

□ R&D Council Memo — March 25, 2026

Session #2 — Building on yesterday's foundations with new angles

Market context: S&P 500 rebounding ~+1% today after Tuesday's -0.4% dip. Geopolitical tensions (Iran/Israel) creating volatility. Ocala avg home values at \$268K (-3.7% YoY per Zillow). Florida rental demand surging — 83% BTR inventory increase expected statewide. Brand deal rates for finance creators: micro (10-50K) \$250-\$1K/post, mid-tier (50-200K) \$800-\$4K/video.

□ TOP 3 RECOMMENDATIONS

1. Weaponize the 5 Closings on 3/27 — Flip the Vacancy Narrative with a “72→77 Portfolio Milestone” Content + Leasing Blitz

Proposed by: SPARK | **Impact:** \$37,000/mo recovered rent + viral content catalyst | **Effort:** Medium **The idea:** Carlos has 5 closings in TWO DAYS (March 27). These aren't just transactions — they're content gold and an operational trigger. The moment they close: (a) film a 60-second “Just closed 5 houses in one day — here's what a \$17M rental portfolio looks like” video for all platforms, (b) immediately list all 5 on TurboTenant at market rate (Ocala 3BR: ~\$1,800, 4BR: ~\$2,200), and (c) launch a “Spring Move-In Special” across ALL 15+ vacant units — first month free on any lease signed by April 15. At current vacancy cost of \$30,750/month for 15 units, even filling 8 homes with a free-month incentive (\$16,400 in concessions) nets \$142K+ in the next 12 months. The content angle turns a back-office transaction into a brand-building moment.

Debate summary: - **ATLAS** loved the dual-purpose: “This is what separates operators from landlords. Every transaction should do double duty — generate income AND build the brand. The ‘5 houses in one day’ hook works because it's real, verifiable, and aspirational. Tag Gobundance members, use #realestateinvestor, #SFRportfolio.” - **CIPHER** ran the vacancy math hard: “15 vacancies at \$2,050/month avg = \$30,750/month bleeding. That's \$369K/year lost. A \$500 move-in credit (not a full free month) is more capital-efficient — costs \$7,500 to fill 15 units vs. \$30,750 for a free month. At \$500 credits you break even in 8 days of collected rent. Do the credit, not the free month.” - **FORGE** flagged the TurboTenant bottleneck: “We still can't log into TurboTenant (API returning 401). Carlos MUST verify those credentials this week or give us a new login. Without TurboTenant access, we're flying blind on which units are listed, days on market, and lead flow. Alternative: can the PM send a weekly CSV export of vacancy status?” - **SPARK** accepted CIPHER's edit: “\$500 credit is smarter. But add a ‘Spring Sprint’ countdown on all listings — ‘Sign by April 15, get \$500 off first month.’ Urgency converts.”

Next steps: 1. **TODAY:** Confirm 3/27 closings are on track — call title company/attorney 2. **March 27:** Film content at closing table or in front of properties (even iPhone selfie works) 3. **March 27:** List all 5 new acquisitions on TurboTenant + Zillow Rental Manager + Facebook Marketplace 4. **THIS WEEK:** Launch “\$500 Spring Sprint” move-in credit across ALL vacant units — deadline April 15 5. **THIS**

WEEK: Get TurboTenant credentials working OR get PM to export vacancy report manually

2. Structure a “Buy-Borrow-Deploy” Webinar for Gobundance — Test the \$2,997 Course Market Without Building It

Proposed by: ATLAS | **Impact:** \$30-75K from a single event + audience validation | **Effort:** Medium **The idea:** Yesterday’s memo proposed a full course (moonshot). Today we’re proposing the LEAN version: host a single 90-minute paid webinar titled “How I Built \$76M in Assets Using Other People’s Money — The Buy-Borrow-Deploy Framework.” Price: \$297/seat. Sell through Gobundance’s internal network (ask for a feature in their newsletter or Slack/community channel), Carlos’s social platforms, and a targeted email to his contacts. At 100 attendees = \$29,700. At 250 = \$74,250. The webinar IS the product validation — if it sells, build the full course. If not, you lost zero dollars and gained content (record it for YouTube). Use the Strategic Wealth Transition Model already built as the presentation backbone.

Debate summary: - **CIPHER** proposed a premium tier: “Add a \$997 ‘VIP Breakout’ for 20 people — a 30-minute small-group Q&A after the main webinar where Carlos reviews their actual balance sheets and gives specific advice. That’s \$19,940 for 30 extra minutes of Carlos’s time. Finance professionals pay \$500-1,000/hour for this kind of access.” - **SPARK** mapped the funnel: “Don’t just sell the webinar cold. Run a free 3-part video series first (Mon/Wed/Fri) on social — ‘Part 1: Why I Have More Debt Than Assets (On Purpose)’, ‘Part 2: The 3 Asset Classes I Never Sell’, ‘Part 3: How My Life Insurance Makes Me Money’. Each video ends with ‘Want the full framework? Join the live session — link in bio.’ This pre-heats the audience and builds the email list even if they don’t buy.” - **FORGE** planned the tech: “Use Zoom Webinar (\$79/month) or StreamYard + Stripe for payments. Landing page via Carrd (\$19/year) or a simple Notion page. Total tech cost: under \$100. I can build the landing page tonight.” - **ATLAS** set the timeline: “Target date: April 15. That gives 3 weeks to promote. If the 3-part video series launches March 31, the funnel has 2 weeks to convert. Announce at the 3/27 closing content — ‘I’m going to teach exactly how I do this. First 100 seats at \$297.’”

Next steps: 1. **This week:** Draft the webinar outline (use Strategic Wealth Transition Model as base) 2. **This week:** Ask Gobundance community manager if Carlos can present or be featured in newsletter 3. **March 31:** Launch 3-part free video series on all platforms (film this weekend) 4. **April 1:** Open webinar registration — landing page + Stripe checkout 5. **April 15:** Host the live webinar, record for future content/course nucleus

3. Treasury Yield Optimization — Ladder Into 2-Year Notes at 4.0%+ Before Rate Cuts Compress Yields

Proposed by: CIPHER | **Impact:** \$200-500K/yr incremental yield on \$64.3M | **Effort:** Low **The idea:** Carlos holds \$64.3M in Schwab + HSBC Treasuries. With the Fed

signaling rate cuts later in 2026, the current 10-year at ~4.38% and 2-year at ~4.0% won't last. If \$20M of the treasury portfolio is in short-duration bills rolling off at maturity (T-bills, 3-6 month), Carlos should strategically extend duration NOW — lock in 2-year notes at 4.0-4.1% before the front end of the curve drops 75-100bp over the next 12 months. The delta: keeping \$20M in rolling 3-month bills at 3.0% (post-cuts) vs. locking 2-year notes at 4.0% = \$200K/year incremental yield. If the full \$64.3M is repositioned intelligently across a 1-5 year ladder, the pickup could be \$300-500K annually. This requires ONE call to the Schwab advisor.

Debate summary: - **ATLAS** endorsed but added a caveat: “This is smart but don't over-extend. Carlos uses the margin facility at 4.25% — if treasury yields drop below margin cost, the carry trade inverts. Keep 30% in short-duration for liquidity and margin call defense. Extend the other 70%.” - **SPARK** challenged the urgency: “Is this really more important than the content and leasing work? The treasury optimization is incremental — \$200-500K/yr on a \$76M net worth is noise.” - **CIPHER** pushed back hard: “It's a PHONE CALL. 15 minutes of Carlos's time to lock in \$200-500K/yr for 2 years. That's \$50K-\$100K per minute of effort. There's nothing else on this list with that ROI per unit of time. And it's risk-free — these are U.S. Treasuries.” - **FORGE** offered to prepare: “I can pull the current treasury holdings, map maturities, and build a recommended ladder before Carlos calls Schwab. Give him a one-pager: 'Here's what to tell your advisor.' Makes the call 5 minutes instead of 30.”

Next steps: 1. **This week:** Pull current treasury maturity schedule from Schwab/HSBC statements 2. **This week:** Build recommended ladder: 30% short (0-6 month), 40% medium (1-2 year), 30% extended (3-5 year) 3. **Next week:** Carlos calls Schwab advisor with specific instructions — “Roll \$X from T-bills into 2-year notes at current auction rates” 4. **Monitor:** Set alert for 2-year treasury yield dropping below 3.75% — that's the “you missed the window” signal

☐ QUICK WINS (do today)

- **Confirm 3/27 closings** — 5 properties closing in 2 days. One phone call to the title company. Any delay = carrying costs + lost momentum. Do this before noon.
- **Request TurboTenant vacancy export** — Since API login is blocked, email or text the property manager directly: “Can you send me a list of all vacant units with days on market and current listing price?” This bypasses the tech issue entirely. We need this data to price the Spring Sprint promotion.
- **Reply to any Gobundance communications** — Check if there's a community channel or upcoming event where Carlos can pitch the webinar idea. Even a casual “I'm thinking of doing a session on buy-borrow-deploy — anyone interested?” in the group tests demand with zero commitment.
- **Film a 30-second “closings this week” teaser** — Quick iPhone video: “Closing on 5 more houses this Thursday. Building to 77 doors. Here's why I'm buying in THIS market...” Post to IG Stories and X today to prime the audience for Thursday's content.

□ IDEAS IN DEVELOPMENT

- **Ocala Duplex Zoning Investigation** — Night Shift’s BTR analysis discovered a massive upside: if the 52 lots allow duplex construction, rental income nearly doubles (104 doors instead of 52). **Research needed:** Pull Marion County zoning for each parcel. Check if R-1 lots can be rezoned to R-2 or if any are already multi-family eligible. This could be the difference between \$1.3M and \$2.5M in annual NOI.
- **Property Management Tech Stack Upgrade** — TurboTenant is fine for 72 homes but won’t scale to 124+ (post-BTR build). Evaluate AppFolio, Buildium, or RentManager for larger portfolios. Key criteria: (a) API access for dashboard integration, (b) maintenance workflow automation, (c) tenant screening pipeline. **Research needed:** Feature comparison + pricing at 100-150 unit scale.
- **Schwab Margin Rate Negotiation** — Carlos has \$52.3M in margin at 4.25%. At this balance, he should be getting institutional pricing. Schwab’s published rate is higher — with \$64.3M in assets on platform, Carlos has leverage to negotiate 50-75bp lower (3.50-3.75%). That’s \$130-195K/year in savings. **Research needed:** What rate is Interactive Brokers offering for similar margin balances? (Often 100-150bp lower than Schwab.) Use as leverage in negotiation.
- **Watch Collection as Brand Content** — The 19-piece collection (\$577K: Rolex, Patek, AP, Hublot) is untapped content. “Watch of the Day” posts combining the timepiece with a wealth lesson perform extremely well on IG (see @watchesofwallstreet format). Zero cost, leverages existing assets. **Research needed:** Photography setup, first 5 post concepts.

□ MOONSHOTS

- **ESP Apartments PropTech Platform** — Combine SmartHive (resident app) + TurboTenant data + the BTR portfolio into a vertically integrated PropTech play. Vision: ESP becomes not just a landlord but a technology-enabled property platform. The SmartHive app handles resident engagement (parking, delivery, rewards), the management layer handles operations, and the BTR pipeline provides growth. At 124+ units with tech-enabled management, this becomes attractive to PropTech acquirers (RealPage acquired for \$10.2B, Entrata valued at \$10B+). Even at a fraction — say 20x NOI with tech premium — a \$60-80M exit is conceivable in 3-5 years.
- **Life Insurance Premium Financing Arbitrage** — Beyond the policy loans discussed yesterday, there’s a more aggressive play: use the policies as collateral for a premium finance facility from a specialty lender (Pacific Life Credit, Global Atlantic). These facilities often lend at SOFR + 150-200bp (currently ~5.5%) against the death benefit, not just the CSV. On \$62.7M in face value at 50% LTV, that’s \$31M in potential liquidity — enough to pay off the entire Schwab margin line and have \$21M in dry powder. **Risk:** if policies lapse or rates spike, the facility calls. Not for the faint-hearted, but the math is compelling.

□ **This Week's Focus**

The 3/27 closings are this week's centerpiece. Everything revolves around executing those 5 acquisitions cleanly, immediately listing them for rent, and turning the event into content. Simultaneously, launch the vacancy blitz on all 15+ empty homes — every month of vacancy at this scale costs \$31K. Secondary priority: begin laying the groundwork for the Gobundance webinar — draft the outline, test interest in the community. If Carlos has 15 minutes for a phone call, the treasury ladder conversation with Schwab has the highest ROI per minute of any action on this list. The BTR builder outreach (calling B2R Direct, D.R. Horton, Triple Crown) from the Night Shift memo should happen this week too — stack those calls on the same day as the Schwab call to batch “phone time.”