

# Success Is Easier Than Failure

**Bus 355: Real Estate Investments**  
**David Schalow, PhD, CLU, ChFC, CFA, CFP, CRS, GRI**  
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**Description: BUS 355. Real Estate Investments.** 3 cr. Real Estate as an investment vehicle for a diversified portfolio. Screening potential investments, funding the acquisition, managing the risk, and developing the exit strategy.

**Text Book:** The Millionaire Real Estate Investor, Gary Keller

**Professor Background:** Dr. Schalow has 30+ years of University teaching experience. He has written many academic articles on a wide variety of topics, including marketing, corporate finance, investments, real estate, and insurance. He has also authored a textbook, California Real Estate Principles, and Instructor's Manual. In addition, he has professional experience in Real Estate, Insurance, Financial Planning, and Investments and several types of Consulting. He has also owned several businesses in the fields of Real Estate, Mortgage Lending, Consulting and Training. In addition to the PhD in Business, he has the following Professional Credentials CLU (Chartered Life Underwriter), ChFC (Chartered Financial Consultant), CFA (Chartered Financial Analyst), CFP (Certified Financial Planner), CRS (Certified Residential Specialist, GRI (Graduate Real Estate Institute). Finally, he has been licensed to sell, Financial Investments, All Lines of Insurance, and Real Estate in multiple states. (California, Nevada, Minnesota, and Wisconsin)

**Contact Information:** Office: CPS #434, Office Hours: 11 – 2pm MW  
Other hours can be arranged by appointment. Phone #346-3160, [dschalow@uwsp.edu](mailto:dschalow@uwsp.edu)

Professor's Blog, [www.DavidSchalow.com](http://www.DavidSchalow.com) (Tips on Success, Career Advice, Starting Businesses, Sales, Marketing, Stock and Real Estate Investing)

<b>Grading:</b>	90% and Up	A	Points and Weights of Exams, Quizzes, Papers, Projects, Attendance, and Participation will be Announced the First Day of Class. <b>All Projects due last day of classes, NOT at the final exam and NO electronic submission.</b>
	89%	A-	
	88%	B+	
	80-87	B	
	79%	B-	
	78%	C+	
	70-77%	C	
	60-69%	D	
	Below 60%	F	

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## Course Objectives

To provide the student a basic roadmap to pursue the dream of “**Financial Security**” through Real Estate.

## Keys to Success

- Read Assignments Prior to Lecture
- Take Notes on Readings
- Take Notes on Lecture
- Consolidate the Two Sets of Notes
- Summarize Weekly Outcomes
- Decide You Want to Do Well in the Course
- Work At It

## Methods of Assessment

Attendance and Participation	Required
Two Exams	80 %
Projects	20 %

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Week Of:

1/22	Why Real Estate?	
1/29	Real Estate Math	
2/5	Strategies	
2/12	Wholesale	
2/19	Retail	
2/26	Lease/Option	
3/5	Options	
3/12	Mid-Term Exam	
3/19	Foreclosure	
3/26	Spring Break	
4/2	Appraisal	
4/9	Financing	
4/16	Marketing	
4/23	Finding Deals	
5/7	Catch Up	
5/17	Final Exam	10:15 – 12:15 pm