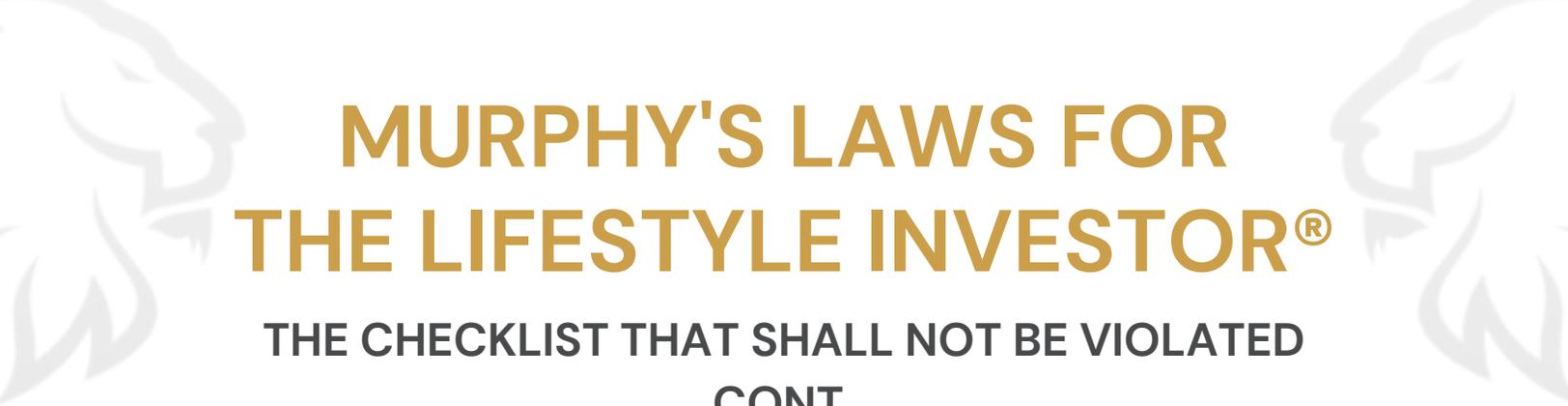


MURPHY'S LAWS FOR THE LIFESTYLE INVESTOR®

THE CHECKLIST THAT SHALL NOT BE VIOLATED

1. If it looks too good to be true, it probably is.
2. If anything feels creepy, it probably is.
3. Beware of name-droppers and name-dropping.
4. The important things are always simple; the simple are always hard.
5. When in doubt, review the Principles and 10 Commandments of Lifestyle Investing.
6. Beware of abnormally high returns, regardless of how much you would like it to be your reality.
7. Beware of dying industries.
8. Beware of dying markets and cities.
9. If there is only one major employer in a city or town, it's probably too risky to invest there, no matter how good the deal looks.
10. Investing in something just because your friends did without doing any research yourself isn't smart.
11. Don't invest in something without considering how much it will cost for you to own and operate it.
12. Do your due diligence! Don't trust their numbers. Remember, they are the ones who want to sell. Compare your notes with fellow investors to ensure you're hearing consistent information.
13. Research customer reviews online.
14. Run background checks on sellers and partners.
15. Get legal advice. Professionals will see things you don't.



MURPHY'S LAWS FOR THE LIFESTYLE INVESTOR®

THE CHECKLIST THAT SHALL NOT BE VIOLATED CONT.

- 16.** Make sure other experts like the investment.
- 17.** Interview several investors who have been long-time investors.
- 18.** Beware if there are no long-time investors.
- 19.** Never meet a person on their own battlefield. In other words, don't go to battle with an attorney who can drain you both energetically and financially.
- 20.** Let the party you are buying from underestimate you; get your ego out of the way, and don't act smart.
- 21.** Never sign a contract without reading it first and having your attorney approve it.
- 22.** Never assume the contract you're signing is the same one you approved; people can insert sneaky clauses at the last minute.
- 23.** Know which opportunities are built by professionals; those are usually predictable. Some are built by amateurs; those are dangerous. You need to know who you're dealing with.
- 24.** The bank doesn't care where the money comes from as long as it's legal.
- 25.** Sometimes the best investment you'll ever make is the one you don't do.