIRE

1. **UNIQUE BUSINESS NAME**
   Must include "Limited Liability Company or an abbreviation (LLC or L.L.C.).
2. **REGISTERED AGENT**
   A Wisconsin resident or business entity authorized to accept legal documents.
3. **ARTICLES OF ORGANIZATION**
   File online or by mail with a $130 filing fee.
4. **ORGANIZING INFORMATION**
   Management structure (Member-Managed or Manager-Managed) and organizer details.
5. **OPERATING AGREEMENT (NOT FILED WITH THE STATE, BUT ESSENTIAL)**
   Defines ownership, roles, and operational rules.
6. **EIN (EMPLOYER IDENTIFICATION NUMBER)**
   Get free at IRS.gov – required for taxes, bank accounts, and financing.

WHY YOU MUST USE A BUSINESS (NOT YOUR PERSONAL NAME)

PROTECT YOUR ASSETS
Keeps lawsuits and creditor claims away from your personal home, savings, and income.

BUILD CREDIBILITY
Banks, lenders, and sellers take your business more seriously.

EASIER FINANCING
Business bank accounts, credit lines, and investor funding become accessible.

TAX ADVANTAGES
Unlock deductions and strategies not available with personal ownership.

SCALABILITY
Easy to add partners, bring in investors, and build a real estate empire.

YOUR PERSONAL NAME SHOULD NEVER BE ON THE DEED.

WHAT IT TAKES TO BE A BRRR INVESTOR

BRRRR = Buy, Rehab, Rent, Refinance, Repeat

1. BUY
Find undervalued properties with strong potential.

2. REHAB
Renovate smartly to increase value and cash flow.

3. RENT
Place quality tenants and stabilize income.

4. REFINANCE
Pull out your equity with a cash-out refinance.

5. REPEAT
Use the funds to buy your next property.

SUCCESS REQUIRES:

- ☑ Strong deal analysis and numbers
- ☑ Reliable contractors and timeline control
- ☑ Cash reserves (3–6 months)
- ☑ Lender relationships and good credit
- ☑ Long-term mindset and discipline

DO'S (BEST PRACTICES)

- **DO** form an LLC or Corporation for each property (or series LLC if scaling).
- **DO** keep personal and business finances 100% separate.
- **DO** get proper insurance (liability, property, umbrella).
- **DO** run the numbers – know your ARV, repair costs, and cash flow.
- **DO** build relationships with lenders, brokers, contractors, and agents.
- **DO** document everything and track expenses.
- **DO** have an exit strategy before you buy.
- **DO** continue learning and adapting.

PRO TIP

Wealth is built by owning assets in your business, not in your personal name. Protect it. Structure it. Grow it.

DON'TS (AVOID COSTLY MISTAKES)

- **DON'T** buy in your personal name.
- **DON'T** mix personal and business funds.
- **DON'T** skip the operating agreement.
- **DON'T** over-improve for your market.
- **DON'T** ignore due diligence or inspections.
- **DON'T** rely on short-term debt long term.
- **DON'T** underestimate holding costs or vacancies.
- **DON'T** stop learning once you start.

BUILD YOUR FOUNDATION. BUILD YOUR FREEDOM.

PROTECT YOUR ASSETS | BUILD CREDIBILITY | ACCESS FUNDING | CREATE CASH FLOW | BUILD generational WEALTH

Real estate is a business. Build it like one.

READY TO TAKE ACTION?

- ☐ Choose your business structure
- ☐ File your LLC with the State of Wisconsin
- ☐ Get your EIN
- ☐ Open a business bank account
- ☑ Secure financing & find your first deal
- ☑ Start your BRRR journey!

ONE DECISION TODAY CAN CHANGE YOUR FINANCIAL FUTURE.

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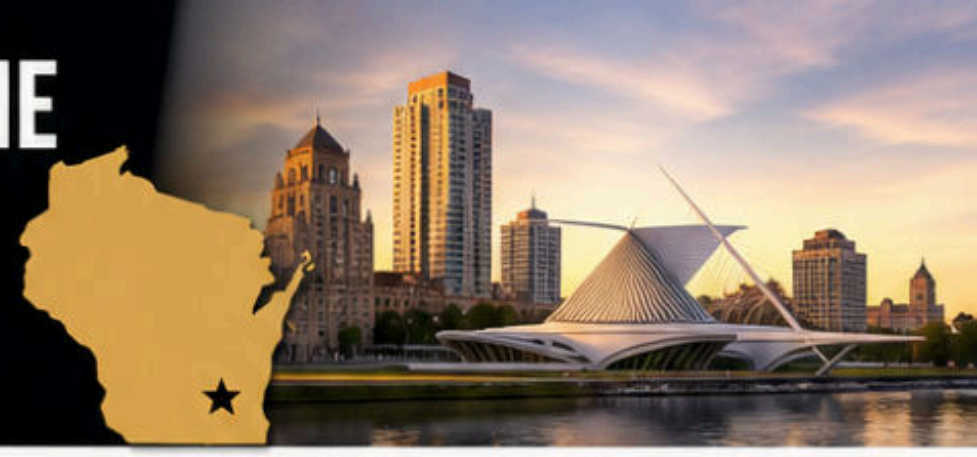
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BRRRR STRATEGY TIMELINE

Buy. Rehab. Rent. Refinance. Repeat.

A proven wealth-building strategy
to build cash flow, equity, and financial freedom.



THE BRRRR INVESTMENT TIMELINE

1	2	3	4	5
BUY	**REHAB**	**RENT**	**REFINANCE**	**REPEAT**
MONTH 1	**MONTHS 1–3**	**MONTHS 2–4**	**MONTHS 4–6**	**MONTH 6+**
Find undervalued properties and negotiate a great deal. Use analysis to ensure profit potential.	Renovate smartly and cost-effectively. Increase value and make the property rent-ready.	Place quality tenants and start generating cash flow. Optimize rent for market rates.	Refinance based on the new appraised value. Pull out your equity (up to 75–80% LTV).	Use the cash-out to fund your next deal. Build a portfolio and scale your wealth.

TYPICAL TIMELINE OVERVIEW

- Buy to Rent: **2–4 months**
- Refinance: **4–6 months**
- Total Cycle: **6 months** (average)

GOAL:

Recapture your money, keep the property, and repeat the process.

BEST AREAS IN MILWAUKEE FOR BRRRR INVESTMENTS

Strong rental demand, affordable prices, and value-add opportunities.



SHERMAN PARK
Up-and-coming, near downtown, increasing home values and rental demand.



LINCOLN VILLAGE
Affordable acquisition, strong cash flow, and revitalization in progress.



WALKER'S POINT
Historic charm, new construction influx, and growing rental rates.



RIVERWEST
High rental demand, young professionals, continued appreciation.



NORTH DIVISION
Diverse tenant pool, strong cash flow potential, improving area.

TIP:
Look for areas with upcoming development, job growth, and improving infrastructure.

GOOD DEAL vs BAD DEAL

Numbers don't lie. Run the analysis!

GOOD DEAL

- Purchase Price is at least 70% or less of ARV (After Repair Value)
- Est. Rent covers 1% rule (Rent ≥ 1% of Purchase Price)
- Total Rehab Costs are realistic and controlled
- Strong Cash-on-Cash Return (8%+)
- Neighborhood has rental demand & upside potential
- Exit Strategy: Refinance & Repeat!

BAD DEAL

- Overpaying – Price is too close to ARV
- Low Rent – Doesn't meet 1% rule
- Excessive Rehab Costs that eat profit
- Negative Cash Flow after all expenses
- Weak or declining neighborhood
- No clear path to refinance or resell

THE 70% RULE

Maximum Allowable Offer (MAO) =
(ARV x 70%) – Rehab Costs

Stay within this formula to leave room for profit and stay in control.

BRRRR ANALYSIS EXAMPLE

After Repair Value (ARV)	$240,000
Maximum Offer (70% of ARV)	$168,000
Purchase Price	$150,000
Rehab Costs	$40,000
Total Investment	**$190,000**
Est. Rent (1% Rule)	$2,400/mo
Monthly Expenses	$600
Net Cash Flow	**$1,800/mo**
Refinance at 75% LTV	$180,000
Less Payoff	–$150,000
Cash Back in Pocket	**$30,000+**

WHAT YOU KEEP

The Property · Cash Flow · Your Cash to Reinvest

> BRRRR isn't just a strategy—it's a system for building generational wealth.

BRRRR DO'S

- Do your homework and run the numbers.
- Build a team (agent, contractor, lender, PM).
- Focus on cash flow AND appreciation.
- Keep rehab costs under control.
- Screen tenants carefully.
- Build relationships with lenders.
- Reinvest and scale strategically.

FOCUS

The goal is to create wealth through systems, not just deals.

Stay patient, stay consistent, and scale smart.

BRRRR DON'TS

- Don't overpay for the property.
- Don't skip inspections or due diligence.
- Don't underestimate rehab costs or time.
- Don't use all your cash on one deal.
- Don't ignore the neighborhood trends.
- Don't forget about reserves and vacancies.
- Don't let emotions drive your decisions.

REMEMBER:

The best investors buy well, improve wisely, rent smart, and refinance strategically.

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LET'S BUILD YOUR PORTFOLIO TOGETHER!

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Real Estate Investing in Wisconsin
Build Wealth. Build Legacy. Build Freedom.