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*The TurnKey Investor's*  
**Essential**  
**Lease-Option**  
**Lessons**

*Real-Life Investment Stories  
& Case Studies from the Field!*

**Matthew S. Chan**

Author of "TurnKey Investing with Lease-Options"

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With Contributions by Wes Weaver & Richelle Tomlins

*Ascend Beyond Publishing  
Columbus, Georgia*

## **The TurnKey Investor's Essential Lease-Option Lessons**

*Real-Life Investment Stories & Case Studies from the Field!*

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## *Dedication*

*To the people who have entrusted me ...*

*To the people who have invested with me ...*


*To the independent-minded investor ...*

*To the supporters of TurnKey Investing ...*

*I commit this book to them. Salute.*

***Matthew S. Chan***

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# Introduction

When I began writing *“TurnKey Investing with Lease-Options”* in early 2004, I felt there was a need for the information I wrote in that book to be in the marketplace. While I am a proponent of conventional rentals and property management, I am also a proponent in having different alternatives than doing the same old thing the same old way.

More specifically, I felt that there was some middle ground between outright selling property for quick profits (aka “flipping” or “wholesaling”) and doing “old-fashioned” conventional rentals. Investors often engage in “quick profit” types of transactions to alleviate the pain of ongoing tenant and maintenance responsibilities versus carrying the full weight of those responsibilities in conventional rentals to generate monthly cash flow and capital gains.

For me, that middle ground was to develop a different approach to managing and marketing properties using lease-option transactions as the basis of what we do.

However, the main emphasis has always been emphasizing a **turnkey** approach to the management and marketing of our investment properties. The secondary emphasis was how we implemented and executed lease-options transactions. And so, that is why that book was titled *“TurnKey Investing with Lease-Options”*.

When I completed and released *“TurnKey Investing with Lease-Options”* in the summer of 2004, I thought there might be a follow-up project. If you read the conclusion to that book, you will see I hinted at that.

As I look back at what I wrote over 16 months ago, I am pleased to say most of the material still holds true but I will admit we have since made some minor changes and adjustments to how we do things since *“TurnKey Investing with Lease-Options”* was released.

We have chosen not to be fixated or stuck to what we have written. The fact is, creating maximum performance from our investment properties is always our primary concern. If that means we have to make corrections, adjustments, changes, or even recant some things I have said or written, then so be it. Such is the process of living and learning.

Our books and audio products are only a snapshot of what we have done up to that point and not an absolute indicator of what we will do and which direction we will go in the future. We can only cover information from a historical perspective and I believe most astute readers respect and understand that.

So, as you read this book, you may notice some subtle shifts in our attitudes and procedures. That is a reflection of our ongoing growth and maturity as experienced investors to an ever-changing market.

Officially, this book is not a technical book. It certainly is not as technical as *“TurnKey Investing with Lease-Options”*. That book focused on telling people what we did and how we did things. In essence, it was **our** “Lease-Options Handbook”.

Sentimentally, I regard this book to be *“TurnKey Investing with Lease-Options - Part II”*, although it is not titled as such. I felt that another “how to” manual would not necessarily teach much more than what was already written.

However, I felt that sharing our real-life stories and experiences would give readers better insights on how we made decisions and why we do things the way we do. In other words, *learning WHY we do things is sometimes more important than HOW we do it*. And so, I view this book as both an extension and expansion of the first book.

I rarely take the approach of telling people what **they** should do in their business and investing affairs. I prefer to take the approach of us sharing what **we** do and let the readers pick and choose the information that is helpful to them.

I am a firm believer that it is much easier and faster to learn from other people's experiences than my own if possible. It is in that spirit and with that thought in mind that I have written this book.

It is my hope that you will get additional insights and ideas within the realm of lease-options from this book. I believe it is much easier and less costly to learn from others than having to learn everything from first-hand experience.

Herein, you will find stories and case studies of some of our easy lessons, hard lessons, successes, setbacks, and even pieces of shared wisdom we gained along the way.

I thank you for making the commitment to ongoing education and reading this book.

*Matthew S. Chan*