



Market vs. Income **Approach: Turning a Liability** into an Asset

How FoxyHome Helps Homeowners "Keep Your Home, Grow Your Wealth"

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Two Ways to Value a Property

Market Approach (Single-Family Home)

SOLD

Value-based on similar recently sold properties.

Income Approach (Multi-Dwelling Property)

RENT

Value-based on rental income or business income generated.

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Depends on what buyers in the market are paying.

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Buyers focus on profitability and return on investment.

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Page

Why the Same Property Can Be Either

Liability



A property that costs you money each year (e.g., single-family home with no rental income).



Asset



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A property that generates income, covering expenses and leaving surplus cash in your pocket.

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Costs & No Income = Liability

Annual Costs

Property Value: \$2,000,000

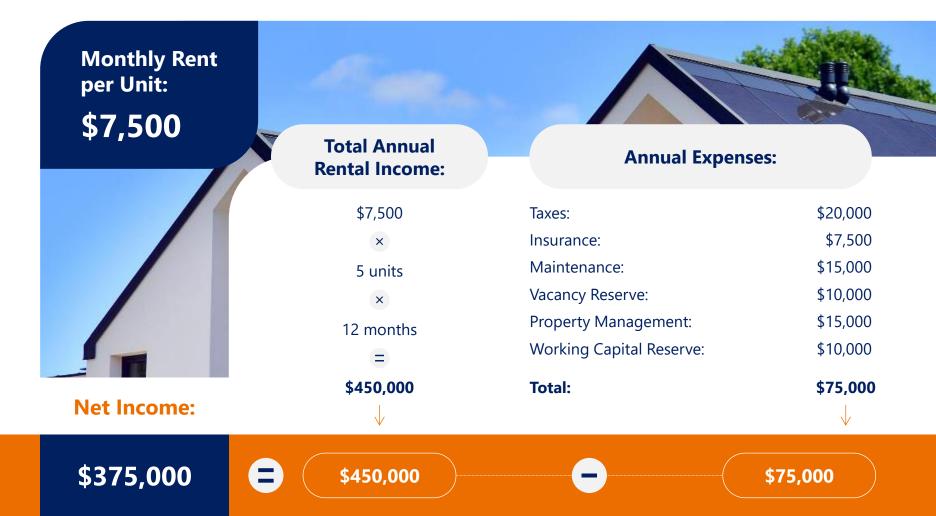


No Rental Income Out-of- Pocket Costs:	\$25,000/year
Total:	\$25,000/year
Insurance/Utilities:	\$10,000
Property Taxes:	\$10,000
Maintenance:	\$5,000
Annual Costs.	

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Income & Profit = Asset



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Single-Family vs. Multi-Unit



Single-Family Home:

Costs \$25,000/year (liability).



5-Unit Building: Earns \$375,000/year (asset). Income-producing properties typically grow wealth faster than nonincome properties.

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Valuing a Property by Its Income

Definition:

Return an investor expects on the property's income.



Formula:

Value = Net Income ÷ CAP Rate .



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Lower CAP Rate = Higher Value (e.g., 3% for AAA-quality

properties).



Page

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From \$2M Home to \$12.5M Multi-Unit



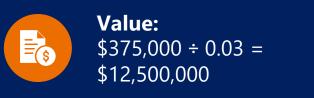






Development Costs:

- Original Land/Home: \$2,000,000
- Construction: \$6,000,000
- Total: \$8,000,000

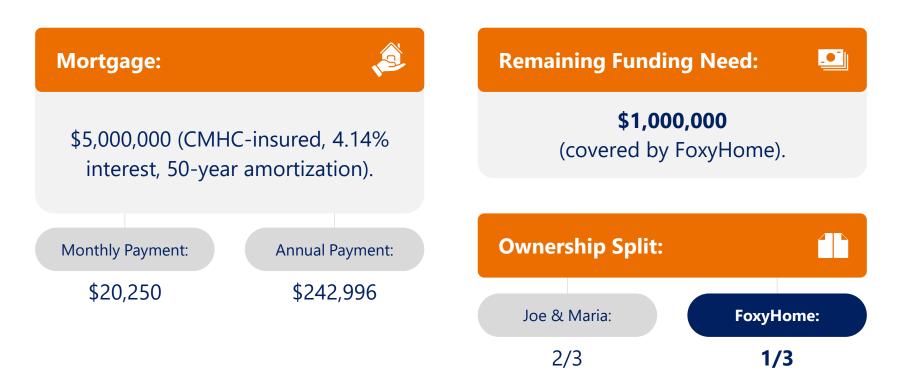




Development Profit: \$12,500,000 - \$8,000,000 = \$4,500,000

How Joe and Maria Get It Done





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A Steady Retirement Income



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Splitting the Profits



Joe & Maria vs. FoxyHome



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Tax Advantages

Why Most of the Income is Tax-Free



Mortgage Interest: \$212,659/year (tax-deductible). Carry-Forward Losses:

\$410,318 left after Year 1.

Depreciation:

\$360,000/year (paper expense).

Effect:

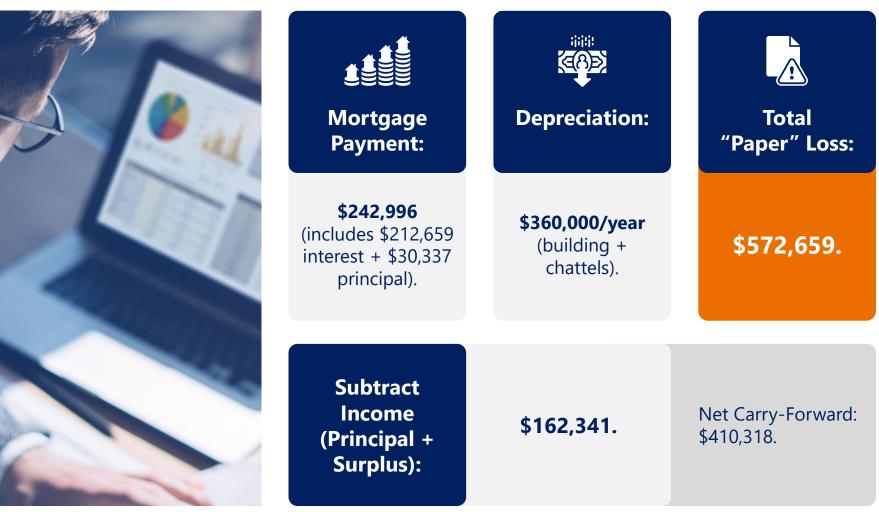
Surplus \$132,004 is effectively tax-free due to write-offs.

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Page 12

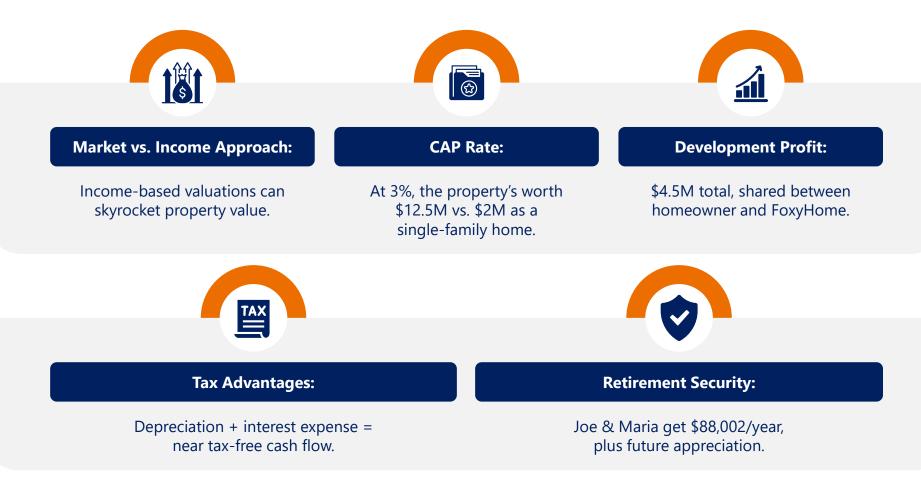
Accounting Loss vs. Actual Cash Flow



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From Liability to Cash-Flowing Asset



Keep Your Home, Grow Your Wealth



Provides the missing capital.

FoxyHome's Role:





Manages the transformation.

Shares profits and cash flow.

Outcome:

A once-costly home becomes a multimillion-dollar income asset. Joe & Maria stay in the neighborhood, gain financial freedom, and secure a legacy.

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Page 1