

**Niti Jamdar and Palak Shah**

# **ACCELERATE YOUR REAL ESTATE**

**Build a Hands-Off BRRRR  
Rental Portfolio with the  
SCALE Strategy**



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***ACCELERATE***

***YOUR***

***REAL ESTATE***

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Palak Shah and Niti Jamdar



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**Accelerate Your Real Estate: Build a Hands-Off Rental Portfolio with the SCALE Strategy**  
Palak Shah and Niti Jamdar

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## CHAPTER ONE

# From the Corporate Grind to a \$1 Million Portfolio in One Year

It was a typical Wednesday morning. We were getting our two-year-old ready for preschool, making breakfast, packing lunches, getting dressed, and trying to be quiet so as not to wake up our three-month-old baby—you know, the usual, chaotic working day with young kids.

Niti made a two-egg omelet with cheese, “extra-golden,” just as our daughter likes it. We sat down around the kitchen counter. My news interrupted our usual ten minutes of quiet before the daily chaos resumes.

“So, I talked to my new boss yesterday. I asked if there is any way I could work from home two days a week,” I said.

“What did he say?” Niti asked.

“It’s not going to be possible. And starting Monday, he wants me to work at a different engineering plant, which is an hour and a half drive each way,” I responded wistfully.

“Well, what are you going to do?” Niti inquired.

I didn’t have an answer. It wasn’t supposed to be like this.

Growing up in India, I lost my dad when I was five years old. My mom ran the house on her teacher’s salary, but it wasn’t enough to make ends meet. So, she started a few side-businesses to supplement our income. Watching her work tirelessly to provide me with the best education and upbringing, I felt the weight of her expectations from a young age. I didn’t want to let her hard work and sacrifice go in vain. So, I got focused.

I learned to follow society’s prescribed “steps for success,” becoming the top-ranked student for every grade in school and earning an undergraduate engineering degree. I then moved to the U.S. and obtained a master’s in Mechanical Engineering from the University of Illinois at Chicago. After that, for seventeen years, I climbed the corporate ladder, became an expert in my field and traveling all over the world, presenting to C-suite executives of companies.

I waited until my mid-thirties to have a baby so I could pursue my career aspirations, thinking that by then, I would have enough financial stability to be able to spend a lot of time with my kids. I thought that my five-year, high-performer track record with the company would give me some flexibility when my kids were young.

I was wrong.

I made the best case I could, highlighting the value of my contributions and the time and dedication I had poured into my work up to that point. I even crafted a game plan on to remain as productive as before. I was hoping, at the very least, to have the option of working a few days from home. But when I needed it most, my job offered me zero flexibility, and instead, my boss asked me to spend more time away from my kids.

Later that day, I was in my office, pumping breast milk for my newborn, when it dawned on me: I'd been sold a lie. Despite being in a high position, I felt like a tiny cog in a giant machine—insignificant, small, and easily replaceable. Where was the corporate ladder really taking me? The higher I climbed, the more hours of my life would be chained to the company.

I wanted out.

“Are you okay? What are you planning to tell your boss?” Niti asked that night.

“I’m going to tell him I’m resigning,” I said in a soft but firm voice. Something inside me had shifted.

Niti, who worked as a strategy and finance executive at a Fortune 100 company, had built a diverse skill set in finance, accounting, corporate strategy, and technology. Naturally, he was selected for a leadership track early on in his career. But he had made many sacrifices along the way, like so many others in corporate America. He worked more hours than required, spent a year in a different city for work, and often missed out on family time.

Like most nine-to-five employees, Niti believed that the higher he climbed the corporate ladder, the better his life would be. However, the salary increases each year failed to reflect his growing responsibilities. And with increased responsibilities came mounting stress levels, longer workdays, and an unsettling sense of uncertainty whenever the company underwent an organization.

It all came to a head when our son was born. Those of us who focus on our careers go where the opportunities are, and they are rarely in our backyard. As the adage goes, “It takes a village to raise children.” A lot of us don’t have that village because we moved to wherever our jobs took

us. When our son was born, our daughter was twenty-two months old. Our parents lived overseas, and we didn't have reliable childcare.

To make matters worse, an important project at Niti's company coincided with our son's birth, leaving him with just one-and-a-half weeks of paternity leave despite his high performance and over a decade of service to the company. That was it!

Neither of us wanted to ever be in such a position. And that was the proverbial straw that broke the camel's back. This experience made us realize that our priorities needed to shift, and we began to consider alternative career paths that would allow us to prioritize our family while still pursuing our passions.

Niti said to me, "I want to put myself in the position where no one ever tells me how much time I can spend with my family."

So, my husband and I decided to become a single-income family. This was a difficult decision, given how much time and effort both of us put into our careers, but we agreed that it would be best if I resigned from my job so that I could spend more time with the kids and also start building our real estate portfolio. The plan was to make work optional for Niti in the future as well.

At this point, you might be wondering how I got the idea to invest in real estate. Well, it wasn't a singular eureka moment, and as you'll learn in the next chapter, we did our research and played the long game.

Even though we lived a comfortable lifestyle, I was financially prudent when it came to our monthly paychecks. I had been keeping track of all our tax returns, our budget for vacations, and our household expenditure all these years.

I put together our savings and invested it in a 25 percent down payment for a rent-ready property. My investment paid off—the rent was more than enough to pay off the monthly loan repayments. When I cleared out my office, I had two rental properties. Naturally, the idea of scaling up my real estate investments seemed like the best path forward. After all, this was a profession that offered flexibility to accommodate a working mother.

Niti and I took to real estate like it was the subject of our honors thesis. At night, we would "relax and unwind" by listening to podcasts by industry leaders, and we absorbed their insights about how we, as novices, could enter the market and become successful. We devoured several books and followed industry blogs with a kind of religious fervor.

As I mentioned, Niti was a strategy and finance executive. And his superpower is figuring out how to scale a business. The challenge with

buying rental properties was the \$60,000–\$70,000 down payments we would need, requiring us to save up \$60,000–\$70,000 each time we bought a property. This would be quite difficult on a single income.

It was a slow and calculated approach. On the one hand, with two children’s futures to plan for, we didn’t want to rush in blindly. Our primary focus was expanding the knowledge base. On the other hand, I was also keen to leverage the technical expertise and skill set I had acquired over the years. Why not make the most of the insights I had shared with those CEOs? In the end, that was the secret weapon that allowed me to build and scale my portfolio at a much faster rate than other people who entered the scene at the same time.

I knew that there would be a certain amount of risk involved. Even with the best strategy and research, there is always the possibility of losing money on an investment. I also knew that risk-taking is an acquired skill. Our nine-to-five jobs teach us many things, but they also make us very risk-averse. The steady paycheck gives us a sense of calm, and it can be very difficult to step out of your comfort zone. It was one of the biggest mindset shifts Niti and I had to make—getting comfortable with taking risks.

Fast-forward five years, and we’ve built a \$10 million cash-flowing real estate portfolio. Niti has quit his job and joined the business full-time, and we spend five hours a week on growing our portfolio by \$3 million each year. And the best part? We have the freedom to spend as much time as we want with our kids! Not only has real estate given us the financial stability we were seeking, but it has also provided us with time and location freedom. We plan to travel three to four months every year to new countries, giving our kids the most priceless gift there is—spending time as a family. We finally have control over our own destiny, and we are not at the mercy of a corporation deciding what we are worth. To us, this is the definition of financial freedom.

What does financial freedom mean to you? We don’t expect a definitive answer to this question. If we ask you this question again in five years, your answer might be slightly or even radically different.

Our ideas of what financial freedom means may differ, but we want to be clear about one thing.

Financial freedom is not just a pipe dream.

Yes, it takes time, patience, and perseverance. But it is attainable if you have the right strategy and the right execution. If this idea seems a tad scary but exciting to you, then you’re in the right place. And if you think you can’t do it, our goal here is to help you change that.

We are passionate about helping others obtain financial freedom through real estate and making their nine-to-five jobs optional. In the last three years, we've coached thousands of investors on how they can invest in real estate and grow a real estate portfolio.

One of the most intimidating aspects of building a real estate portfolio is finding the time to learn and implement everything, especially when juggling a busy job and young kids. And there is one thing that is even more important than money: time.

When we started investing in real estate, we were clear that we didn't want another nine-to-five job, nor did we want to spend sixty hours a week working on real estate. Instead, we leveraged the SCALE framework to build a \$10 million portfolio in just four years, dedicating only about five hours of work per week. In this book, we will share how you achieve similar results.

Archimedes said, "Give me a lever long enough, and a fulcrum on which to place it, and I shall move the world."

Real estate investing isn't about simply putting in long hours on the jobsite or mastering every skill related to the trade. Isn't not even about the capital you bring. Financial freedom through real estate investing is about knowing where the fulcrum lies and which lever to use to move the world.

We developed the SCALE strategy to help guide investors on how they can grow wealth through real estate by working smarter, not harder.

This book will teach you everything you need to know to scale your portfolio to the point where you can quit your job and live on the passive income stream it generates. You will learn our SCALE framework, which has allowed us to scale our assets fast while reducing our risk, all while working less than five hours a week.

To make sure you're able to execute your strategy, we will also cover essential knowledge on systems, processes, and strategic outsourcing. Our goal is to give you the tools you need to start investing and get faster results. We'll also explore how to approach retirement planning and balance social impact with profitability.

Whether you're a new real estate investor or you already have skin in the game, this book will answer two key questions:

1. *How can I transition from the corporate grind to owning a multi-million-dollar real estate portfolio within a few years, without dedicating full-time effort to the business?*
2. *What are the strategies to scale my real estate portfolio without having significant capital or relinquishing equity?*



And hopefully, you'll find the answers to some questions you haven't even consciously thought about. In short, the following chapters are a roadmap to building the life of your dreams by investing in real estate.

Are you ready to take control of your financial future?

## MEET ROCKSTAR INVESTOR LAURA

Laura was a manager for a large corporation and a mom of two kids under five. On paper, she appeared to have it all—a well-paying job and a family she loved. However, her demanding work schedule left her with little time to spend with her kids. She was only able to see them for an hour in the morning and two hours in the evening before their bedtime.

She was trying to break free from the proverbial “golden handcuffs” of corporate life. She spent her already limited free time going to walkthroughs with her real estate agent on weekends, analyzing deals without a clear direction, and jumping from one idea to the next.

Laura was motivated and hardworking, and she had climbed the ladder fast that everyone around her saw her as a high achiever. The fact that she couldn't crack the code on scaling a real estate portfolio was maddening to her. As a classic Type a personality, Laura is smart as a cookie, ambitious, and focused on achieving both personal and professional success.

But something Laura lacked was a methodical approach and strategy to building her portfolio as well as execution that fit her nine-to-five, mom lifestyle. Within a couple of months of executing the SCALE Framework, Laura closed her first deal. Within a year, she had scaled up to a \$1 million portfolio. She has now invested in multiple states and enjoys spending more time with her kids than ever before. It is possible!