



**RevenueWire.com: Growing in a  
Competitive Affiliate Industry REI:  
Sustainability Strategy and Innovation  
in the Outdoor Gear and Apparel  
Industry**

*Thecasesolutions.com*



# RevenueWire.com: Growing in a Competitive Affiliate Industry REI: Sustainability Strategy and Innovation in the Outdoor Gear and Apparel Industry

*Thecasesolutions.com*

# Revenue

*What is Real Estate?*

- Real estate development is the act of purchasing real estate, making improvements to the buildings on it or constructing new buildings and selling the real estate again.

- It has been said that more millionaires have earned their first million dollars from real estate development than from any other industry.

Real estate developers are professionals who specialize in this type of work.

Real estate development can be a highly profitable business but can also result in heavy losses as well.

*Thecasesolutions.com*

are 2 main  
Real Estate.

Commercial Real  
Estate  
*Thecasesolutions.com*

# Profitability

# *There are 2 main Types of Real Estate.*

- Commercial Real Estate

*Thecasesolutions.com*

- Residential Real Estate

Commercial Real Estate

## *Thecasesolutions.com*

- *Commercial real estate is business-centered.*
- *It includes property that is sold, rented, or used to accomplish a foreordained business target.*
- *It's utilized as an investment to accomplish a foreseen rate of profit for the assets contributed.*
- *In commercial real estate, you can purchase, offer, lease as a lessor, lease as a resident, syndicate, joint endeavor, develop, option, and put resources into an extensive variety of business land classifications, including retail, office, industrial, apartments, investments and area renting.*

the property owner do not have to pay any expenses on the property. The lessee handles all property expenses directly, including real estate taxes. The lessee will have to pay your mortgage.

# .com

Commercial Real Estate Cont.

*Thecasesolutions.com*

# ffiliate

There are four primary types of commercial real estate leases, each requiring different levels of responsibility from the landlord and the tenant.

**Single Net Lease** - makes the tenant responsible for paying property taxes.

**Double Net Lease** - makes the tenant responsible for paying property taxes and insurance.

- a triple-net Lease (NNN) - makes the tenant responsible for paying property taxes, insurance and maintenance.
- Gross Lease - the tenant pays only rent; the landlord pays for the building's property taxes, insurance and maintenance

# rate of view

# Advantages of Commercial Real Estate

***Thecasesolutions.com***

- **Greater Return.** Commercial properties generally have an annual return off the purchase price between 6% and 12%, which is a much higher range than it is for a residential property. (1% to 4% at best).
- **Limited hours of operation.** Businesses usually go home at night. The owner wouldn't have to worry about receiving a midnight call because a tenant wants repairs or has lost a key.
- **Triple net leases.** The general concept is that you as the property owner do not have to pay any expenses on the property. The lessee handles all property expenses directly, including real estate taxes. The only expense you'll have to pay is your mortgage.

# *Disadvantages of Commercial Real Estate*

***Thecasesolutions.com***

- ***Bigger initial investment.*** Acquiring a commercial property typically requires more capital up front than acquiring a residential rental in the same area, so it's often more difficult to get your foot in the door.
- ***More risks.*** Properties intended for commercial use have more public visitors and therefore have more people on the property each day that can get hurt or do something to damage your property.
- ***Time commitment.*** With commercial the owner has more to manage and is dealing with multiple leases, more maintenance issues, and public safety concerns.



# Residential Real Estate

- Residential real estate rotates around the needs and wants of a property holder and his crew.
- It includes property acquired for individual use, regularly to give housing to families.
- Residential real estate is not so straightforward in light of the fact that it's more of an emotional purchase opposed to commercial real estate.

Theconnections.com

Adv  
Resid

• Real estate prices  
five or six years, at  
least.

• The government o  
matters of rental p

• With the current h  
holder, an owner s  
unit to produce a p  
beginning, govern

• Being  
have to  
the top  
manag  
most o

• The he  
A crea  
Just co

• Don't  
they se