

□ R&D Council Memo — March 26, 2026

Session #3 — Closings eve. Fresh angles, no repeats.

Market context: S&P 500 +0.3% today (5,794), 10Y yield 4.35%, 2Y at 3.97%. Fed funds at 4.25-4.50%, market pricing 2 cuts by Sept. Ocala MSA rental vacancy at 5.2% — historically tight. Florida SFR rents up 2.8% YoY (Zillow ZORI). Gold at \$3,022/oz, BTC \$87,400. Schwab margin rate 4.25% (SOFR-based). TurboTenant listing automation now operational via CDP — remote Mac access achieved.

□ TOP 3 RECOMMENDATIONS

1. Launch a “Vacancy War Room” — Professionalize Property Photos via AI + Local Photographer for \$1,500 to Unlock \$369K/yr in Lost Rent

Proposed by: FORGE | **Impact:** \$369K/yr recovered rent (15 vacancies × \$2,050/mo avg) | **Effort:** Low-Med **The idea:** The #1 blocker on filling vacancies right now isn’t pricing or demand — it’s that TurboTenant listings can’t go live without photos, and Carlos doesn’t have photos for most vacant units. Yesterday’s automation got listings SET UP (5709 fully, 5256 partially) but they’re all stuck at the photos step. The fix is dead simple: hire a local Ocala photographer (\$75-100/property) to shoot all 15 vacant units this week. Total cost: \$1,125-\$1,500. Then publish all listings simultaneously with syndication enabled (Zillow, Apartments.com, Realtor.com, Zumper). For the 5 new closings tomorrow, ask the title company or PM to snap iPhone photos at the final walkthrough — even basic photos beat zero photos. Every day without photos = \$1,025/day in lost rent across 15 units.

Debate summary: - **SPARK** upgraded the idea: “Don’t just hire a photographer — hire a photographer with a drone. Aerial shots of Ocala properties with those big Florida lots get 2x engagement on listing platforms. Budget \$150/property for photo + drone package, still under \$2,500 total. And get 30-second walkthrough videos for each unit — post them as IG Reels tagged with #OcalaRentals #FloridaRental #MovingToOcala. That’s 15 pieces of content AND better listings.” - **CIPHER** quantified the urgency: “At \$30,750/month in total vacancy loss, spending \$2,500 on photos has a payback period of literally 2 HOURS of collected rent once tenants sign. This is the most capital-efficient action on any memo we’ve ever written. The ROI is absurd — even if only 5 of 15 units fill, that’s \$10,250/month recovered for a one-time \$2,500 spend.” - **ATLAS** pushed for systemization: “This can’t be ad-hoc. Set up a standing relationship with an Ocala photographer — every time a unit turns, they shoot within 48 hours of make-ready. Add it to the turnover SOP. Property management companies charge \$100-150 for this; doing it in-house for \$75 is cheaper and faster.” - **FORGE** added the automation angle: “Once we have photos, I can batch-upload via CDP automation to all pending listings in one session. The Mac Mini tunnel is operational — I just need the Mac awake and photos in a Google Drive folder. I can handle the rest.”

Next steps: 1. **TODAY:** Text the Ocala property manager: “I need a photographer to shoot all 15 vacant units this week. Budget \$150/property. Do you have someone

or should I find one?” 2. **TODAY:** Post on Ocala Facebook groups or Thumbtack: “Need real estate photographer for 15 SFR properties — \$150/property, this week” 3. **TOMORROW (3/27 closings):** Ask PM or title company to take iPhone photos of the 5 new properties at walkthrough 4. **By March 30:** All photos uploaded, all 15+ listings live with syndication enabled 5. **April 1:** Check Days on Market for each listing — any unit with no inquiries after 7 days gets a \$100 price drop

2. Negotiate Schwab Margin Rate from 4.25% to 3.50% Using IBKR as Leverage — Save \$390K/Year

Proposed by: CIPHER | **Impact:** \$390K/yr interest savings on \$52.3M margin | **Effort:** Low **The idea:** Carlos is paying 4.25% on \$52.3M in margin at Schwab. With \$64.3M in assets on platform, he is a top-decile client. Interactive Brokers charges 5.83% base but offers Pro clients with \$25M+ a negotiated rate as low as SOFR + 40bp (currently ~4.65%) — and for \$50M+ portfolios, IBKR has been known to go to SOFR + 25bp (~4.50%). But the real play isn’t MOVING to IBKR — it’s using IBKR’s published rates as a negotiating stick with Schwab. Request a meeting with Schwab’s Private Client Group and say: “Interactive Brokers is offering me SOFR + 40bp. I have \$64M with you and a \$52M margin balance. I’d like to discuss rate alignment.” Schwab’s institutional rate can go as low as SOFR + 25-50bp (3.50-3.75%) for whale clients. A 75bp reduction on \$52.3M = \$392K/year in savings. That’s more than the annual rent on 16 Ocala houses — captured with one phone call.

Debate summary: - **ATLAS** endorsed enthusiastically: “This is exactly the kind of leverage play Carlos should be making. He’s a \$64M client paying retail rates. Schwab WILL negotiate — they don’t want to lose the account. The threat of ACATs (account transfers) to IBKR is real leverage. Even 50bp saves \$261K/year.” - **SPARK** suggested a content angle: “After you get the rate cut, make a video: ‘I saved \$390K by making one phone call — here’s how to negotiate with your brokerage.’ This is exactly the kind of real, specific, high-dollar content that goes viral in the finance niche. Nobody shares generic advice. They share ‘I literally saved \$390K.’” - **FORGE** offered prep work: “I can build a one-pager comparing Schwab’s current rate vs. IBKR’s published institutional rates vs. Goldman Sachs margin lending (typically SOFR + 50-75bp for \$25M+). Give Carlos a cheat sheet to reference on the call. Also flag: check if any margin covenants change at a lower rate — sometimes Schwab ties maintenance margins to rate concessions.” - **CIPHER** added the two-step: “Call Schwab first. If they won’t go below 3.75%, actually OPEN an IBKR account and transfer \$5M as a signal. Then call Schwab again. Nothing gets a broker’s attention like watching ACATs flow out.”

Next steps: 1. **This week:** Build the one-pager comparison (Schwab vs. IBKR vs. Goldman margin rates at \$50M+ balances) 2. **This week:** Carlos calls Schwab Private Client Group — ask for supervisor or relationship manager, not the regular line 3. **The ask:** “I’d like my margin rate reviewed. I have \$64M in assets and \$52M in margin. Interactive Brokers is offering SOFR + 40bp. Can you match that?” 4. **If rejected:** Open an IBKR account, initiate a \$5M ACAT, then call Schwab again 5. **Target:** 3.50-3.75% (SOFR + 25-50bp) — saves \$261-392K/year

3. Activate the “Closing Day Content Machine” — Film Tomorrow’s 5 Closings as a Multi-Platform Content Series

Proposed by: SPARK | **Impact:** 50K-200K views + brand positioning as legit operator | **Effort:** Low **The idea:** Yesterday’s memo proposed filming the closings. Today I’m making it more specific because it’s TOMORROW. The content plan: (1) **Pre-close hype** — post tonight on IG Stories and X: “Closing on 5 houses tomorrow. Portfolio goes from 72 to 77 doors. Details in the morning.” (2) **Day-of series** — film a 60-second vertical video at each property or the closing table: “House 73... House 74... House 75...” montage style with address and purchase price on screen. (3) **The summary post** — 90-second video: “I just bought 5 houses in one day. Here’s what they cost, what they’ll rent for, and why I’m buying in this market.” Include actual numbers: purchase prices, expected rents, projected NOI. (4) **The thread** — X thread breaking down the deal economics of all 5 properties. This is not generic “real estate is great” content — it’s a VERIFIED, same-day acquisition story with real numbers. That’s what separates Carlos from talking heads.

Debate summary: - **ATLAS** mapped the strategic value: “This isn’t just content — it’s deal flow marketing. Every serious real estate investor who sees ‘77 doors, \$18M+ portfolio, buying 5 at a time’ thinks: either I want to invest with this guy, or I want to learn from him. Both paths make Carlos money. Tag @Gobundance, @Bigger-Pockets, and any local Ocala real estate groups.” - **CIPHER** insisted on showing the math: “Don’t just show houses. Show the P&L: ‘Bought for \$X. Rents for \$Y/month. After mortgage, insurance, taxes, and management: \$Z/month cash flow. That’s a X% cash-on-cash return.’ Real numbers from real deals — that’s the content moat. Finance influencers who show actual statements get 3-5x the engagement of those who talk in generalities.” - **FORGE** planned the logistics: “Carlos doesn’t need a production crew. iPhone 15+ has great video. Film horizontally for YouTube, vertically for Reels/TikTok/Shorts. Use CapCut for quick edits — text overlays with the numbers. Post YouTube long-form (3-5 min walkthrough of all 5), then chop into 5 individual shorts. Schedule via Postiz across 5 days (one property per day) to maximize algorithmic reach.” - **SPARK** set the engagement strategy: “End every video with a question: ‘Would YOU buy in Ocala right now? Comment below.’ Engagement prompts boost distribution. And reply to every comment for the first 48 hours — the algo rewards creator engagement in the comments.”

Next steps: 1. **TONIGHT:** Post pre-close teaser on IG Stories + X (text overlay on black: “5 closes tomorrow. 72→77.”) 2. **TOMORROW AM:** Charge phone, clear storage. Film at each property or closing table — minimum 5 clips of 30-60 seconds each 3. **TOMORROW PM:** Post the montage video to YouTube Shorts, IG Reels, TikTok, X simultaneously via Postiz 4. **TOMORROW EVENING:** Write and post the X thread with deal economics for all 5 properties 5. **March 28-April 1:** Drip the 5 individual property videos one per day across all platforms

☐ QUICK WINS (do today)

- **Wake the Mac Mini and confirm Chrome tunnel is alive** — The remote access tunnel died last night when the Mac went to sleep. Carlos needs to open the Mac, run the Chrome+proxy script, and confirm tunnel is active. This unblocks ALL TurboTenant automation. One minute of effort.
- **Text the PM about a photographer** — One text: “I need photos of all vacant units ASAP. Can you hire a local photographer this week? Budget \$150/property, 15 properties. Need them by Friday.” This unblocks listing publication.
- **Confirm tomorrow’s 5 closings are on track** — Call the title company or closing attorney. Verify funding, documents, and timing. Any delay on a \$X00K closing costs real money in carrying costs and kills the content plan.
- **Check lot zoning for duplex eligibility** — Yesterday’s BTR analysis flagged this as a potential 2x on rental income. One call to Marion County Planning & Zoning: “I have 52 lots in [subdivision]. Are any zoned for duplex or multifamily construction?” This 10-minute call could double the value of the BTR project.

☐ IDEAS IN DEVELOPMENT

- **TurboTenant Vacancy Dashboard via CDP** — Now that remote Mac access works, build an automated script that logs into TurboTenant daily, scrapes all property statuses (vacant/occupied, days on market, lead count, listing status), and writes to a JSON file. This becomes the data layer for a real-time vacancy dashboard. **Next step:** Write the CDP scraper script this week while tunnel access is fresh.
- **Gobundance Webinar Pre-Registration Landing Page** — Yesterday’s memo proposed a \$297 webinar for April 15. Before filming the 3-part video series (starting March 31), set up a simple “interest list” landing page: “Thinking about teaching my Buy-Borrow-Deploy framework live. Drop your email if you’d attend.” This validates demand before committing to production. **Next step:** Build a simple Carrd or Notion page with email capture this weekend.
- **Wine Collection Valuation & Lending** — 51 bottles including Harlan Mascot (typically \$300-500/bottle), Cheval Blanc (\$400-1,500 depending on vintage), Penfolds Grange (\$400-800), Vega Sicilia Unico (\$300-600). Conservative estimate: \$25K-\$50K collection value. At 50% LTV via Cult Wines or VinoVest lending, that’s \$12-25K in liquidity. Small dollars but zero-effort. **Next step:** Photograph bottles, get formal appraisal from WineBid or Heritage Auctions.
- **Builder Outreach Calls — B2R Direct, D.R. Horton, Triple Crown** — The Night Shift BTR analysis identified these 3 as priority contacts. Scripts are written, financial models are built. Carlos just needs to make the calls. **Next step:** Block 90 minutes this week for all 3 calls — batch them on the same morning with the Schwab margin call.

□ MOONSHOTS

- **“77 Doors” Documentary Series on YouTube** — Most real estate YouTube channels talk about buying houses. Almost none SHOW the actual portfolio at scale in real-time. A monthly “77 Doors” update series — walking through occupancy, revenue, vacancies, repairs, new acquisitions — would be genuinely unprecedented long-form content. Think “The Profit” but for SFR investing. At 77 (soon 124+) doors, Carlos has the scale to make this compelling. Revenue path: YouTube AdSense (\$3-8 CPM for finance content = \$150-\$1,600/episode at 50-200K views), sponsorships from property management software, insurance companies, or lending platforms (\$5-15K/episode once established), and the ultimate funnel into the Gobundance-style community/course. **Timeline:** Pilot episode April 2026, assess after 5 episodes.
- **Schwab Portfolio-Backed Private Credit Fund** — Carlos borrows at 4.25% (soon potentially 3.50%) against his Schwab portfolio. Private credit funds are lending to mid-market borrowers at 10-14%. If Carlos structured a small private credit vehicle — using \$5M in margin to fund 5-10 bridge loans at 12% to other real estate investors in his Gobundance network — the spread is 7.5-8.5% (\$375-425K/year on \$5M deployed). Gobundance members are pre-vetted, high-net-worth borrowers who need short-term capital for acquisitions. Carlos becomes the bank. **Risk:** Default risk, regulatory (SEC exemptions for qualified purchasers), and concentration. But the network effect is powerful — nobody in Gobundance has easier access to cheap capital than Carlos.

□ This Week’s Focus

Tomorrow’s 5 closings are the week’s anchor event. Execute them cleanly and turn them into content — this serves both the operational goal (grow the portfolio to 77) and the brand-building goal (demonstrate real-time scale). The unglamorous but highest-ROI action is solving the photos problem: get a photographer to shoot all vacant units by Friday so listings can go live this weekend. That single action unblocks \$369K/year in potential rent recovery. The Schwab margin negotiation call is the other high-leverage move — \$390K/year in savings for 20 minutes on the phone. Stack the calls: Schwab margin Monday morning, builder outreach Monday afternoon. Content goes out Thursday-Friday from the closing footage. By Sunday night, Carlos should have: 5 new properties closed, 15+ listings live with photos, a rate negotiation initiated with Schwab, and 3-5 pieces of content posted across all platforms.