

# From Mega Agent to Investor: The 4-Step Wealth Plan

From Heidi Fore

Heidi Fore built her business from the ground up. From solo agent to mega agent, then team leader to investor, Heidi now owns 62 investment properties - the first 50 she purchased in just 62 months!

## 1 Define Your Path with Math

For Heidi, financial freedom meant generating \$15,000 per month in passive income. She calculated that each rental unit in her desired investment area could generate \$300 in cash flow, making the math simple: She needed 50 units.

To create your own path, ask:

- Where are you now?
- Where do you want to be?
- What's your path to get there?
- What are the mile markers on your path between now and your goal?

There is no luck. To get great deals, secure financing, attract renters, and build a support network, you need to talk to a lot of people.

Heidi generated conversations by:

- Mail: She wrote postcards to owners whose properties matched her investment criteria. For Heidi, 1,400 postcards turned into 14 acquired units!
- Networking: Investor meetups, real estate agents, neighborhood events, etc.
- Social Media & Online

## Have Enough Conversations 2

**Pro Tip:** Heidi references The BRRRR Method of financing - listen to David Greene in MREA Episode 52!



## 3 Track Numbers and Follow Systems

Track everything from income to expenses and implement systems that streamline operations.

Heidi recommends:

- A place for rental income and bookkeeping
- Google Forms for paperwork
- Google Voice for communication

Continue refining your process until your goal is reached! Whether that's acquiring more properties or optimizing your portfolio, the key is to stay intentional and adaptable.

## Reflect, Revise, and Repeat 4



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