

Success Is Easier Than Failure

Bus 355: Real Estate Investments

David Schalow, PhD, CLU, ChFC, CFA, CFP, CRS, GRI

(715) 346-3160

dschalow@uwsp.edu

Description: BUS 355. Real Estate Investments. 3 cr. Real Estate as an investment vehicle for a diversified portfolio. Screening potential investments, funding the acquisition, managing the risk, and developing the exit strategy.

Text Book: Investing in Real Estate, 7th Edition, by Gary W. Eldred, Wiley Publisher

Professor Background: Dr. Schalow has 30+ years of University teaching experience. He has written many academic articles on a wide variety of topics, including marketing, corporate finance, investments, real estate, and insurance. He has also authored a textbook, California Real Estate Principles, and Instructor's Manual. In addition he has professional experience in Real Estate, Insurance, Financial Planning, and Investments and many different types of Consulting. He has also owned several businesses in the fields of Real Estate, Mortgage Lending, Consulting and Training. In addition to the PhD in Business, he has the following Professional Credentials CLU (Chartered Life Underwriter), ChFC (Chartered Financial Consultant), CFA (Chartered Financial Analyst), CFP (Certified Financial Planner), CRS (Certified Residential Specialist, GRI (Graduate Real Estate Institute). Finally he has been licensed to sell, Financial Investments, All Lines of Insurance, and Real Estate in multiple states. (California, Nevada, Minnesota, and Wisconsin)

Contact Information: Office: CPS #434, Office Hours: 12:30-2:00, 3:30-5:00 MW
Other hours can be arranged by appointment. Phone #346-3160, dschalow@uwsp.edu

Professor's Blog, www.DavidSchalow.com (Tips on Success, Career Advice, Starting Businesses, Sales, Marketing, Stock and Real Estate Investing)

Grading:	90% and Up	A	Points and Weights of Exams, Quizzes, Papers, Projects,
	89%	A-	Attendance, and Participation will be Announced the First
	88%	B+	Day of Class. All Projects due last day of classes, NOT at
	80-87	B	the final exam and NO electronic submission.
	79%	B-	
	78%	C+	
	70-77%	C	
	60-69%	D	
	Below 60%	F	

Success Is Easier Than Failure

Course Objectives

To provide the student a basic roadmap to pursue the dream of “**Financial Security**” through Real Estate.

Keys to Success

- Read Assignments Prior to Lecture
- Take Notes on Readings
- Take Notes on Lecture
- Consolidate the Two Sets of Notes
- Summarize Weekly Outcomes
- Decide You Want to Do Well in the Course
- Work At It

Methods of Assessment

Attendance and Participation	Required
Two Exams	80 %
Projects	20 %

Success Is Easier Than Failure

Week Of:	Chapters:	
1/23	Intro, Ch 1	Making Money
1/30	Ch 2	Other People's Money
2/6	Real Estate Math	
2/13	Ch 3	Appraisal
2/20	Ch 4	Cash Flow
2/27	Ch 5	Finding Deals
3/6	Ch 6,7	Foreclosures
3/13	Ch 8,	Rehabs, Mid Term Exam
3/20	Spring Break	
3/27	Ch 9	Lease Options
4/3	Ch 10	Contracts
4/10	Ch 11, 12	Management
4/17	Ch 13	Marketing
4/24	Ch 14	Taxation
5/1	Ch 15	Creativity
5/8	Ch 16	Catch Up
5/16	Final Exam	2:45 pm