

FROM
LEMONADE STAND
TO LANDLORD

Written By
Brad Munroe



FOREWORD

As I sit down to write this foreword, I tear up a bit. This book is not just words on paper, it is my heart's desire for young black and brown boys and girls poured onto the pages. This book is me living my purpose and fighting through my own personal doubts about putting this out to the world. I felt the same doubts and apprehension when I first got into real estate, the same doubts when I renovated my first investment property and the same doubts I felt when I became a landlord. Not knowing if I was good enough, not knowing if people would like it, and not knowing how it would be received can be the toughest part of being an entrepreneur, real estate investor, and author. But it's the unknown that defines our existence in this world. Diving into the world of the unknown can cause us to reap our biggest rewards in this life. The unknown is truly where you blossom into who you are destined to be.

In these pages, I invite you to let your imagination put you in the shoes of the young boy in this book. I pray that the message is loud and clear and that we all come to understand just how much we all need each other. I pray that successful men and women will take more young men and women under their wing after reading this book and the underlying message of becoming the best version of you will resonate with you, the reader.

Writing this book has been a joy to say the least. I know God was leading me as I wrote this because the words just seemed to flow every time I sat down to write. Writing is truly exhilarating and continues to show me the profound impact that storytelling can have on the world as well as the author.

I want to express my deepest gratitude to those who continue to support me. To my family and friends, thank you for being my motivation. To the readers, thank you for embarking on this journey with me. I hope that within these pages, you find inspiration, knowledge, and even some laughter. As you delve into the chapters that follow, it is my sincere hope that it sparks your curiosity, ignites your ambition, and leaves you with a sense of wonder. Happy reading and much love!

Brad Munroe

January 27, 2024

Dedication

To my phenomenal children,
Trey and Tristan and my wife Adrienne.
You are my greatest inspiration and the
reason why I do everything I do.
I love you with everything in me.

To my family,
Your love and support means the world
to me. Thank you for everything.

To the young black Kings and Queens out there,
remember to always dream big and live fearlessly.
You are more powerful than you know.

TABLE OF CONTENTS

Chapter 1: Smart Just Like His Daddy

Chapter 2: Jalen's Grand Opening

Chapter 3: I Want You To Think Big

Chapter 4: From Lemonade Stand To Landlord

Chapter 5: My Parents Put Me In Position

Chapter 6: It All Starts With A Mentor

Chapter 7: Inspection Day With Mr. Bob

Chapter 8: Foundation Is Important

Chapter 9: Anything I Can Do, You Can Do

Chapter 1:
Smart Just Like
His Daddy

Once upon a time there was a boy name Jalen. Jalen was 10 years old and he lived in the Inner City. Jalen's mom was a nurse and her name was Janice. She was the best mom ever. She was so supportive of Jalen and made sure that he was always well taken care of. Unfortunately, Jalen never got to meet his dad.



Jalen's mom always told him that he was special and that God gave him an amazing gift of being smart and ambitious just like his dad. On a warm summer day, Jalen's mom told him to use his gift of being smart and ambitious to create a business. "What is a business?" Jalen asked. Jalen's mom replied, "A business is a product or service you create to earn money." "Oh that's so lit! I can do it momma and I'm going to be rich like all the Youtubers." Jalen replied. He was so excited that he started running around the house.



Jalen's mom laughed and said, "Yes you can baby! I love the positive attitude. I will give you \$100 to start the business but you have to come up with the idea yourself." Jalen hugged his mom and said, "Ok, bet!" Jalen's mom reached in her purse, took out \$100, and put it in an envelope. "You have one week to come up with your idea Jalen. I know you can do it. Once you do that, you get the \$100." said Jalen's mother.



A week later Jalen came back to his mom and screamed "I got it ma!" "Did you figure out your business?" asked his mother. "Yes!" Jalen said with confidence. "I wanna start a lemonade stand!" said Jalen. "That is a great idea!" said Jalen's mom. "It will be perfect because it is summer time and people love good lemonade." she said. "Yup! It's gona be lit!" Jalen exclaimed.



The next day Jalen's mom gave him the \$100 she promised and Jalen put it to good use. First, he walked two blocks up the street to the grocery store to buy several lemons, spring water, lemon juice, and raw honey. Next he asked his mom to take him to the arts and crafts store so that he could make a nice bright sign for his lemonade stand. He spent about \$40 and still had \$60 left. He used another \$20 to print out flyers that he distributed to everyone on the block and at every store nearby to announce his grand opening. And he used another \$25 to create T – shirts for him and his mom that said Jalen's Tasty Lemonade.



When the T-shirts arrived to Jalen's house, his mom gave him a big hug and said, "Jalen I am so proud of you! How did you know to do all of this?" Jalen laughed at his mom and said "Youtube University Momma." Jalen's mom looked at him and then immediately started laughing hysterically. "You are too much!" she exclaimed.



Chapter 2:

Jalen's

Grand Opening

On the day of Jalen's grand opening, he had a great turn out. All of Jalen's friends came to support him and buy from him. The community saw how much work Jalen put into starting his lemonade stand and they were proud that he had finally opened it to the public. Jalen's lemonade tasted great and people noticed the time he put into creating a great product. He had repeat customers all the time, and on some days, some new customers as well.



Jalen loved having a business and loved serving people. He learned that when you start a business, tell people all about it, and provide something that people like, you can always get customers. The success of Jalen's lemonade stand made him eager to start other things. Although he was only 10, he was already becoming business minded and his mom took notice.



One day Jalen's mom came into his room and said, "Get dressed baby boy. We are going to see something cool today." "For real?" Jalen shouted. Jalen's mom laughed and said, "Yes baby. For real. Go ahead and get dressed." Jalen jumped out of bed and put on his business T shirt, some pants and some sneakers. His business T-shirt was his favorite shirt to wear because he wanted people to know all about his business. Jalen met his mom outside and got into the car. "Where are we going ma?" said Jalen. "It's a surprise. We'll be there in about 15 minutes. Be patient. I think you are going to love it."



Chapter 3:

I Want You To Think Big

As they were driving, Jalen noticed that the neighborhood was starting to change. He saw that there were a lot of people walking their dogs, a lot of pick up trucks on the street with people fixing up properties, and a lot of newer looking houses with for sale signs out front. It wasn't far from where he lived but it seemed like a whole new world.

"What are these people doing inside of these houses ma?" he said. "Well baby, that is exactly what I wanted to show you." said Jalen's mom. "I have a friend who buys houses that are old, fixes them up and then makes money from people who rent from him." she said. "Are those like his customers" said Jalen. Jalen's mom laughed and said "Yes, almost. Except they are called tenants." said Jalen's Mom. "How does he buy these big houses?" said Jalen. Jalen's mom smiled at him and said, "Well baby, he is going to tell us about that today. It is going to be exciting!"



A few moments later, Jalen's mom pulled up to a huge property that seemed to be undergoing construction. "We're here!" said Jalen's mom. "What is happening here momma?" asked Jalen. "My friend is doing some work on this property. He is a real estate investor." Jalen looked at the property and said, "Oh okay. What is a real estate investor?" "A real estate investor is someone who buys properties and makes money from either reselling them or by renting to people who pay him each month." "Oh wow! I didn't know you could do that. That's so cool!" said Jalen.



As Jalen and his mom were talking, a man with a nice suit on walked out of the property. "Hi Janice! You finally made it." exclaimed the man as he walked towards the car. "Hi Bob, thanks for inviting us!" said Janice. "Jalen, this is Mr. Bob, the nice man that I wanted you to meet!" Mr. Bob looked at Jalen with a big smile and said, "Hey Jalen! Nice to meet you bud." Jalen extended his hand to give Mr. Bob and handshake, "Hello! Are you rich?" asked Jalen curiously. Jalen's mom and Mr. Bob burst out with laughter after Jalen asked that question. "Well, I'd say that I live a life of freedom." said Mr. Bob. "What is freedom?" Jalen asked. Mr. Bob looked at Jalen with a smile and said, "For me freedom is being able to live life the way I want to without having to worry about much. Most importantly I can provide for my family and help them live a life of freedom too." Jalen's little eyes lit up and said, "Wow, that's so cool!"



Jalen began to look around at all the properties in the neighborhood. They were all big with driveways and parking lots where a lot of cars could park. He was surprised that all of these properties were so close to where he lived and that he had never been here. "I like your shirt Jalen. Your mom tells me that you started an awesome lemonade stand!" said Mr. Bob. "Yes! It's so lit!" exclaimed Jalen. "I have a lot of customers!" said Jalen. "That is incredible!" said Mr. Bob. "Your mom told me that you've been working incredibly hard and I love that. You know, when I was younger, I started a lemonade stand too. I see a lot of myself in you Jalen." said Mr. Bob. "Really!" said Jalen. "Yes, I absolutely do." said Mr. Bob. "How about we take a look inside the property. Would you like that?"



Jalen ran to the front of the house and said "I'm soooooo ready!" Mr. Bob and Janice laughed hysterically and walked towards Jalen who stood at the front door. "Awesome! Let's go inside." said Mr. Bob. "But one thing Jalen," said Mr. Bob. "I want you to know that everything you see today, you can do too. I'm no better than you or anyone else but I had a big vision to own several properties and I did it." "What is a vision" said Jalen.

Mr. Bob smiled back and said, "Great question! A vision is a promise you make to yourself that you will become the person you dream of being. I want you to think big and always have a vision for yourself Jalen because you have so much potential."

Janice smiled at Jalen because she knew this was the encouragement Jalen needed. Jalen looked at his mom and then looked at Mr. Bob. "Yes sir! Think big and always have a vision. I got it!" said Jalen. "Great Jalen! Let's go inside." said Mr. Bob.



Chapter 4:

From Lemonade Stand To Landlord

Mr. Bob opened the door to his property and let Jalen and his mom inside. When they got inside Jalen started jumping around. "Mommy this is lit! Can we live here?" asked Jalen. "Oh Jalen, you are too much!" said Jalen's mom as she laughed. "We are just here to take a quick tour with Mr. Bob. We won't be here for very long either because I am sure Mr. Bob has things to do."

"I'm in no rush at all." said Mr. Bob. "In fact, I want you to feel free to ask me any questions that come to mind today as we walk around the building." said Mr. Bob.

"Awesome!" said Jalen with a huge smile.



As they walked around, Jalen noticed that the property was a bit dirty. There were some paint cans, pieces of plywood and some workers fixing things up throughout the property. Jalen also noticed that the workers were doing some work on the roof. They were working hard to make the property look nice.

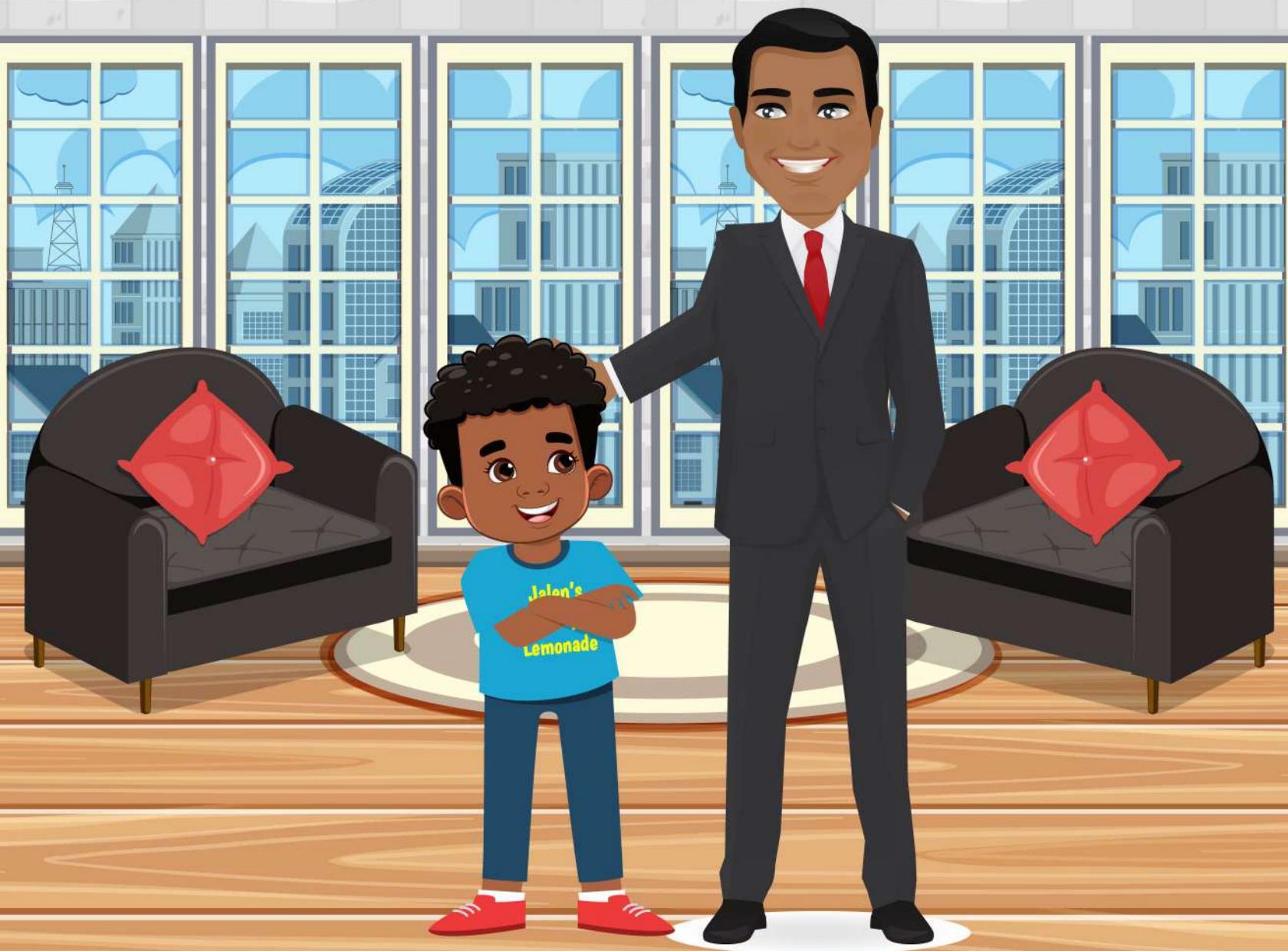
"Are those guys building this house for you Mr. Bob?" asked Jalen. Mr. Bob smiled at Jalen and said, "Yes, they actually made several repairs throughout the property for me. I like to buy properties that I can fix up. I am a landlord."



"What is a landlord" asked Jalen. "A landlord is someone who owns property and provides housing for others in exchange for payment." "Oh yeah that's right! Momma said those people who pay you are your tenants." said Jalen. "Correct! Very good Jalen!" said Mr. Bob. "So why do you get these dirty houses?" said Jalen. Mr. Bob laughed and then said, "Well, when I buy properties that need work and are dirty, I pay less for them and that is one the main reasons I have freedom today."

"What do you mean exactly? asked Jalen's mom. "By buying properties that need work, I am able to get them at a huge discount, sometimes 50% less than others pay. That means sometimes I can buy two houses for the price most people pay for one."

"Wow, that is very smart." said Jalen's mom. "How do you find the properties?" she asked. "Through other investors and through banks." said Mr. Bob. "I've created a lot of relationships over the years." Bob said.



"What is a relationship?" asked Jalen. "A relationship is built by getting to know someone who you did not know before. In real estate, you should always look to build new relationships with people who have similar interests." said Mr. Bob.

"What is real estate?" asked Jalen. "Great question Jalen! Real estate is land and any structure that is on the land." Jalen looked back at Mr. Bob with an inquisitive look and said, "So that means almost everything is real estate." Mr. Bob smiled at Jalen and said, "Well, just about. Real estate is a great investment because people will always need it and if you own a lot of it, you can figure out a way to always make money."

"That is so awesome." said Jalen. "I wanna be like you when I grow up." Mr. Bob smiled at Jalen and said, "Aww Jalen. That is very kind of you to say.

But you can be even better than me."



Chapter 5:

My Parents Put Me In Position

As they continued to walk around the property, Mr. Bob pointed out different things about the property and mentioned that property had 6 different apartments inside of it. He told Jalen and his mom that he owned several properties in the area and is currently looking to purchase more. Jalen's mom looked at Mr. Bob with a smile and said, "Wow!

Your parents must be so proud of you. They raised you well, Bob."

Mr. Bob smiled back and said, "Well, none of this would have been possible without my parents." "Were your mommy and daddy Landlords too?" asked Jalen. Mr. Bob smiled and said. "No, they actually weren't landlords buddy but they put money away for me so that I could have a head start." "What do you mean by head start?" asked Jalen. "Well.

My parents put \$250 away in a saving account for me every 2 weeks from the time I was born. They both took \$125 out of their paychecks and let it accrue in the bank.

By the time, I was 18 years old. they both had saved up \$108,000 plus interest."

"That's um.....\$216,000!!" screamed Jalen at the top of his lungs.

"That's like \$10 trillion dollars!!" said Jalen.



Mr. Bob laughed hysterically and said, "Well, it's not that much Jalen but it was enough to get me started as a landlord. It was the head start I needed. I took that money and purchased my first few properties with it." "That is amazing!" said Janice. "Yes, Janice. It is exactly how I went from my lemonade stand to being a landlord and I would love to see the same thing happen with Jalen. That's why I wanted you to come here today." Mr. Bob looked at Janice with a polite smile and continued, " I know how hard you work to raise Jalen and I want to help get him to where I am one day." Janice looked at Mr. Bob with a surprised look on her face and asked, "What do you mean Bob?"



Chapter 6:

It All Starts With A Mentor

Jalen immediately started dancing and jumping around. "Can we do it mommy? Please! Please! Pretty please!" screamed Jalen. Janice looked at Mr. Bob with a perplexed look on her face. Bob smiled back at Janice and said, "Listen Janice. Where I am from, we having saying that goes.....each one teach one. I feel like we've gotten away from that these days.

It all starts with mentorship. I'd like to be Jalen's mentor."

They continued to walk through the property and, as they did, Mr. Bob began to explain how he intended to help Jalen and what mentorship meant. "So Jalen, as your mentor, I will lend you my experience and knowledge to help you achieve results much quicker than I did." Jalen looked at Mr. Bob with a smile and said, "So cool!" "I am going to see to it that you have everything you need to invest by the time you are 18 years old." said Mr. Bob. "Really?" exclaimed Jalen. "Yes. I am also going to help your mom build your account to \$108,000 so that you can start buying properties just like I did when you turn 18." said Mr. Bob.



Mr. Bob then talked to Jalen and his mom about the importance of having consistent income and good credit. He told them about different ways to purchase houses and how to begin setting Jalen up for the future. Jalen asked Bob several questions while they walked through the house and Mr. Bob loved Jalen's enthusiasm and how observant he was.

"So I have one more question Mr. Bob" said Jalen. "Can you give me this property?" Mr. Bob laughed and said, "Well, no but I am going to show you exactly how you can get your own. I promise. But let's make a deal Jalen. I will only do this if you get A's and B's in school. You are so smart that I just cannot accept anything less from you. Do we have a deal?" Jalen thought about it for a minute and then looked at his mom. He then looked at Mr. Bob, shook his hand and said, "Deal!"



Chapter 7:

Inspection Day With Mr. Bob

A few weeks later while sitting at home in his room, Jalen's mom knocked on his door and said, "Hey Jalen, you have a phone call." Jalen popped up and took the phone out of his mom's hand and said, "Hello?"

"Hi Jalen, it's Mr. Bob. How are you bud?" With excitement in his voice, Jalen replied, "I'm great Mr. Bob. How are you?" "I'm doing well bud!" said Mr. Bob. "Your mom tells me your report cards came in this week and you got A's and B's. Congrats! I'm proud of you." Jalen smiled and said, "Thank you sir."

"Since you've done well in school and kept your word, I want to invite you to an inspection day with me." said Mr. Bob. "Ok great! But what's that?" said Jalen. "I'll tell you all about it tomorrow. I'll send your mom the address and time for us to meet. Sound good?" asked Mr. Bob. "Sure does!" replied Jalen. "Ok great! See you tomorrow!" said Mr. Bob.



The next day Jalen and his mom pulled up to another big property but this time in another part of town. Mr. Bob was already standing outside of the property talking to someone who had a notebook and shirt on that said property inspector. Mr. Bob saw that they had arrived and waved for them to come to where he was standing to listen in on the conversation. As Jalen and his mom approached they overheard Mr. Bob telling the man with inspector shirt should read to thoroughly check the foundation of the property so that he could determine if he wanted to buy the property.

"Hi Jalen! Hi Janice!" said Mr. Bob as he greeted them both with hugs. "Thanks for meeting me here. I wanted Jalen to see the process I go through before I buy a property. Today is inspection day." said Mr. Bob. "What is inspection day?" asked Jalen. "Well, I am under contract to purchase this property. Inspection day is a day where I get a professional inspector to check out the entire property and provide me with a report. The report will tell me what needs to be fixed and allows me to make an informed decision on whether or not I should purchase the property." "Oh! I see." said Jalen. It's like a test to make sure the house is good. " Mr. Bob smiled at Jalen and said, "Exactly bud."





As Jalen and Janice entered the house and walked through with Mr. Bob they noticed that Mr. Bob asked the inspector several questions. Mr. Bob and the inspector spent a lot of time in the basement looking at old pipes, wires, and systems that looked big and bulky. Then the inspector went up in the attic and then on the roof.

"Jalen, can you guess how much this property costs?" said Mr. Bob. "Um.....maybe \$30,000?" asked Jalen. "Nice try bud but this property will cost around \$275,000 if I buy it. Now guesswhat it will be worth after I make the repairs and rent it out to tenants?" Jalen gave it some thought and said "\$1 million?" Mr. Bob laughed and said, "Well, I wish. This property will probably be worth close to \$600,000 after I get in here and do the work and get it rented. So the property has a lot of equity."

"What is equity?" asked Jalen. "Equity is the difference between what you pay for a property and what the property is actually worth." said Mr. Bob. "I only buy a property if I have equity in the property as soon I become the owner. This way I know I am always at an advantage." "Wow! That's a great deal." exclaimed Jalen's mom. "Yes it is Janice.

Also, one of my favorite things about real estate is that the value of the property can increase over time. That is called appreciation. One day this house could be worth way more than \$600,000 and when I decide to sell, I can make a lot of money because of that." said Mr. Bob. "Got it. Now I see why you have freedom Mr. Bob." said Jalen. He continued, "I think you're pretty rich too." Mr. Bob laughed hysterically and said, "Jalen you are too much bud. But, do you see why I like to buy real estate and why you should too?" Jalen shook his head and said, "Yes I do. This is so cool. Thank you for teaching me Mr. Bob." Mr. Bob rubbed Jalen's head and smiled then said,

"You're welcome bud. I am happy to do it."

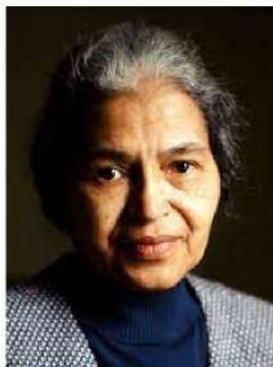
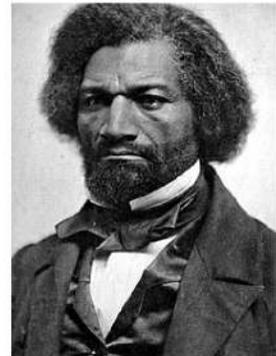
Chapter 8:

**Foundation
Is Important**

After the inspection was completed, Mr. Bob offered to take Jalen and his mom to lunch. When they got to the restaurant and sat down at the table, Mr. Bob asked Jalen, "What did you think about inspection day?" Jalen looked up at Mr. Bob and said, "Well, the house was ugly just like the last one." Mr. Bob laughed and then said, "Yes I know. The inspection report will not come back for a few days but I am excited to purchase the property." Jalen's mom had a curious look on her face and asked, "So, what makes you so excited to purchase the property after your inspector mentioned all the repairs it needs?" asked Jalen's mom. "The property has a solid foundation which means the property has the proper support to build on. That was my main concern." said Mr. Bob. He continued, "If a property has solid support and is structurally sound, I can create a nice finished product without having to worry about major issues in the long run." Jalen's mom nodded her head and said, " Ahh. I understand."



Mr. Bob continued, "It's a lot like life Jalen. If you have a solid foundation and the proper support, you can be anything you want to be." Jalen looked up and Mr. Bob and said, "So I can be rich like you?" Mr. Bob laughed and looked at Jalen. "You can be anything you want to be bud. Just make sure to surround yourself with people who really care about you and want the best for you." Mr. Bob continued, "When I was young, my parents did a great job of encouraging me. They also told me about the importance of reading because books give you a strong foundation as well." Jalen looked at Mr. Bob and said " I hate reading!" Mr. Bob smiled and said, "I did not like reading when I was young either but I made it a point to do it because readers are leaders." Jalen looked at Mr. Bob and said, "What's a leader?" "A leader is someone who can positively influence others to be better." said Mr. Bob. "You learn so much by reading about other people. I would suggest that you read about heroes like Martin Luther King, Harriet Tubman, Barack Obama, Michell Obama, Rosa Parks, and Frederick Douglas to name a few. These people were leaders who changed the world. Their stories will be sure to inspire you." Jalen smiled and said, "Wow, that sounds lit. Ok, I'll do it!" Mr. Bob smiled and said, "Great Jalen. As you learn and grow into the great leader you are destined to be, make sure to help others along the way. Help them build a solid foundation so they can become the best version of themselves as well." Jalen nodded at Mr. Bob and said, "Ok, I will Mr. Bob."



Chapter 9:

**Anything
I Can Do,
You Can Do**

When Jalen woke up the next day, he thought about what Mr. Bob had told him. He wanted to be a leader and help a lot of people one day. He also wanted to own a lot of properties like Mr. Bob. He was developing a vision for his life just like Mr. Bob told him to do. Later that day as he sat at his lemonade stand, he looked at all the buildings that were on his street. He noticed that each building had several tenants that lived inside of them. The building that he lived in had at least 200 tenants alone.

He wondered who owned the buildings and made a note to himself to call Mr. Bob and find out if he knew. Jalen figured that the landlord who owned his building must be very knowledgeable, and he wanted to meet him. Jalen smiled as he looked at all the buildings up and down the block because he knew that one day he would own his own.



A few moments later, a customer approached Jalen's stand and noticed that he was smiling ear to ear. "Jalen, you seem so happy today." said the customer. Jalen smiled at his customer and said, "I am happy and very excited." His customer smiled back and said, "Excited about what?" Jalen proceeded to pour the customer a cold glass of lemonade and said, "Just excited about my future. That's all. I know that I can be anything I want to be if I work hard a build a solid foundation." The customer reached in his wallet to pull out some cash for the lemonade and said, "You're so right Jalen. You are going to be very successful when you grow up." Jalen smiled at the customer while taking his payment and replied, "Thank you so much and thank for supporting my business. I really appreciate it."



Later that evening, after Jalen closed down his lemonade stand and was sitting at home, he asked his mother to call Mr. Bob. Jalen's mom replied, "Sure baby!" and then went to get her phone from the other room. When she returned, she handed the phone to Jalen and said, "Here you go sweetie. Mr. Bob is on the phone."

Jalen took the phone from his mother and said, "Hi Mr. Bob!" "Hey bud! How was your day today?" replied Mr. Bob. "It was good." Jalen said. Then he continued, "I wanted to talk to you because I wanted to ask you a question." Mr. Bob quickly replied, "Of course bud! What is it?" Jalen replied, "I was wondering if you knew who owned the building I live in. I'd love to meet the landlord." Mr. Bob chuckled a bit on the other end and said, "Well bud. You've already met him."



Jalen looked at the phone with a puzzled look on his face and said, "Huh, what do you mean?" Mr. Bob continued to chuckle on the other line and said, "Well Jalen, I own that building." Jalen gasped in disbelief and then said, "What? You own our building? It's the biggest building on our street. How come you never told us?" Mr. Bob laughed and said, "Because you never asked bud." Jalen giggled and then said, "That is so cool!" Mr. Bob chuckled and replied, "But hey Jalen, do you remember what I told you the first day we met?" Jalen replied, "Well, if I am being honest, I don't remember all of it."



Mr. Bob replied,

"Well bud, I told you that anything I've done, you can do too. Always remember that Jalen." Jalen smiled and then replied, "Do you really think I can be as awesome as you one day Mr. Bob?" Mr. Bob chuckled and said, "I am sure of it Jalen. And I'll be here to help you along the way. You will see that with dedication, you can go from your lemonade stand to being a landlord just like I did."

Jalen smiled from ear to ear. He felt happy because he had another person who believed in him and cared about his success.



It made him feel like anything was possible. "Mr. Bob I really want to be a leader and help a lot of people. Once I own my properties, I am going to show my friends how they can do it too." said Jalen. "I always knew you were a leader Jalen and that is why I am committed to helping you." said Mr. Bob. "It will take hard work but you can make it happen. You must be committed throughout the process. Are you ready to accept that challenge Jalen?" asked Mr. Bob. Jalen replied to Mr. Bob's question without hesitation. "I sure am Mr. Bob and I am committed. Let's do this!"



THE END