

## Meet the Team

**Who is Peay United? Apartment Hackers. Affordable Housing Providers. Financial Freedom Fighters.**



Marling Peay, named after Martin Luther King Jr, serves in an advisory capacity influencing many of the company's critical decisions, handles all property technology issues, and coordinates all property capital improvements. He is also a Senior Research Scientist at PPD, a pharmaceutical research company.



Madelyn Peay serves as the Managing Partner, providing real estate, property, and asset management expertise to clients and serves as an Executive Consultant for businesses seeking provisional housing expertise and leadership. She works closely with Public Housing Authorities, and Real Estate Investors who own and manage multiple units, and individuals interested in Apartment Hacking.



Mari Warren is our Administrative Assistant, providing administrative support and organizational support while also building the company's relationships through social media and digital outreach. Mari lives in Southern California and is currently pursuing her Master's degree in Clinical Therapy. She can be reached at [marina@peayunited.org](mailto:marina@peayunited.org)



Keirah Thomas is our Resident Liaison. Keirah works with the Managing Partner to complete property inspections (interior and exterior), market vacant apartments, and develop the resident newsletter." She also serves at the point of contact for resident's for general inquiries. She can be reached at [keirah@peayunited.org](mailto:keirah@peayunited.org)

# So, Why a Newsletter?

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There is some truth behind the idea that people won't readily invite you to the wealth building table. You don't know what you don't know and people who do know won't necessarily share with you what they know. Compounding the issue, if you don't know then you don't know what, who or how to ask.

Most of what we've learned has required us to invite ourselves to tables where we didn't feel welcomed, hire top dollar professionals to teach us the strategies wealthy employ, spend countless hours reading the right books and listening to the right podcasts. Once we gained enough knowledge, our conversations changed, we began using the right lingo, we could produce and converse about investments and business financial statements, our relationships started to evolve and then people started to take us seriously. Now we are asked regularly to join in the conversations at wealth building table.

This quarterly newsletter is our Wealth Building Table. We invite you to have a seat at the table with us no matter where you are in your wealth building journey. There is seat for us all. We want everyone who desires to change the trajectory of their family's financial picture and live an abundant life with maximum freedom of choice to join us at this Wealth Building table. You are welcomed here - This newsletter is our collective table a place where will learn, share, grow, perhaps do business together, and inspire each other to continue pursuing our dreams with passion and vigor, while building wealth and enjoying a life of financial freedom.

**For those who have built wealth and want to help others on the journey, you can contribute to our newsletter by emailing Marina at [marina@peayunited.org](mailto:marina@peayunited.org).**

## Each Wealth Building Table Edition Will Serve You the Following:

1. Tax Tips
2. Valuable Podcast Episodes
3. Valuable Books We're Reading & Book Giveaway- (We send a copy of our Book Selection to a randomly selected follower every quarter!)
4. Highlights of Professionals We're Working with (and contact information)
5. Highlights of Entrepreneurs who are doing some amazing work. Let's support business owners!
6. Multifamily Apartment Purchasing Criteria
7. Opportunity Corner – Work we are looking to receive quotes for

## Our Backstory

People mistakenly assume we come from a wealth family or middle class family, and a two parent household. Maybe this is because we live in society a highly influenced by perception and influences a culture that mistakenly believes speaking a certain way, having degrees, living in a house, and having jobs with six figure salaries is considered “making it” and the only way this is possible is to come from a wealthy or a middle class family. Well, this is far from our reality. We did not grow up in wealthy, middle class family, nor a two parent household.

We grew up in single parent households watching our parents trying to make ends meet. Living paycheck to paycheck. Making payment arrangements on everything from electric bills to Christmas gifts was normal for our households. We were loved but the finances were consistently tight, decisions were unknowingly made from a scarcity perspective, and it influenced our relationship with money as adults. We became high earners and high spenders. Until one day we had what we call a "Come To Jesus Moment" and we realized two things that gave us great concern. We weren't having the impact we wanted to have in our communities and our savings and employer retirement plans were not going to be sufficient to live the life we desire in our 50's and beyond. We also realized that simply saving more was not going to get us there.

Disclaimer: We are not lawyers or CPA's. The information provided in this newsletter is intended to share what we have learned by way of our own business experiences. You should seek appropriate counsel for your situation

# Starting a New Journey

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We are finally figuring out how to build generational wealth, and we feel a responsibility to share what we are learning, the action we are taking to change the trajectory of our financial future, and the give the next generation a head start on living a life with maximum freedom of choice.

The model that says get a “good job”, work till your 65-70, retire, depend on your 401k, and limited savings to take of your needs till you die positions alot of people to live in scarcity when they are old and can no longer work. This model generally doesn't work (check out *401(k)aos* by Andy Tanner). We see evidence of this all around us and find it to be quite scary that this is the model most Americans are following. We were headed quickly down this road and realized this is not what we wanted for our selves or our children to be.

We are laser focused on this journey. We sold our 4100 sqft house in, the suburbs moved into one of our apartments in a 4Plex we purchased in 2018 because we are serious about what we believe we are called to do. We started on this journey in 2017 and have seen in a very short time seen the shift in our financial trajectory and how more enjoyable our life has become. Our life is now more focused on serving others together and in turn, our life has become more abundant. We own are provide professionally managed quality affordable apartments in our communities, giving more to causes we believe in, funding the Peay United Foundation, and engaging in the work for companies because we want to not because we have to. Emergencies don't cripple us because we have sufficient access to capital on all fronts, and we no longer see a life that requires us to live a life of scarcity in our old age.

**Quite frankly, this wealth building journey challenges us in new and different ways but we are living a life that is so much more fun and meaningful.**





Apartment Hacker Living  
"We live like few do, so we can do more than most do."

## Apartment Hacker Living

Apartment Hacking (A term coined by the Peay's) is purchasing a 2, 3, or 4-unit apartment building where you live in one apartment and rent the rest of the units. The income from the units you rent to others covers and/or reduces your personal housing expenses.

This frees up money for you to do things like **pay off bad debt, contribute more to causes that are important to you, increase your savings rate, start your emergency fund, buy more property, retire early, or take more vacations.** Simply put, this strategy frees up your hard-earned money and gives you flexibility to do more of things you want to do.

### Apartment Hacker Tip

Avoid the common mistake many owners of small apartment portfolios make. Get Educated. Property Management is a Profession and must be treated as such.

Before jumping into Apartment Hacking, take a Property Management and Fair Housing law course.

Property Management Experience is not required to own and manage your small apartment building. Knowledge of professional property management practices will serve you well in protecting your investment and managing the resident relationship.



# Peay & Crypto Investing

## Why the Peay's invest in XRP?

XRP is a digital asset for global payments, that can "bridge fiat currencies and allow for any currency on the planet to be used as payment or exchanged for another currency."

It can be used without restrictions, and is considered by many to be an improved and smarter version of Bitcoin.

XRP is predicted to pay off in 2-3 years, and shares start at very affordable prices. XRPs can connect Central Bank Digital Coins (CBDCs), currencies and other assets. It provides easy exchanges between digital currency at a low cost. It is shaping how money will be transferred in our rapidly increasing digital and global economy.

XRP is considered as a **speculation, not an investment**, so small amounts are recommended for starting out.

Cryptocurrencies are predicted as the future of investments as online transactions become increasingly mainstream. Jumping on this trend now could have significant benefits in the coming years, and is something that everyone should consider who is serious about their investment strategies and speculation options.



## Peay United Partner Spotlight: Michael "Micky" Tingler

- Michael Tingler, VP of Sales and Marketing at Tingler Insurance, provides Home, Auto, Business, and Life Insurance in Virginia & North Carolina.

[Click here for website](#)



## Small Business Owner Spotlight: Chef Ausar



- Ausar AriAnkh is the Owner and Executive Chef of the Kitchen Magician Catering Company and Firehouse 15.
- He also leads personal chef experiences, cooking classes, and catering opportunities.

[Click here for website](#)

## We are Accepting Quotes for:

- Cabinet replacement - One Unit
- Countertop replacement - One Unit
- Cabinet Reconditioning- One Unit

Please email [marina@peayunited.org](mailto:marina@peayunited.org) to send quotes or receive more information.

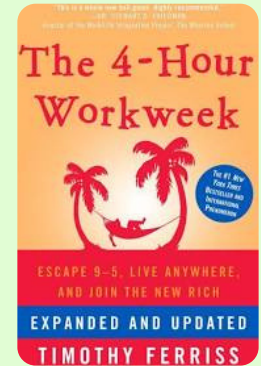


# Peay Picks

## Book - GIVEAWAY!

Each newsletter we randomly select a reader to win a free copy of our book pick. Each book has been read by the Peay's and comes highly recommended.

**This month's winner is: Kelly Evans!**



The 4-Hour Workweek is a "step-by-step process to reinvent yourself, work better, create a business, and live a luxury lifestyle" (Dan Silvestre). It focuses on improving organization, decision making, and mindset change to increase productivity and prioritize what actually excites you in your business!

## What We're Listening To



### The Wealthability Show with Tom Wheelwright - Episode #72 "Health is Wealth"

This episode links the connection between physical health and financial "health" and success. Tom interviews cardiologist Dr. Radha Gopalan, discussing how a mindset of "worthiness" and emotional acceptance/mindfulness can kickstart wealth building and financial prosperity.

### Main Street Business Podcast - Episode 5/17/19 "When and How to Use SBA Loan Financing for Your Business"

This episode focuses on tips and essential strategies for implementing an SBA loan in your business. SBA loans, common for office buildings/warehouses, self-storage, and other expansion projects, can grant businesses small initial payments without many of the risks of a typical commercial loan.





## Interested in Sending Us a Deal...? Here's what we're looking for:

- 4-unit apartment buildings, Richmond Virginia area
- 3 unit apartment buildings, Richmond, Virginia area
- 80% occupied or higher
- Rents \$200 mo/u or more below market
- Preferable A, B areas, C areas in the path of progress
- Preferable, the building needs \$10//unit or less in updates.

**Have something for us? Email [marina@peayunited.org](mailto:marina@peayunited.org)**

### Tax Tip: Home Office Deduction Basics

Expenses attributable to the portion of the home or separate structure Exclusive, and Principal Place of Business

#### Simplified Option

\$5.00 per square foot

(max 300 feet- \$1,500 deduction)

No depreciation or recapture

#### Traditional Option

Square footage % of office

Based on total home Sqft

Track all expenses

Depreciation Recapture



# Peay United Property Improvements in 2020

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## Union Place, Richmond VA

- Siding Replaced
- Mural Completed
- Replaced Apartment Front Doors
- Installed Storm Doors on Rear Entrances



**Special Thanks to Virginia Commonwealth University Student Andie Palmer for her work on the Union Place Mural!**  
(pictured on the right)





## Help Us Support Financial Literacy in Schools and Aspiring Apartment Hackers

- Our 501c3 Peay United Foundation was established to support Financial Literacy in schools and start an earnest money deposit gifting program for aspiring Apartment Hackers.
- Community Financial Literacy Champions can provide a one-time or ongoing contribution to the important work of the Peay United Foundation.
- Your contributions as a donation partner support its efforts toward improving the financial IQ of our inner city youth. Your contributions are tax deductible and we report back on how your funds were utilized.



Scan Code to Donate:



For text-to-donate, text:

"PEAY" to  
(202) 858-1233

Please mail contributions to:  
Peay United Foundation Inc.  
7330 Staples Mill Rd. Unit 111  
Richmond, VA 23228