

# THE REAL ESTATE INVESTOR'S SECRET TO SUCCESS

This company is helping people acquire profitable real estate investments nationwide

925

2019  
RANKING



22

MARKETS  
WITH INVESTMENT  
PROPERTIES

44.6  
MILLION

IN CLOSED REAL  
ESTATE DEALS (2018)

459%

3-YEAR GROWTH



Real estate ownership can provide a path to financial freedom. That was Lance Robinson's goal when, in 2015, at age 22, he turned to Norada Real Estate Investments for help in finding and buying profitable rental properties. In a matter of months, he purchased seven turnkey rental units. Today, he owns more than 40 properties that generate a passive income of more than \$10,000 per month. His story is fairly typical, says Norada founder and CEO Marco Santarelli.

Connecting real estate investors with their available properties in markets across the U.S. is what Norada does best, Santarelli says. Having achieved personal success in buying rental properties starting in his 20s, he adds, "Investors started asking for my help in finding deals. That's when I realized there was a niche that could be the foundation of a business."

## DEVELOPING SMART STRATEGIES

The company now has six investment counselors who provide free strategy sessions to both new and seasoned real estate investors. The personalized counseling sessions are designed to educate individuals, offer guidance, provide resources, recommend properties, and find qualified service providers as needed. As a real estate brokerage, Norada earns revenue from the sale of properties.

Depending on the investor's goals, which fall into three camps—cash flow, appreciation, or a combination of the two—Norada provides property recommendations to choose from. "We take the guesswork out of real estate investing," Santarelli says.

As a nationwide provider of turnkey rental properties, the firm isn't limited to finding real estate near the investor. "Assuming you have to invest in your own backyard is wrong," says Santarelli, who started his own career buying properties from Florida to Michigan while living in pricey California. "We're market agnostic," meaning each geographic market is assessed based on objective metrics like job growth, real estate appreciation, and population influx, not proximity to the investor. Properties that



CEO Marco Santarelli receiving the 'Master Investor of the Year' award

best fit the investor's objectives may be in a nearby market or across the country, and with the support of professional property managers, investors themselves never need to go on-site.

## TRANSPARENCY HELPS INVESTORS

Norada has been very successful because it has been transparent and up front about what it does and how it serves its clients, Santarelli says. The firm has worked hard to build and maintain a solid reputation and takes pains to protect it, he says. The client testimonials that routinely arrive in his inbox are a testament that the firm's methodology works.

Most properties Norada helps its clients purchase run anywhere from \$80,000 to \$180,000 and only require about \$20,000 to \$30,000 toward a down payment for the purchase. That's far less than most new investors expect and is the reason many people can quickly add to their real estate portfolios as cash and equity from existing units begins to accumulate. "It's a great solution for people who are busy and who want to invest in real estate," Santarelli says.

"Wealth is both held and created through real estate," Santarelli says. His mission, and that of his company, is to "Help 1 million people create wealth and passive income by putting them on the path to financial freedom with real estate."