

RA Academy

IMPACT CHALLENGE

VIP WORKBOOK

Learn how you can help people by building a successful—and sustainable—business leveraging the best real estate opportunity for the next 25 years!

Meet your Team



ISABELLE GUARINO

RAL EXPERT | CEO | HERE TO HELP!

Isabelle leads RALAcademy with heart and hustle! She's our CEO and head educator, carrying on her dad Gene's legacy. Ask her anything—she's here all week to help you crush it in RAL!



KRISTA SALARI

OPERATIONS QUEEN | BUSINESS BUILDER | RAL PRO

From In-N-Out to international business, Krista's done it all! She runs our operations and LOVES helping people systemize their RAL success. Got questions? She's here all week—come say hi!



ROB CORWIN

MARKETING GUY | STORYTELLER | HERE FOR YOU

Rob helps tell the RAL story—and now he's here to help you share yours! Want help attracting residents, staff, or investors? Rob's around all week to get your brand booming!



ELOY CORTEZ, JR.

BIG TIME SUPPORT | STUDENT WHISPERER | CALM VOICE

Eloy has more than a decade of experience in Supply Chain Management. Born in Texas and raised in southern Arizona. As an Arizona State University graduate he has a passion for sports along with teaching and practicing Jujitsu. He also enjoys spending time with friends and family especially around special events and holidays.



DAVE SHREIN

BRAND GUY | WORDSMITH | CHALLENGE HELPER

Dave lives at the intersection of words and strategy — a brand, copy, and content machine. All week, he's walking with you through the challenge, Arnold Palmer in one hand, coffee in the other, making sure you never miss a beat.



DAY 1

RAL 101

DAY 2

5 KEYS TO SUCCESS


DAY 3

**4 WAYS
TO GET
STARTED**



DAY 4

CASE STUDIES



DAY 5

BIGGEST MISTAKES TO AVOID

WHAT IS YOUR FREEDOM NUMBER?

How much money do you need to make a month to be financially free?

\$ _____

Could one single family home set you financially free?
What about a 3-pack?

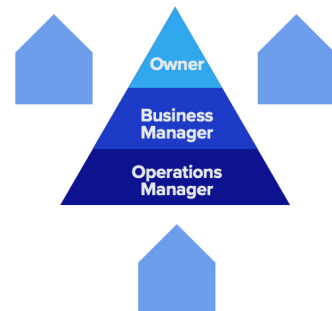
SAMPLE "AVERAGE" 10-BED HOME

\$ 6,000	Per person per month
* 10	Licensed for 10 beds
<hr/>	
\$ 60,000	Monthly gross income
-\$ 40,000	Expenses and Vacancy
-\$ 10,000	Debt Service or Rent
<hr/>	
\$ 10,000	Monthly Net Income
\$120,000	Annual Net Income

FOUR WAYS TO GET STARTED

- 01**
Buying an existing business and the real estate
- 02**
Buying a single-family home and converting it to become an RAL
- 03**
Buying land and building a custom home from the ground up
- 04**
Leasing a home to use as an RAL

THE 3-PACK



KEEP TRACK OF YOUR QUESTIONS HERE

1 _____

2 _____

3 _____

4 _____

5 _____

Thank you for Participating!

CONTACT US:



Book A Call to Chat with Our Team:
hello.ralacademy.com/enrollment-call-schedule



Email our Team:
support@ralacademy.com



Register for Training:
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