

Learning Objectives

- Understand why community accelerates your investing success
- Learn how to effectively engage with fellow coliving investors
- Declare your goals publicly to create accountability
- Identify what support you need and how to ask for it
- Set yourself up for success in the rest of the program

Why Community Matters

Here's something that might surprise you: **the investors who succeed fastest aren't the smartest—they're the most connected.**

Think about it. When you're trying to figure out if a neighborhood is good for coliving, you can:

1. Spend hours researching crime stats, employment data, and zoning rules on your own, OR
2. Ask someone in the community who already owns a property in that zip code

Option 2 takes 5 minutes and gives you better information.

Community isn't a nice-to-have. It's a competitive advantage.

THE NETWORK EFFECT

Every investor you connect with has their own network of lenders, contractors, property managers, and deal sources. Your network isn't just the people you know—it's the people they know too.

Types of Support You'll Need

As you build your coliving portfolio, you'll need different types of support at different stages:

Knowledge Support

People who have done what you're trying to do and can share what they've learned.

- Market-specific insights
- Deal analysis feedback
- Platform tips & tricks
- Renovation lessons learned

Resource Support

Connections to service providers who understand coliving.

- Coliving-friendly lenders
- Contractors who "get it"
- Property managers
- Attorneys and CPAs

Accountability Support

People who check in on your progress and keep you on track.

- Weekly check-ins
- Goal tracking
- Celebrating wins
- Pushing through blocks

Emotional Support

People who understand the journey and can encourage you.

- Dealing with fear/doubt
- Handling setbacks
- Spouse/family dynamics
- Imposter syndrome

How to Engage Effectively

Not all community participation is equal. Here's how to get the most value:

Do This:

- **Introduce yourself fully.** Share your background, goals, target market, and current challenges. The more context you give, the better advice you'll get.
- **Ask specific questions.** "Has anyone invested in [ZIP code]?" beats "Where should I invest?"
- **Share your wins AND losses.** Both help others learn. You'll be surprised how much sharing a mistake helps someone else avoid it.
- **Help before you ask.** Answer questions you can answer. Share resources. The more you give, the more you get.

- **Follow up.** If someone helps you, tell them how it went. People love to know their advice made a difference.

Avoid This:

- **Vague questions.** "Is coliving a good idea?" No one can answer that without more context.
- **Asking without searching first.** Many questions have been answered before. Search first, then ask.
- **Only taking, never giving.** Communities run on reciprocity. Contribute.
- **Expecting others to do your work.** "Can someone analyze this deal for me?" No. Learn to do it yourself, then ask for feedback.

QUALITY OVER QUANTITY

Deep relationships with 5 active investors are worth more than 500 followers. Focus on building real connections, not just accumulating contacts.

The Power of Public Goals

Here's a psychological hack that works: **publicly declared goals are more likely to be achieved.**

When you tell others what you're going to do, you create social accountability. You're not just letting yourself down if you quit—you're letting down everyone who believed in you.

This is why your first community action is posting your goals.

How to Write a Goal Post

An effective goal post includes:

1. **Who you are** (brief background)
2. **Where you are now** (current situation)
3. **Where you're going** (specific goal with timeline)
4. **Why it matters** (your motivation)
5. **What you need** (specific support/advice)

EXAMPLE GOAL POST

Hey everyone! I'm Marcus, a software engineer in Dallas, and I'm committed to building my coliving portfolio.

Where I am: I own my primary residence and have been analyzing deals for 6 months but haven't pulled the trigger. I have \$50K saved for my first investment.

My goal: Acquire my first 4+ bedroom coliving property in DFW within the next 90 days.

Why: I'm tired of trading time for money. I want my money working while I'm sleeping so I can eventually spend more time with my kids.

What I need: Anyone investing in DFW suburbs? Specifically looking at Garland, Mesquite, and Irving. Would love to connect with someone who knows these markets.

See how that works? It's specific, authentic, and ends with a clear ask. Posts like this get responses.

Your Community Actions

For this lesson, you have three tasks:

Action 1: Complete Your Goal Post Template

Use the template below to craft your introduction and goal post. This is the foundation for your community presence.

Action 2: Identify Your Support Network

Who in your existing life could support your coliving journey? Think: friends, family, colleagues, or online communities you're already part of.

Action 3: Find One Accountability Partner

Identify at least one person—ideally another course member—who you can check in with weekly. Share your goals with them and set up regular touchpoints.

How to Ask for Help

Many people struggle to ask for help. They feel like they're imposing, or they don't want to appear "needy." Let me reframe this for you:

Asking for help is a gift you give to others.

Most people WANT to help. It feels good to share what you know. When you ask for advice, you're giving someone the opportunity to feel useful and valued. You're not taking—you're inviting them to contribute.

The Perfect Ask Formula

1. **Context:** What's the situation? What have you already tried?
2. **Specific question:** What exactly do you need help with?
3. **Gratitude:** Thank them in advance for their time.

GOOD ASK EXAMPLE

"I'm analyzing a 5BR property in 30311. The numbers look good on paper (\$185K, \$650/room potential), but I'm concerned about the crime stats in that specific block. I've looked at SpotCrime and CrimeGrade, but I'd love to hear from anyone who actually owns in 30311—is crime a real issue for tenant retention? Thanks for any insight!"

Notice: specific situation, specific question, gratitude. This gets helpful responses.



You've Completed Module 1!

Congratulations! You've finished the foundational module of the Coliving Cash-Flow Machine.

Here's what you've accomplished:

- Shifted from traditional landlord thinking to coliving investor thinking
- Seen real proof with actual case studies and numbers
- Documented your "why" and investor identity
- Prepared to engage with a community of fellow investors

WHAT'S NEXT

In Module 2, you'll master the platforms and systems that make coliving scalable. You'll set up your accounts, learn tenant acquisition, and build the operational foundation for your portfolio.

Key Takeaways

- Community is a competitive advantage, not a nice-to-have
- You need four types of support: knowledge, resources, accountability, and emotional
- Give before you ask—contribution builds reciprocity
- Publicly declared goals create accountability that drives action
- Asking for help is a gift to others, not a burden
- Specific questions get better answers than vague ones

Complete Your Goal Post

Craft your introduction and goal declaration using the template.

Ready for Module 2?

You've built the foundation. Now let's master the platforms and systems.