

Living With Lumpy Cash Flow



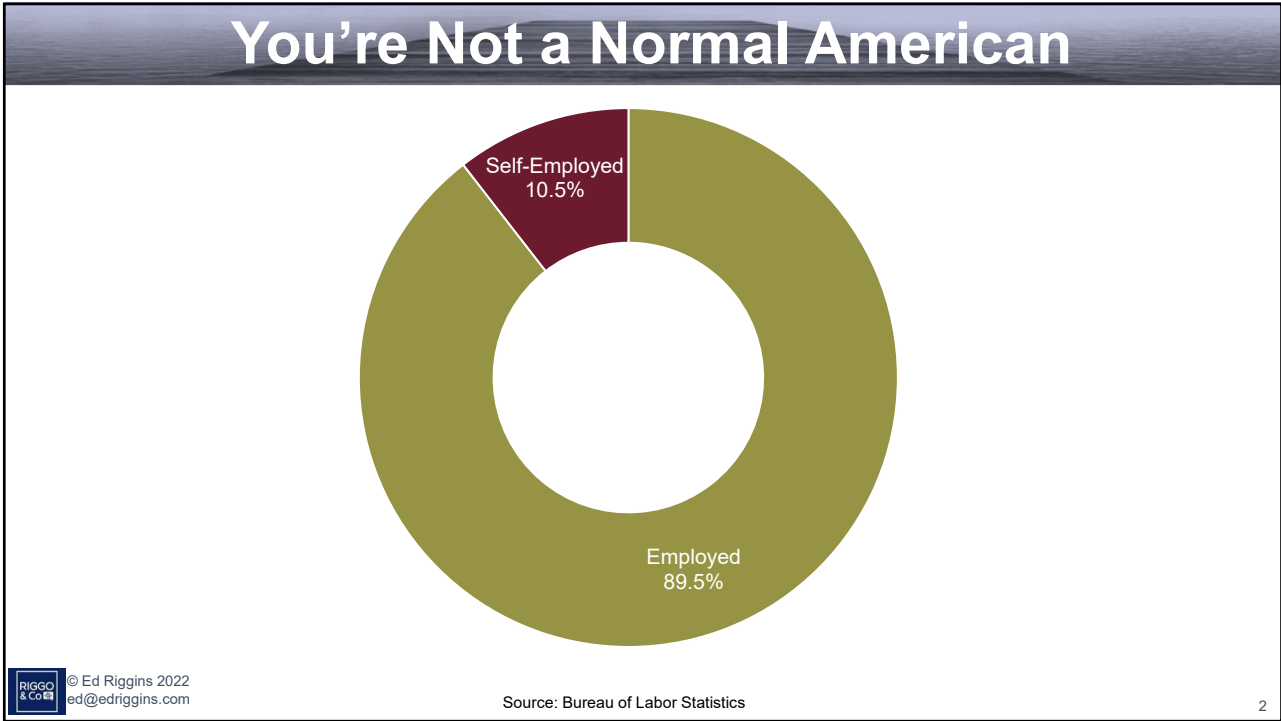
Ed Riggins
"Riggo"



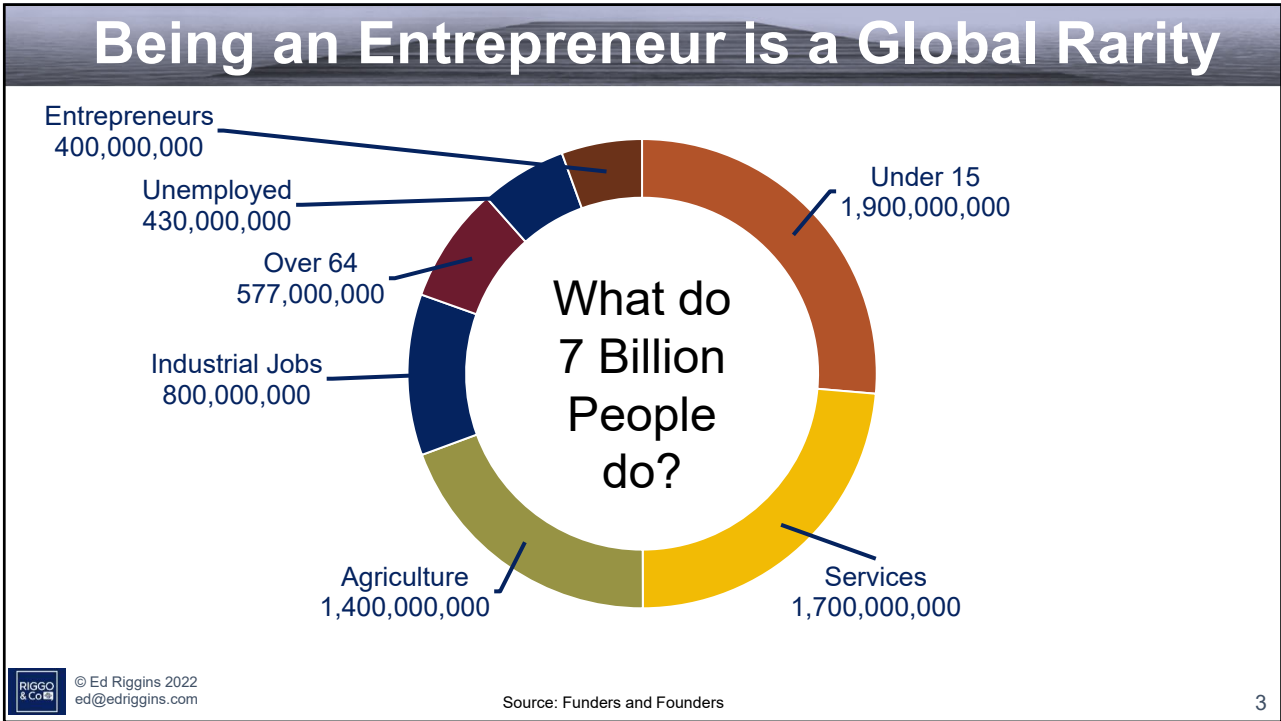
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An Example of "Success"


















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What "Success" Looks Like

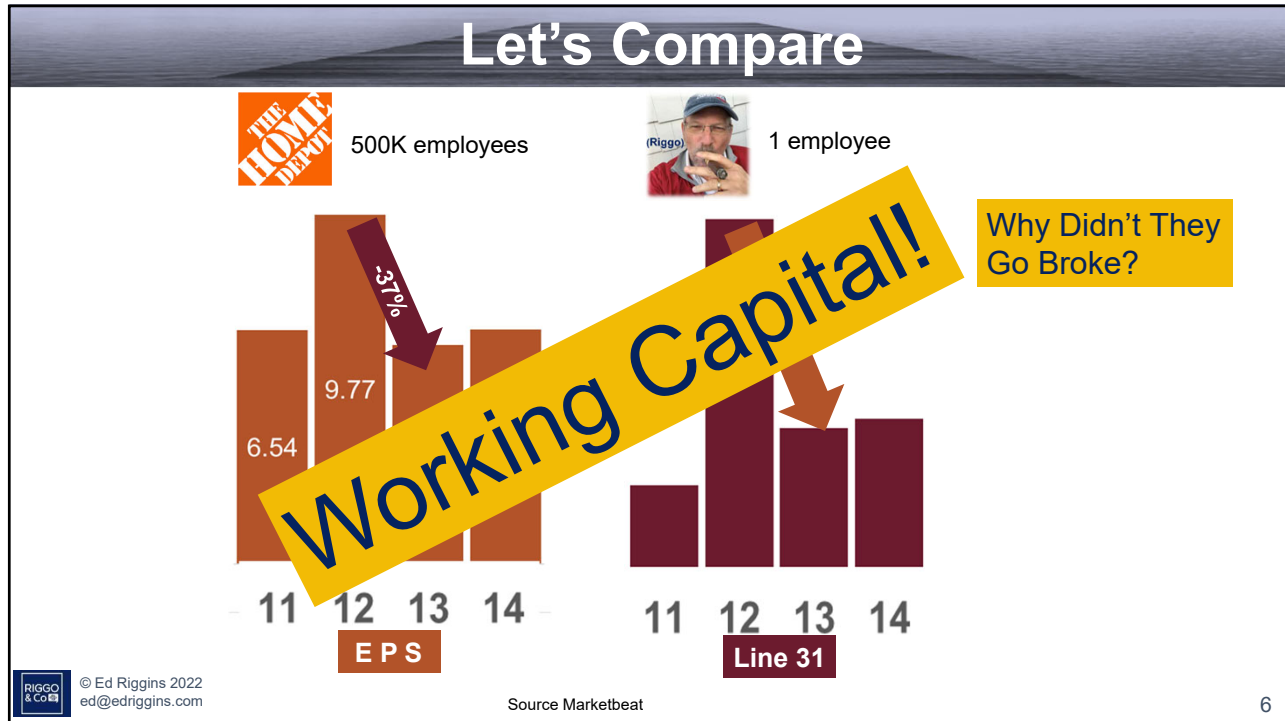
Base Lifestyle on 3-year Trailing Average



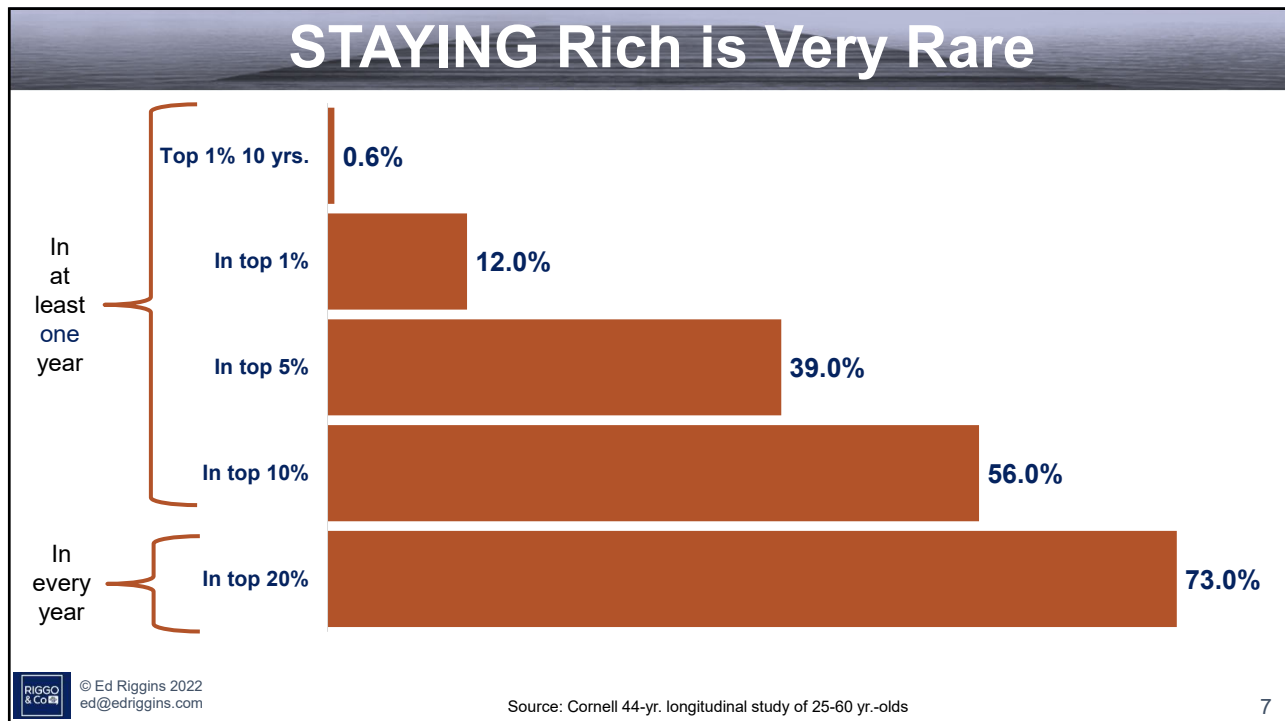
| Year | Year | Year | Year | Year | Year | Year | Year | Year | Year | Year | Year | Year | Year | Year | Year | Year | Year |
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |

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It's Not Just About You



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Clarity...

Security is mostly a superstition. It does not exist in nature, nor do the children of men as a whole experience it. Avoiding danger is no safer in the long run than outright exposure. Life is a daring adventure or nothing at all.

-Helen Keller

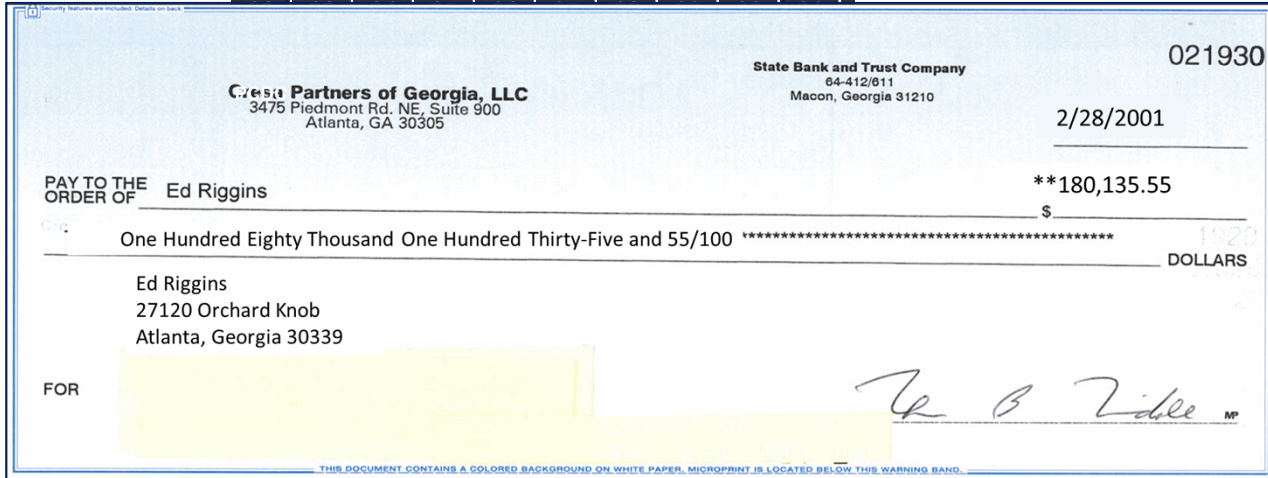


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Beware the Illusion of Security



Lost

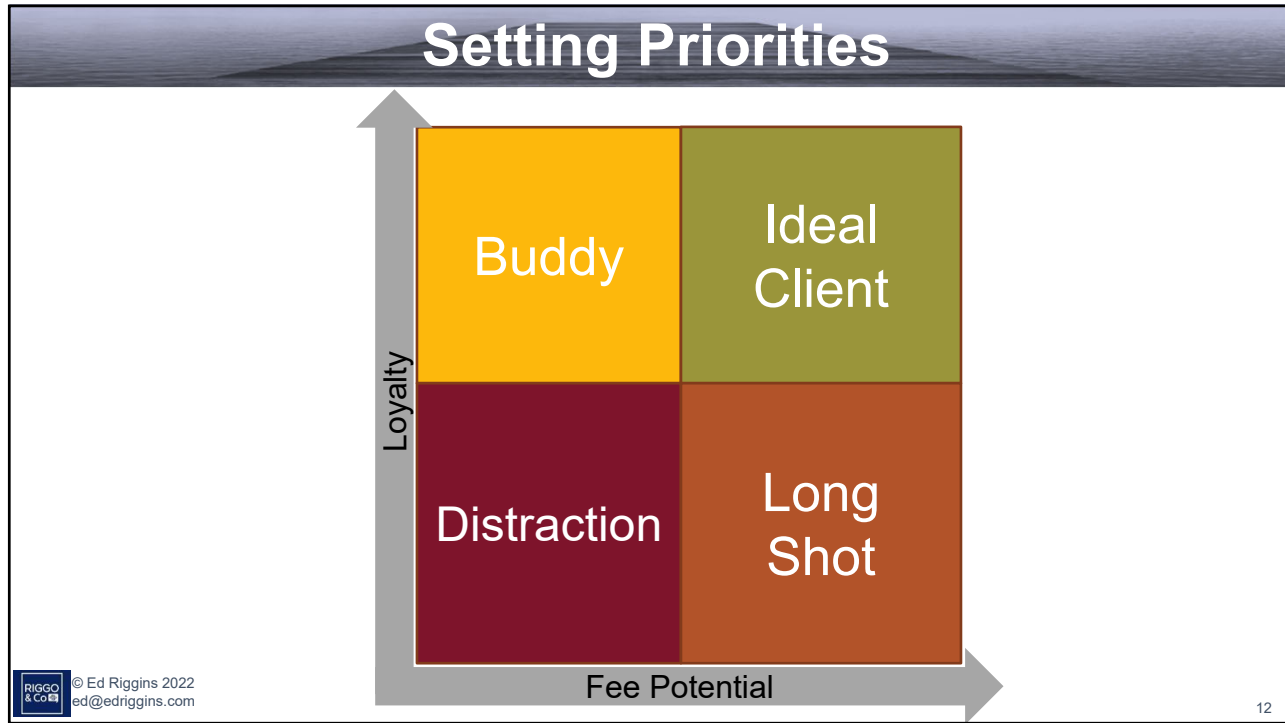
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One of My Favorite Words

Accretive

(growth or enlargement by a gradual buildup)

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Putting Your Work Into Perspective

There is a belief that one appearance on the Tonight Show made you a star. But here are the facts.

- The 1st time you do the show, nothing.
- The 6th time you do the show, someone might come up to you and say, “Hi, I think we met at Harry’s Christmas party.”
- The 10th time you do the show, you could conceivably be remembered as being seen somewhere on television.
- The 12th time you do the show you might hear, “Oh, I know you - you’re **that guy**.”



Steve Martin
“Born Standing Up”

We Just Want to be “That Guy

Character Actor: an actor who specializes in playing **supporting** roles.

That Guy

Career highlights

- Law and Order
- Arrested Development
- Spiderman
- Juno
- Whiplash
- Parks and Recreation
- The Closer
- True Grit



J.K. Simmons

Often plays leaders and authority figures...sharp-tongued and short-tempered men who intimidate other characters.

(IMDB)

Or Gal

Career highlights

- Fargo (Oscar nomination)
- Almost Famous
- Blood Simple
- Mississippi Burning
- North Country



Francis McDorman

Specializes in idiosyncratic characters.

"I was often told I wasn't a thing...not pretty enough...not tall enough...not thin enough...not fat enough."

"I thought, OK someday you're going to be looking for someone not, not, not, not, and there I'll be"

(NYT 10/19/14)

There's Nobody Like This Guy

Career highlights

- Shadow of the Cat
- American Horror Stories (TV Series)
- The Naughty List
- Black Hole (Short) (voice)
- The Rebels of PT-218
- Welcome to Our World
- (Over 400 roles)



Danny Trejo

Often plays prisoners. "...face famously mangled by lived experience, offers an ideal expressive palette...can convey rage and humor like few other villains on screen."

(Chicago Tribune, July 25, 2021)

Another Example

Career highlights

- GIG 1000
- LPS
- ILC
- SLAT



Riggo


Often plays parts in which his comic world view provides stress relief for the lead characters. His characters have an insistence on facing the truth, however uncomfortable.

IMTU

And You?

Career highlights


- ??
- ??
- ??
- ??



Your Name Here

Often plays parts

UMIU

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10-Minute Break




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We Have Some Ambivalence About This

“The Love of Money is the Root of All Evil”





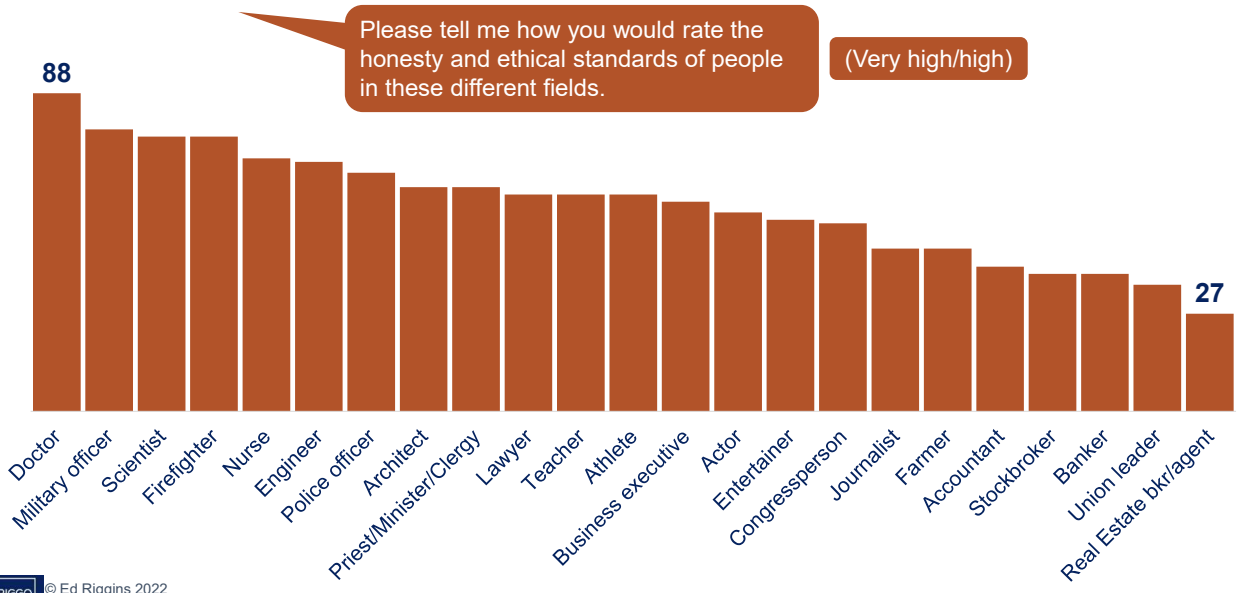
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Our Image Issue Can Work to Your Advantage

Please tell me how you would rate the honesty and ethical standards of people in these different fields. (Very high/high)



| Profession | Percentage (Very high/high) |
|------------------------|-----------------------------|
| Doctor | 88 |
| Military officer | 85 |
| Scientist | 84 |
| Firefighter | 84 |
| Nurse | 82 |
| Engineer | 81 |
| Police officer | 80 |
| Architect | 79 |
| Priest/Minister/Clergy | 78 |
| Lawyer | 77 |
| Teacher | 77 |
| Athlete | 77 |
| Business executive | 76 |
| Actor | 75 |
| Entertainer | 74 |
| Congressperson | 73 |
| Journalist | 72 |
| Farmer | 71 |
| Accountant | 70 |
| Stockbroker | 69 |
| Banker | 68 |
| Union leader | 67 |
| Real Estate broker | 27 |



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Source: Gallup 2017

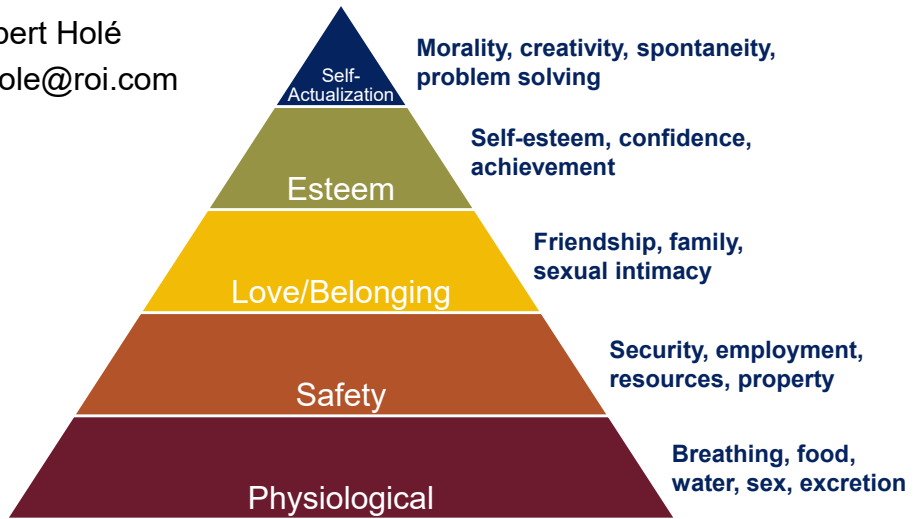
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What Abraham Maslow Taught Us



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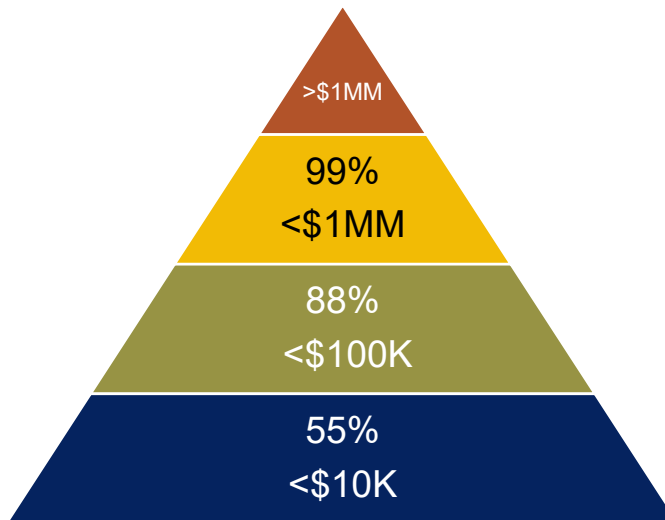


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Context: World Wealth Thresholds



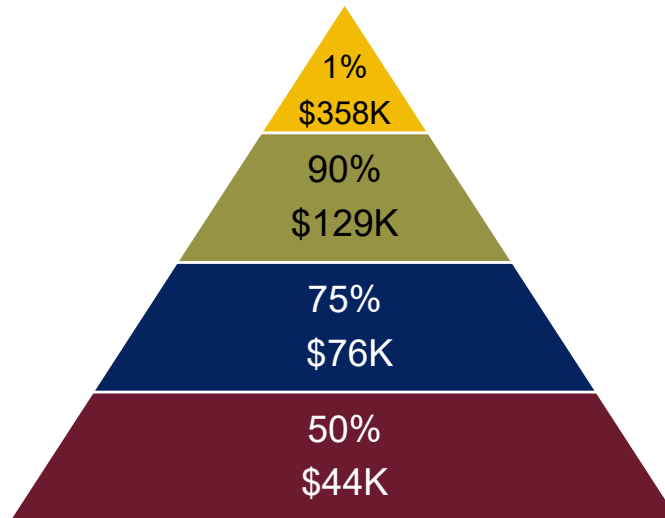
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Credit Suisse: World Wealth Report 2021 (% of world's adults)

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Context: US Income Thresholds

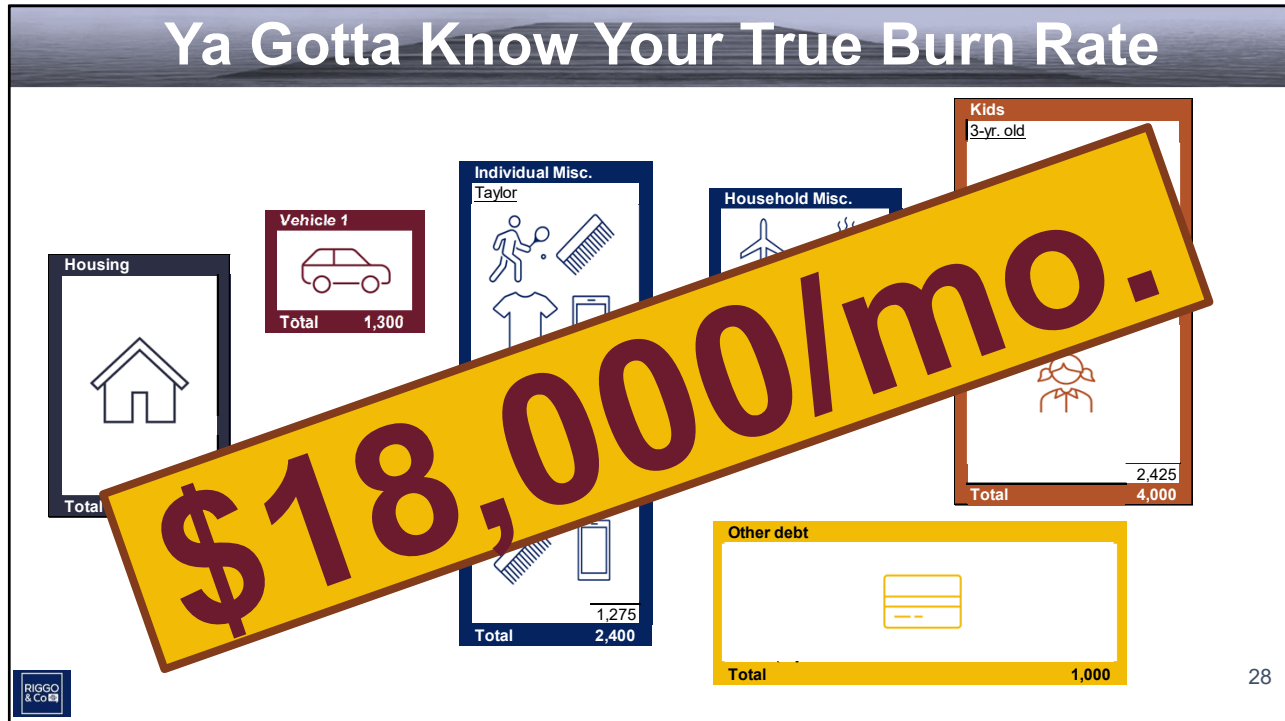


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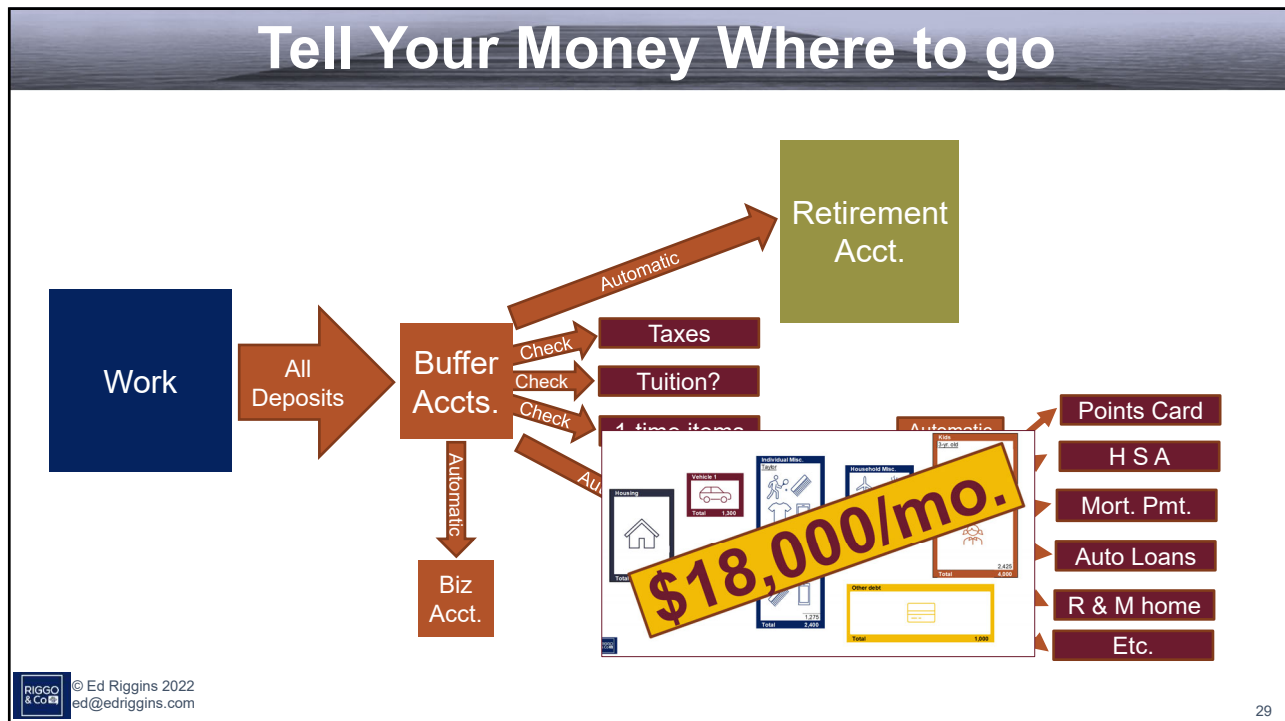
Run Your Life Like a Business

- Understand your tax burden at different income levels
- Calculate your real cost of living
- Automate, automate, automate!
- Add predictability to cash flow

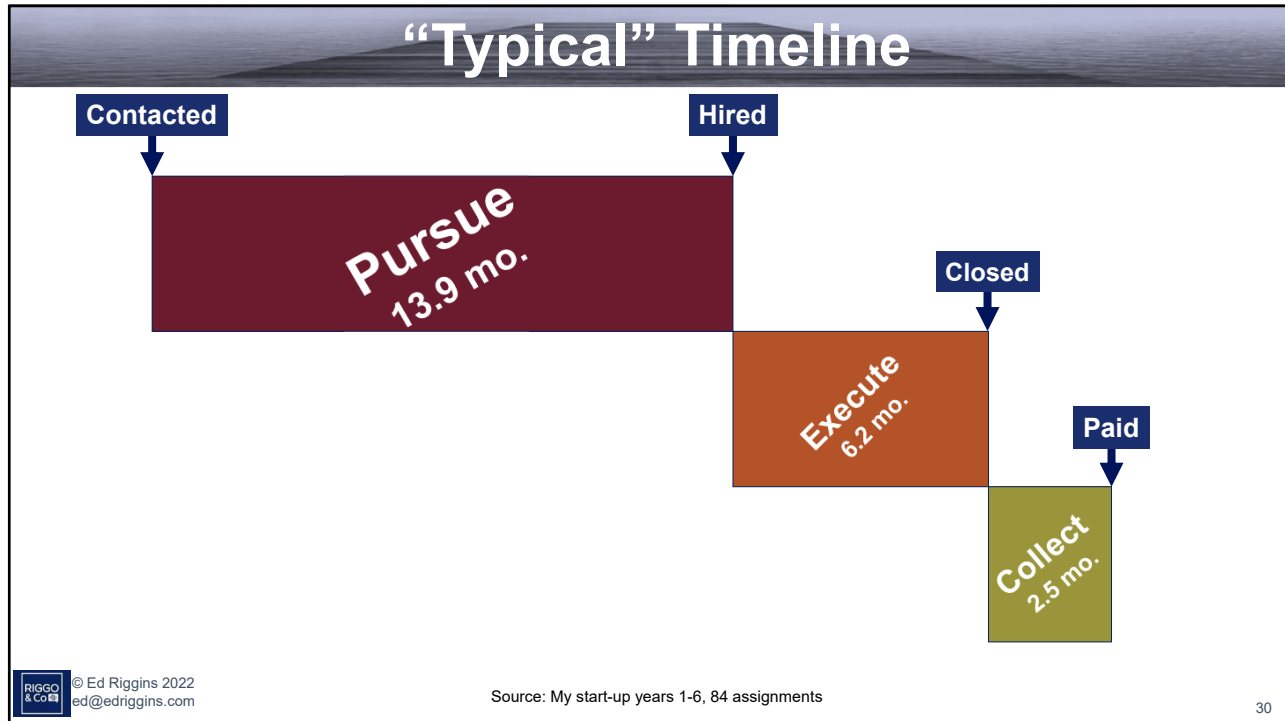
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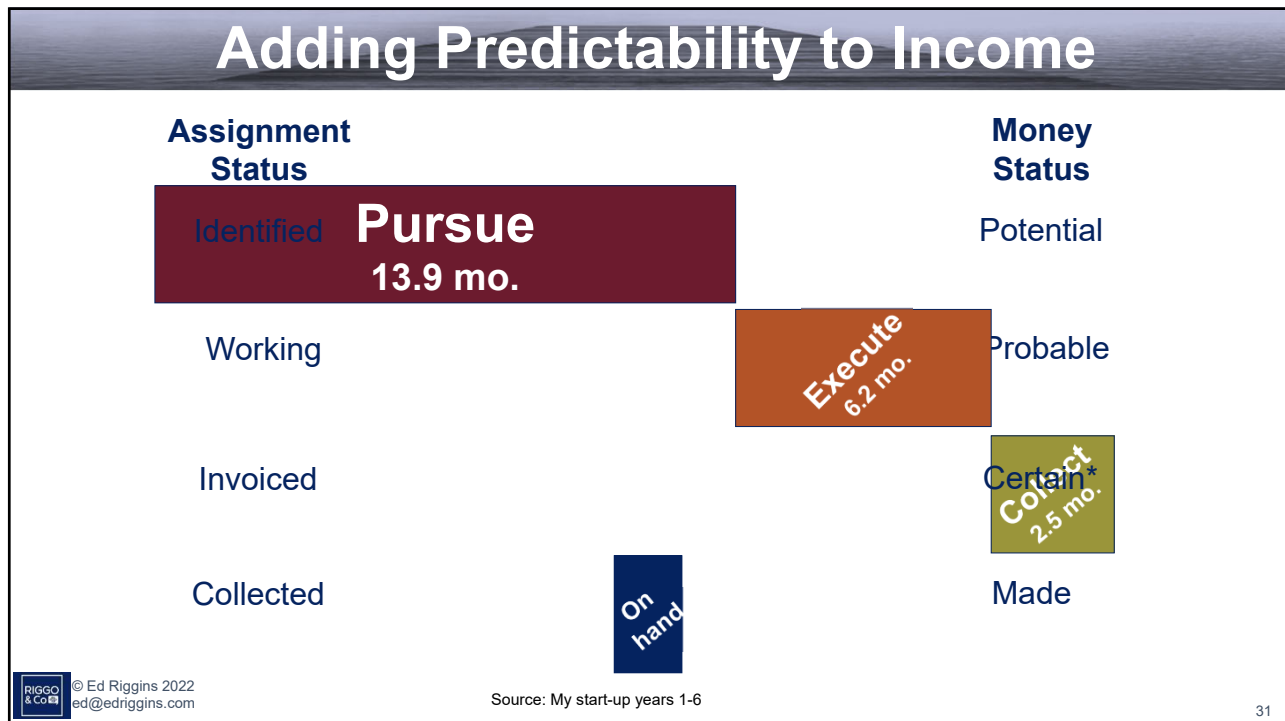
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Cash on Hand



| | | | |
|-------------------------------------|--------------|--------|-----------------|
| Buffer balance | | | 75,000 |
| <u>QTD tax due</u> | | | |
| Alpha Corp. 1 st half | 30,000 | | |
| Beta Enterprises | 40,000 | | |
| Delta Partners 2 nd half | 7,000 | | |
| Palco Inc | 25,000 | | |
| Fredrickson & Smith | <u>5,000</u> | | |
| Tax reserve | 107,000 | @33%* | <u>(35,310)</u> |
| Money <u>OWNED</u> | | | 39,690 |
| Monthly burn | 2 mos. | 18,000 | (36,000) |
| Remaining | | | 3,690 |

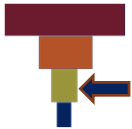
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*Complicated topic covered in another course

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Invoiced



| | | | |
|----------------------------------|--------------|-----------------|--|
| Alpha Corp. 2 nd half | 30,000 | | |
| Epsilon Co. | 40,000 | | |
| Gamma | 19,000 | | |
| Alto | 25,000 | | |
| Dunlop, Morris & Co. | <u>7,000</u> | | |
| Subtotal | | 121,000 | |
| Tax reserve | @33%* | <u>(39,930)</u> | |
| Potential net income | | 81,070 | |
| # mos. | (18,000). | 4.5 | |

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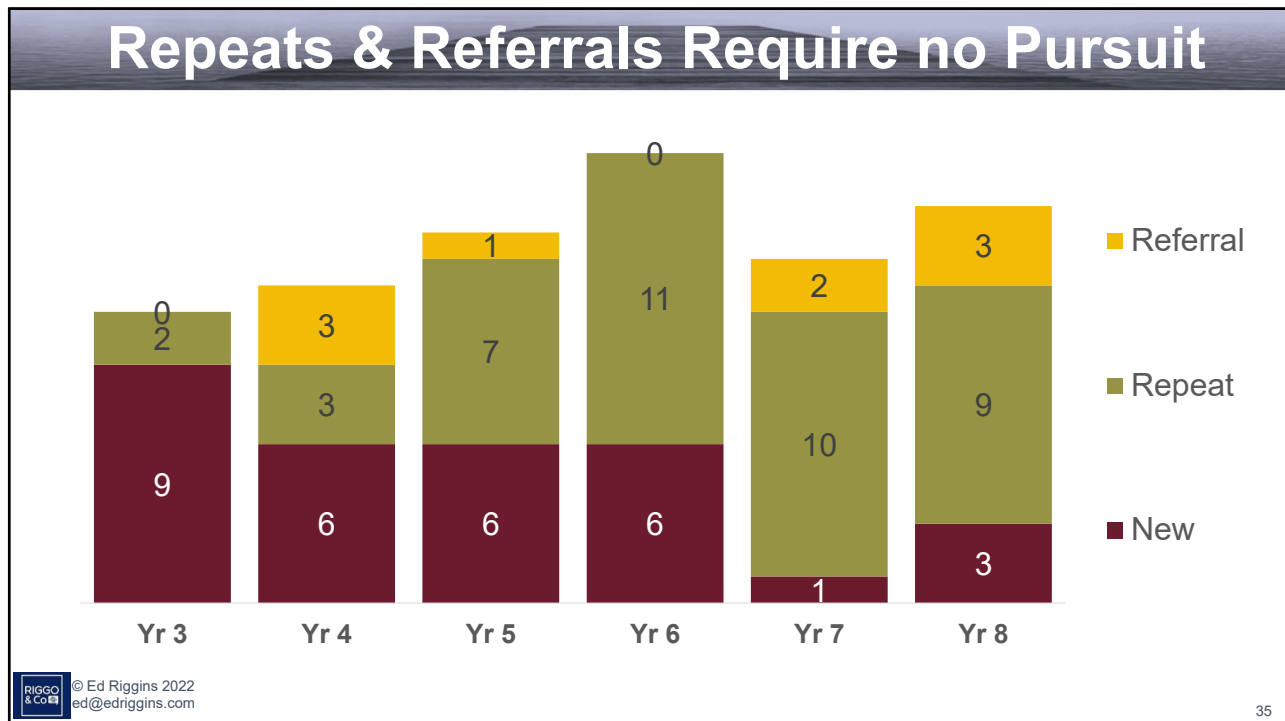
Working

| | | |
|----------------------|---------------|----------|
| Kappa Corp | 45,000 | |
| Lambda Corp | 3,000 | |
| Mega Partnership | 25,000 | |
| Taurus Enterprises | 30,000 | |
| Unicorn Company | 2,000 | |
| Victory Corp. | 90,000 | |
| Xenon Company | 23,000 | |
| Zeta Corp. | <u>14,000</u> | |
| Subtotal | | 232,000 |
| Tax reserve | @33%* | (76,560) |
| Potential net income | | 155,540 |
| Handicap | 20% | 31,000 |
| # mos. | (18,000 | 1.7 |

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Speaker bio

Known simply as “Riggo” to the thousands who have laughed and learned while attending in his programs, Ed Riggins has had a career that proves you can enjoy serious success without taking it all too seriously. He learned from doing stand-up comedy that if you want to find the truth, look for the funny. He learned from improv comedy to find the natural flow and go with it.

Before becoming a national top producer, being named “Who’s Who of Commercial Real Estate” by the Atlanta Business Chronicle and recognized as a “Power Broker” by Costar, Riggo mowed lawns, customized cars, drove a forklift, and was a small engine mechanic, on his way to becoming a first-generation college graduate. Ed is among less than 1% of practitioners nationally to have earned both the SIOR and CCIM designations.

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