

THE LABRADA GROUP

Specializing in Residential Sales & Property Management in the San Gabriel Valley & Inland Empire

Our Services

Real Estate

The LaBrada Group can help you buy your next home or sell your current home!

[Click to Contact Rudy LaBrada](#)

Property Management

The LaBrada Group can manage and lease your rental/investment properties!

[Click to Contact Maryanne Carrillo](#)

[Property Management Brochure](#)

Short Sale

The LaBrada Group can assist you in completing a short sale on your current home!

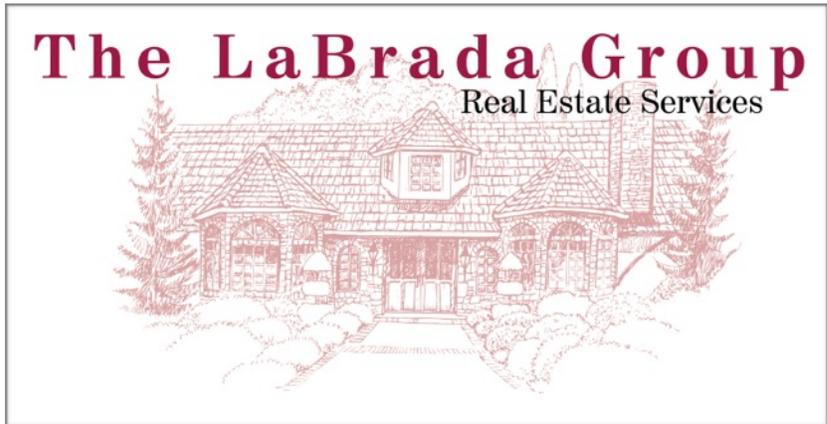
[Click to Contact Troy S. Edwards](#)

[Short Sale Brochure](#)



Contact Us:

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A Word From Rudy LaBrada...

Welcome to our May Newsletter! In this newsletter, we highlight our rentals available and our new listings for sale. On the lighter side of The LaBrada Group, we have another excerpt from my new book which I co-authored with other top California Real Estate Agents called "The Art of Buying and Selling Real Estate". It has been a great adventure being able to say that I am a published author. Additionally, we give some great tips on investment properties... Lastly, take a look at page 5 where we share a great recipe and pictures of our staff being silly during the month! We celebrated Maryanne's Birthday, had a Cinco de Mayo fiesta lunch, and enjoyed Upland's Lemon Festival. And be sure to subscribe to our YouTube Channel where our Director of Social Media, Michelle Cirrito hosts our virtual tours. Have a great rest of May and we will see you again in June!

Rudy LaBrada



FOR LEASE



18006 Marygold #B, Bloomington
Single Story Home
3BR/2BA - \$1,500

[Click HERE to view it on our website](#)



6984 Fenton St., Chino
Two Story Home
3BR/2.5BA - \$2,150

[Click HERE to view it on our website](#)



440 Riverside Ave., Colton
One Unit in Triplex
2BR/1BA - \$1,100

[Click HERE to view it on our website](#)



Click the link below to view all Available Properties on our website:

Available Properties



3903 Bayberry Drive, Chino Hills
Single Story Home
3BR/2BA - \$2,650

1031 Palmetto #C-8, Ontario
Two Story Townhouse
2BR/2BA - \$1,650

1668 N. Clyde St., San Bernardino
Single Story Home
3BR/2BA - \$TBD

888 N. Palm #7, Upland
Townhouse Style Apartment
3BR/1 & 3/4 BA - \$TBD

HELP US REACH

1,000

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FOR SALE

758 N. Via Barolo, Ontario
Two Story Home
4BR/3BA - \$580,000



[Click HERE to view it on our website](#)

PENDING SALES



12940 Arlington Ln., Chino
Single Story Home with Spa
3BR/2BA - \$460,000

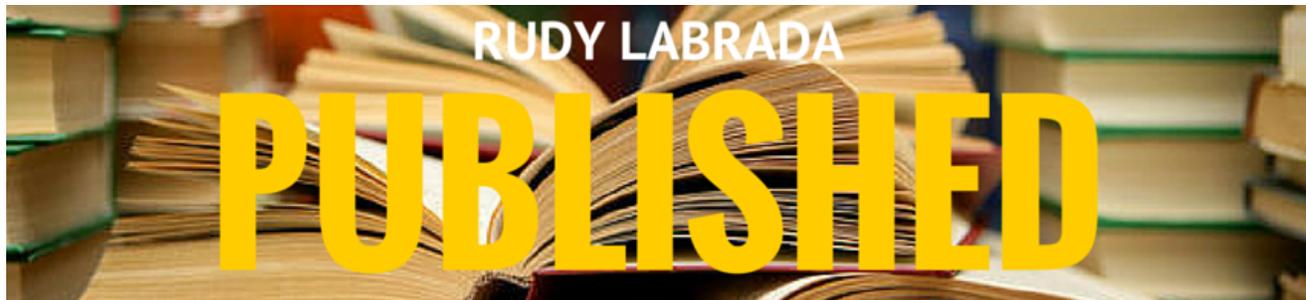


308 West H Street, Ontario
Single Story Historical Craftsman Home
3BR/1.5BA/Loft - \$410,000



1514 Evergreen Dr., Upland
Single Story Home with Pool & Spa
3BR/2BA - \$565,000

[Click HERE to view these listings on our website](#)



RUDY LABRADA
BROKER/OWNER OF THE LABRADA GROUP

- Graduated from Loyola Marymount University & Bishop Amat Memorial High School
- Been in real estate for more than 23 years and is a Certified Short Sale and Foreclosure Specialist.
- Named as one of the Top 250 Latino real estate agents in the United States.
- Most people would be interested to know that Rudy has a background in Political Finance.

Rudy is the co-author of the 2015-2016 'Top 10' and 'Best Seller' on Amazon.com, 'The Art of Buying and Selling Real Estate' which is available on paperback and Kindle on Amazon.com. Within days of its release, the book reached #2 in the Buying and Selling Real Estate category and reached 'Top 10' and 'Best Seller' status on two separate national and international best seller lists and was also featured as a 'Hot New Release'. He is so proud of this accomplishment, he is considering writing his own full book based on his vast experiences in the real estate business.

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The LaBrada Group can help you buy or sell your next home!



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Upland, CA 91768
Connect with The LaBrada Group

Stay tuned as we feature additional excerpts from Rudy's chapter in future editions of our newsletter!

Chapter 1: My Journey to a Career in Real Estate

Inherent Vulnerabilities in Business

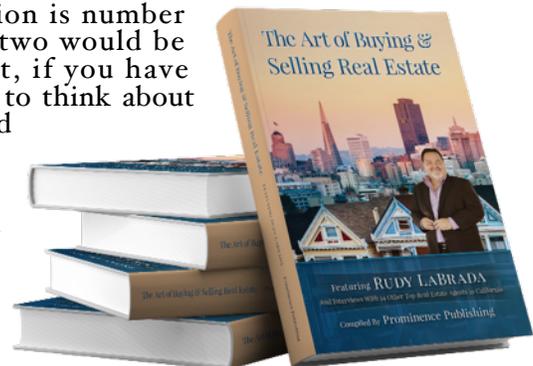
I think you always feel vulnerable in this industry. There is no way around it; no matter how confident I am, I will always have vulnerability on several levels. Every time you pick up the phone or meet a new client, you have to sell yourself. Not taking things personally is a very difficult thing to maneuver through for anybody. You also feel vulnerable because of the kind of world we live in; meeting new clients for the first time, or showing a vacant property and worrying about your safety and the safety of my staff.

The last economic downturn was a lesson in many things, in particular, stamina, accounting and creativity. The fact that I majored in business in college helped as did the fact that my mother was a small business owner until she retired about five or six years ago, so combining book smarts, street smarts and a lot of luck, I think at one point there were about 20 or more real estate offices in this little downtown area, and it literally went down to one. I have been in this office for 14 plus years. I persevered and I made the cuts I needed to make in order to survive, and I survived.

Important Factors When Buying a Home

Instead of stating the usual "location, location, location" I always start off by asking my clients, "Do you see your family living here?" And if the answer is yes and if your gut is telling you that it is, then this is it. So, first and foremost, listen to yourself; do not listen to what some salesperson is telling you - listen to what your gut reaction is in the first three steps of walking in that house or as you pull up in the driveway.

So to me, gut reaction is number one. Then number two would be location. After that, if you have children, you'll need to think about the school district and proximity to schools. Listen to yourself and then listen to all the other factors that directly impact you.



[CLICK HERE to purchase your copy of "The Art of Buying and Selling Real Estate" on Amazon.com](#)

4 Signs a Property is Worth Buying and Renting Out

Do you have fantasies of owning income properties? If you've got the cash and ambition to follow through, there are plenty of condos, homes, and buildings you could buy and rent out—but pinpointing the right one is tough. Don't give up the dream! Insiders insist there are a few ways to separate the cash cows from the turkeys. Here are some signs a rental property is primed to gush big bucks.

I got 99 problems, but Property Management ain't one.



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It makes money for you immediately - While many mistakenly size up an investment property by the amount of money it could eventually make them later—once they've made a ton of renovations—that's exactly the wrong approach. As the saying goes in real estate, you should "Make your profit when you buy." That means: Your income (in the form of rent checks) should cover your costs upfront.

Financial planner and real estate investor Jim Ludwick at MainStreet Financial Planning recommends looking for properties that will generate enough rent in 10 months to cover all costs, including mortgage payments, taxes, and insurance. Another popular rule of thumb is the "2% rule," which holds that your monthly rent should be at least 2% of the total purchase price of a property. Look at comparable rental listings online to get a sense of what you could reasonably charge for rent. Then, try punching in your numbers, from your rent to mortgage to maintenance costs, into an online investment calculator, to see if you end up in the black.

A dwindling DOM - DOM stands for days on market—how long a property has been for sale. And if the DOM is plummeting across the board in a neighborhood, that's a key harbinger that this particular housing market is heating up. And since this typically precedes price hikes, that means you can still score a deal on a property that could make you beaucoup bucks in rent (and if you resell down the road).

Gourmet groceries nearby - Scouts for Whole Foods, Starbucks, and other high-end chains get paid a lot of money to research the up-and-coming neighborhoods with residents (aka your future tenants) who have the disposable income to support their stores. So, if you can buy heirloom tomatoes and a pour-over coffee in a five-block stretch, things are looking good. The presence of Trader Joe's, Whole Foods, and Starbucks, in particular, bode well for real estate desirability.

"You can't just look at the numbers," says Justin Cohen, chief marketing officer of Pangea Properties, a Chicago-based real estate investment and management company. "You've got to really look at the neighborhood and understand what's happening there." Get a sense of what type of tenant the neighborhood and property would attract. A property in a college town, for example, might have a high turnover, while one near a desirable elementary school (get stats at GreatSchools.org) might tend to draw families that want to put down roots for years.

And since many millennials favor "walkable" neighborhoods, areas near public transportation are bound to be a good bet. And we're not just talking about buses and subways in urban jungles; transportation matters in the suburbs and small towns too, although in a different way: Look for towns near (but not right next to) major freeways.

A squeaky-clean tenant - If you're inheriting tenants with the property you're considering, don't just trust that current landlord's word that they "always pay on time." Run a background check and a credit check (it's worth paying for a service such as TransUnion SmartMove to do one for you) on any current or potential tenants to see if there are credit issues or a history of evictions, and ask to see pay stubs or a 1099 to show the tenant has the enough income to cover the cost of living there.

And if the tenant has a less than stellar payment history? There actually is a way to turn this into an opportunity to negotiate a lower price for the property, factoring in the cost (and hassle) of a potential eviction. "Whether you keep the tenant or not, by buying someone else's problem, you've gained some equity," says Jorge Newbery, a real estate investor and the founder and CEO of American Homeowner Preservation.

Refer Our Property Management Services

A referral is the highest compliment when it comes to business. We at The LaBrada Group take pride in our outstanding services. We look forward to managing and leasing your rental/investment properties.



Property Management Services Brochure

Refer our Property Management services and receive a \$25 Starbucks gift card!

Call us today! 909-981-3500

The Lighter Side of The LaBrada Group



Blueberry MUFFIN CAKE

For the Blueberry Cake:

- 1 cup unsalted butter, softened
- 2 cups sugar
- 3 large eggs
- 1 tablespoon vanilla extract
- 2 3/4 cups all purpose flour
- 2 teaspoons baking powder
- 1/2 teaspoon baking soda
- 1/2 teaspoon salt
- 1 1/4 cup buttermilk
- Zest of 2 lemons
- 1 pound fresh blueberries

For the Buttermilk Glaze:

- 3 tablespoons buttermilk
- 1 cup powdered sugar

For the Oat Crumble Topping:

- 2 tablespoons butter
- 2 tablespoons brown sugar
- 3 tablespoons flour
- 2 tablespoons oats
- 2 tablespoons sliced almonds

1. For the blueberry cake: Preheat the oven to 325 degrees F. Spray a bundt pan with non-stick cooking spray and sprinkle lightly with flour. In the bowl of an electric mixer, cream the butter and sugar together until light and fluffy. Then beat in the eggs and vanilla. Mix the flour, baking powder, baking soda, and salt in a separate bowl. Turn the mixer on low and slowly add the flour and buttermilk, alternating each, until all incorporated. Finally beat in the lemon zest before turning the mixer off. Use a spoon to stir in half the blueberries. **2.** Pour the batter into the prepared bundt pan and sprinkle the remaining blueberries over the top. Bake for 60-80 minutes, until a toothpick inserted into the center comes out clean. Remove the cake from the oven and allow it to cool for at least 20 minutes before flipping out onto a cooling rack. Do not try flipping the cake any earlier than 20 minutes, or the cake will stick. Promise! Waiting 30+ minutes is safer. **3.** Once the cake is cooling on the rack, mix the oat crumble. Add all the ingredients to a small bowl and pinch with your fingers to blend the ingredients and break into small pieces. Sprinkle the mixture over a baking sheet and bake in the heated oven for 5-10 minutes. Cool on the baking sheet before proceeding. **4.** For the glaze, whisk the buttermilk and powdered sugar in a small bowl. Drizzle the glaze over the cake and immediately sprinkle the oat crumble over the top of the cake before the glaze



We would like to wish a very **Happy Birthday** to **Maryanne**, our Director of Property Management! She celebrated her birthday on May 7th but in this office we like to call it *Birthday Month!*

HAPPY BIRTHDAY MARYANNE!



Work Hard Play Hard

UPLAND LEMON FESTIVAL



HAPPY MOTHER'S DAY

HAPPY CINCO DE MAYO

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We appreciate your business! - The LaBrada Group

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