



Building Great
RELATIONSHIPS
by Asking Better
QUESTIONS



Welcome

What makes a good relationship?

This is such an important question, especially when it comes to investor partners in your business. This partner relationship is like a marriage and you want to ensure that expectations are clear and set up front.

Just like in any good relationship, communication and trust are key. You need to be able to ask good questions and LISTEN so that you can decide if the partnership is a good fit for your values and your business BEFORE you become partners.

By no means am I an expert, however, I have developed a good process from mistakes made, lessons learned, and hours of researching about this topic. My intent is that you use this guide as a starting point and add your own questions so that you can develop good relationships for yourself and your business.

xo Michele



“—————

You have one mouth and two ears

—————”

Top 3 Items to Align On With a Potential Investor Partner

1 Goals: Do they align with yours?

- Understand why they are investing and their objectives.
- Past investment experiences and preferences.
- Are your renovation standards similar?
- What level of involvement do they want?
- Expectations during unforeseen circumstances.
- Available resources, motivation, and risk tolerance.
- What is their “WHY”?

2 Time Frame:

- Compatibility with investment time frames.
- Long term vs short term investment goals.

3 Common Values:

- What are their core values and are you aligned with them?
For example family, integrity, innovation, community
- Compatibility in handling challenges, solution creating skills.
- Attitudes towards property renovation and tenant hardships.
- Personal interests and hobbies.
- Alignment with your business model.
- Do you like them? Would you go to lunch together?
- Pick partners that align with your goals and values.

KEY SKILLS TO ASKING GOOD QUESTIONS

1

LISTEN:

- Be comfortable with “Golden Silence” and don’t help them out by filling uncomfortable silences.
- Give them the space to think in order to encourage discussion.
- Genuinely listen to understand.
- Show engagement through your body language and watch their body language.
- Everyone has a story; learn theirs.
- Remember you have one mouth and two ears.
- Pay attention if they are listening to you and what you want. What is their tone? Are they talking down to you? Do they ask you questions about how they can help you?

2

ASK OPEN-ENDED QUESTIONS:

- Avoid guiding responses to what you want to hear because you like them and want to work with them.
- Be unattached to their answers. Their answers are their own and will tell you a lot.
- For service providers, inquire about handling challenges and their experience with real estate investors.
- What percentage of their business are serious investors, not just property collectors?
- Assess their investment background and expertise.

KEY SKILLS TO ASKING GOOD QUESTIONS

3

EMPATHY:

- Understand the potential investor or partner's concerns and motivations. What is a win for them?

4

TRUST AND VERIFICATION:

- Trust your instincts AND verify facts.
- Pay attention to your gut. If something seems off, trust your gut.
- Watch out for charming sales people who just say what you want to hear.
- Verify who will be doing the work, often it isn't the person you are talking to.
- Request references– ask references open ended questions and what happened when things went wrong. Would they hire them again?
- Conduct thorough online research: Social Media, Google, Better Business Bureau, their website...

5

NETWORKING SKILLS:

- Essential for expanding contacts, giving and receiving referrals, identifying partners, and staying updated on the industry.



Here, you'll find a selection of suggested questions designed to help you truly connect with others and assess their compatibility with your business goals.

Remember, not everyone is a fit for you, no matter how nice they are. This is a business decision and asking good questions will help you to discern alignment with your vision, mission, and goals.

This is not an exhaustive list and not the only questions you would ask, nor do you need to ask all of them. This is not the questions regarding the details and financials that you do need to ask .

These questions will help you get to know someone, what motivates them, and whether they are a good fit for you and your business. Feel free to adapt, expand, or customize these questions to suit your unique circumstances and preferences.



Where to find partners and service people to interview

- Ask for referrals from other investors
- Other power team members
- Other service providers
- Your network
- Google, websites, social media, and Facebook groups for the area
- Industry events, Meetups
- Industry magazines

Sample Questions to Ask

An Investor Who is Interested in Investing With You.

GOALS MOTIVATION	<ul style="list-style-type: none">• Who do they need to check with before investing in a project? (If there is another decision-maker, you may want to wait until everyone is part of the conversation.)• Why do you want to invest? What is your goal?• You mentioned (blank), can you give me an example of where this (or not having this) is causing a problem in your life?• What do you think these problems are costing you?• How will this affect your goals? Retirement?• What would you do if this problem was solved?
INVESTING EXPERIENCE	<ul style="list-style-type: none">• Can you explain to me your process of deciding where to invest your money?• What types of investments have you invested in previously?• How did that investment turn out? What did you like/not like about it?• What do you see as the risk of investing in real estate? (Judges risk tolerance.)
VALUES	<ul style="list-style-type: none">• What do you feel is the best way to handle a tenant who is experiencing hardship?• Describe your renovation standards for a B-Class rental unit? (This helps judge if your standards are similar as B is in the middle, not a C or D neighbourhood nor an A neighbourhood)• What are your core values/what is important to you?• What do you like to do for fun?
TIMELINE INVESTOR STYLE	<ul style="list-style-type: none">• What is your ideal time frame for this investment?• How much capital are you looking to invest? How quickly is it accessible? What is your capacity for additional contingency funds?• Are you investing as an individual or as a corporation?• What is your preferred method of communication? How often do you want to be updated about the investment?• How involved do you want to be in this investment? (Do they want to be hands-off and only involved in major decisions or involved and learning along the way?)

Sample Questions to Ask

Investor Partners to Invest Your Funds With.

GOALS INVESTOR STYLE	<ul style="list-style-type: none">• What are your long-term aspirations or goals in real estate investing, and how do you see yourself evolving as an investor over time?• How will you communicate regarding this investment, how often?• How will you communicate when the project isn't going according to plan?• What contingency plans do you have in place for when the investment doesn't go according to plan? (the <u>when</u> is an important word and may throw them off guard if they aren't experienced, no project ever goes 100% according to plan and it is important to know how they will handle it.)
INVESTING EXPERIENCE	<ul style="list-style-type: none">• Can you explain to me your process of deciding where to invest your money?• Can you provide references that demonstrate your reliability as an investor? (They will provide happy investors, so make sure to ask them open ended questions, especially about a time when things didn't go according to plan and how was it handled.)• Can you provide a history of your past investment experience?• How do you stay informed about industry trends and developments in real estate investing, and how do you incorporate this knowledge into your investment strategy?
VALUES	<ul style="list-style-type: none">• Can you tell me about a challenging situation you faced in a previous investment? How did you handle it?• What values or principles guide your decision-making process, particularly in business or investments?• How do you handle conflicts or disagreements when working with partners or investors?• What are your core values/what is important to you?• What do you like to do for fun?
TIMELINE RETURNS	<ul style="list-style-type: none">• What is the expected time frame of this investment? What contingency plans are in place if there is a delay?• What is the minimum and maximum amount of funds I can invest? How will my initial capital investment be returned?• How is my investment secured?• Best case scenario, what types of returns are you expecting on this investment? (then) Worst case scenario?

Sample Questions to Ask

Service Partners to be Part of Your Team.

EXPERIENCE	<ul style="list-style-type: none">• Why did you become ____? (an accountant, lawyer, broker, realtor...)• How long have you been in the industry? (Longer isn't always better, sometimes a hungry new person can grow with you.)• How will you communicate regarding this investment/project/file, and how often?• How will you communicate when it isn't going according to plan?• What is your expertise with... (something that is more advanced real estate related in their field to gauge their expertise such as asking a realtor if they have worked to get seller financing).• Where are you licensed to do business?
THE DAY TO DAY	<ul style="list-style-type: none">• What is your favourite part of your job?• What is your least favourite part of your job?• What would you consider your strengths are? Weaknesses? (If they have no weaknesses, they aren't self aware or being honest.)• How do you stay informed about industry trends and developments in your industry and real estate investing?• Who will be working on my file/will I be working with? (Often the person you are speaking with and like, is not the person doing the work.) What are their qualifications? Will I have access to you?
VALUES TEAM PLAYER	<ul style="list-style-type: none">• Can you give me an example of a particularly challenging situation you had with a client and what your process was? (Can be high level, you don't need names)• Are you available to collaborate with other members of my team? (for example you definitely want your accountant and lawyer to talk)• What are your core values/what is important to you?• What do you like to do for fun?• What are your goals for your business? How could I support you in that?
INVESTOR FOCUSED	<ul style="list-style-type: none">• Are you an investor yourself?• What do you invest in? (This tells you if they are a property collector or a serious investor, do they have the right mindset)• How many of your clients are professional real estate investors? (ie do they have enough experience, or are they too busy?)• Do you specialize in working with residential investors or commercial investors?• Can you provide references from these investors that I can speak to? (Again, ask open-ended situational questions to the references)

Sample Questions to Ask

Contractors to be Part of Your Team.

EXPERIENCE	<p>Note: Before your meeting, ask for them to bring or send a copy of their insurance, sample quotes, sample contracts, pictures of past work, references, scope of work sample. This shows if they are organized enough to have these documents and if they can follow your directions.</p> <ul style="list-style-type: none">• Why did you become a contractor? (determines motivation and passion)• How long have you been a contractor?• What is your favourite type of project to work on? Why?• Who is your favourite type of client to work with? Why?• What would you consider your strengths are? Weaknesses? (If they have no weaknesses, they aren't self-aware or being honest.)• What is your favourite thing to do when you are not working?
THE DAY TO DAY	<ul style="list-style-type: none">• How many full-time employees do you have? What aspects do you work with sub-trades such as electricians? (Judges capacity)• What coverages, licensing and insurance do you, your staff and sub-trades have? (WCB, bonded, licensed etc)• What guarantee/warranty do you provide? Terms, Conditions?• How is your profit calculated? (You want them to make \$, you just want to be aware of how it is calculated.)• What is the banking procedure for funds related to this project? (comingled with other clients' funds or in a separate account)• What is your procedure for change orders?
VALUES TEAM PLAYER	<ul style="list-style-type: none">• Can you give me an example of a particularly challenging situation you had with a client and what your process was? (Can be high level, you don't need names)• Are you available to collaborate with other members of my team? (for example your property manager)• What are your core values/what is important to you?• What are your goals for your business? How could I support you in that?
INVESTOR FOCUSED	<ul style="list-style-type: none">• Do you invest in real estate? (if no) Why Not?(if yes,) What type? What do you like about it?• Can I call you with general questions I have on properties I am looking at to invest in?• Are you available to walk a property I am looking at and give me a ballpark renovation figure? What is the cost of this?• Can you share some examples of (blank) projects that you have worked on? (Could be a flip, an infill, a new build to rent..., whatever you are working on.)

Sample Questions to Ask

References Provided.

EXPERIENCE	<ul style="list-style-type: none">• How long have you worked with/been a client of ____ and in what capacity?• Can you describe the quality of work provided? Were you satisfied with the results?• What are their strengths or areas that exceeded your expectations?• What are areas that you found lacking or could improve?• Did you work directly with ____, or with members of their team?
THE DAY TO DAY	<ul style="list-style-type: none">• How did they communicate with you? How often?• How would you rate them on professionalism and reliability?• Did they meet deadlines? Stay within budget?• How were disagreements handled?• Can you give me an example of something that didn't go according to plan and how it was handled?• Would you work with them again? What changes would you request?
INVESTOR EXPERIENCE	<ul style="list-style-type: none">• Did they demonstrate a strong understanding of relevant laws, regulations or industry best practices? Give me an example.• Would you recommend them to a trusted friend or partner? Why?• Is there anything else you think I should know before working with them?• Are you an investor yourself?• What do you invest in? (This tells you if they are a property collector or a serious investor)
NETWORKING	<p>If the conversation is flowing and you like them, network.</p> <ul style="list-style-type: none">• What do you like to do for fun?• What are you working on next? (you may be able to work together)• What are your goals? How could I support you in that? (you may be able to connect them with someone in your network or help them yourself).

CONCLUSION

Asking good questions not only facilitates understanding but also builds trust and rapport, essential elements in successful real estate relationships.

By practicing these skills and approaches, you can establish great partnerships that help you grow and invest more effectively.

Most importantly, remember the value that YOU bring to the world and the project you are working on. Bring that energy to your conversations and you will attract the people that are meant for you!



WE'D LOVE TO
HEAR FROM YOU!



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