

# THE PLEXINVESTOR™

Investor Exit Workbook for DuPlex Owners

Expert-Level Analysis for Informed Selling Decisions

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## How to Use This Workbook

This workbook is designed for **DuPlex Owners who think like Investors**. It will help you evaluate whether selling now, repositioning, or executing a tax-efficient exit produces the strongest outcome.

Each section includes **Fillable Calculation Fields** commonly used by professional investors, lenders, and asset managers. Complete the fields to reveal the true performance—and market positioning—of your duplex.

## Section 1: Exit Motivation & Strategy Alignment

Professional exits start with clarity of intent.

### Primary driver for exit (rank top 2):

- Management fatigue
- Capitalizing on market equity
- Risk reduction
- Portfolio rebalancing
- Life or business transition

### Desired Outcome Priority:

- Maximum Price
- Speed & Certainty
- Tax Efficiency
- Minimal Disruption

## Section 2: Duplex Asset Overview

Property Address: \_\_\_\_\_

Year Built: \_\_\_\_\_

Unit Mix (ex: 2x2/1): \_\_\_\_\_

Total Square Footage: \_\_\_\_\_

Lot Size: \_\_\_\_\_

### Condition Grade:

A (Turnkey)

B (Rent-ready)

C (Functional / dated)

D (Deferred maintenance)

E (Long Term Tenants)

Estimated Capital Expenditures Needed (\$): \_\_\_\_\_

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## Section 3: Rental Income & Expense Inputs

### Gross Scheduled Rent (GSR)

<b>Unit</b>	<b>Monthly Rent</b>
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Unit A \$ \_\_\_\_\_

Unit B \$ \_\_\_\_\_

**Total Monthly Rent:** \$ \_\_\_\_\_

**Annual Gross Scheduled Rent (GSR):** = Monthly Rent × 12 = \$ \_\_\_\_\_

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### Vacancy & Credit Loss

**Vacancy Rate (%)** \_\_\_\_\_ % (5% is Industry Standard)

**Annual Vacancy Loss:** = GSR × Vacancy % = \$ \_\_\_\_\_

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### Effective Gross Income (EGI)

**EGI Calculation:** = GSR - Vacancy Loss = \$ \_\_\_\_\_

## Operating Expenses (Annual)

<b>Expense Category</b>	<b>Amount (\$)</b>
Property Taxes	\$_____
Insurance	\$_____
Utilities (Owner Paid)	\$_____
Maintenance & Repairs	\$_____
Property Management	\$_____
Reserves	\$_____
Other	\$_____
<b>Total Operating Expenses:</b>	<b>\$_____</b>

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## Section 4: Net Operating Income (NOI)

**NOI Formula:** = Effective Gross Income – Operating Expenses

**Net Operating Income (NOI):** \$\_\_\_\_\_

*NOI is the single most important metric investors use to value duplexes.*

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## Section 5: Valuation Metrics (Investor View)

### Cap Rate Analysis

**Market Cap Rate (%):** \_\_\_\_\_ % (Western Washington, capitalization (cap) rates for duplex properties in 2026 generally fall within 5% to 6.5% depending on location)

**Implied Value Based on NOI:** =  $\text{NOI} \div \text{Cap Rate} = \$$ \_\_\_\_\_

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## Section 6: Debt, Equity & Net Proceeds

- Current Loan Balance: \$\_\_\_\_\_
- Interest Rate: \_\_\_\_\_ %
- Monthly Debt Service: \$\_\_\_\_\_

**Estimated Sale Price:** \$\_\_\_\_\_

**Selling Costs (%):** \$\_\_\_\_\_ (Average 8% including: Brokerage / Title-Escrow / Excise Tax)

**Estimated Net Proceeds Before Tax:** = Sale Price – Loan Balance – Costs = \$\_\_\_\_\_

## Section 7: Tax Strategy Snapshot (High-Level)

Consult a CPA before finalizing any sale.

- Original Purchase Price: \$ \_\_\_\_\_
- Capital Improvements: \$ \_\_\_\_\_
- Accumulated Depreciation: \$ \_\_\_\_\_

**Potential Exposure:** -  Capital Gains -  Depreciation Recapture

**1031 Exchange Considered?**  Yes  No  Undecided

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## Section 8: Exit Path Comparison

Strategy	Pros	Cons
Sell As-Is (Investor)	Speed, Certainty	Price Ceiling
Improve & Sell	Higher Valuation	Capital & Time
1 Unit Vacant Sale	Wider Buyer Pool	Loss of Rent
Hold / Refinance	Retain Asset	Ongoing Anagement

**Best-fit strategy:** \_\_\_\_\_

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## Section 9: Market Timing (Current Conditions)

- Investor Demand:  Strong  Balanced  Soft
- Competing Duplex Inventory:  Low  Normal  High
- Interest Rate Trend:  Rising  Stable  Declining

**Optimal Exit Window:** \_\_\_\_\_ **3-6 Months** \_\_\_\_\_

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## Section 10: Execution Checklist (Seller-Ready)

- Copies of Current Leases and Rental Agreements
- Permits for Renovations / Upgrades
- Operating Expenses Organized
- CapEx history summarized
- Loan Payoff Amount

## Final Decision Summary

### Recommended Action:

- Sell now
- Prepare & reposition
- 1031 exchange
- Hold & reassess

Target Exit Price: \$ \_\_\_\_\_

Target Date: \_\_\_\_\_

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### The **PlexInvestor**™ DIFFERENCE

**DuPlexes are investment assets, not residential homes—and they must be marketed accordingly.**

**Investor buyers base decisions on Cash Flow, NOI, Cap Rate, and long-term performance, not emotion. When these metrics are missing or unclear in the offering, properties fail to attract serious buyers or sell well below market value.**

**At The PlexInvestor™, we specialize exclusively in DuPlexes, positioning each property with clear financial analysis, upside potential, and strategic market timing to attract qualified investor demand.**

**With over 25 years of experience, we market DuPlexes as income-producing investments—creating confidence, competition, and stronger sale prices for landlords ready to exit.**

**Three Regional Platforms / Global Reach**

**360.349.8281**

**John Novak**

Designated Broker / Owner

