



JOE LAFLEUR

# MEDIA KIT



## ABOUT JOE LAFLEUR

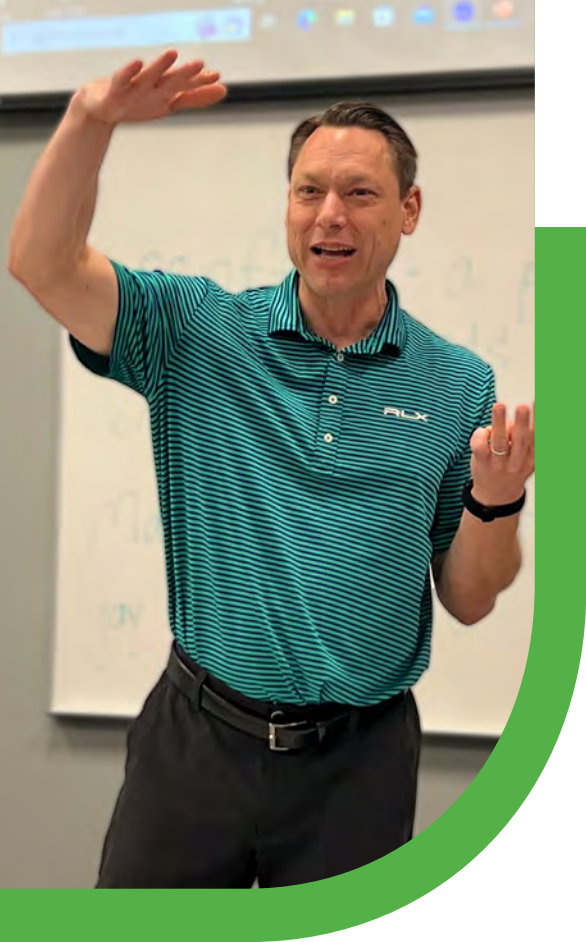
Joe LaFleur, a multifamily investment advisor with [100Units](#), specializes in the representation of multifamily buyers and sellers throughout the Florida market, focusing on Central Florida, Jacksonville, and Tampa.

By utilizing his transaction expertise, he has helped clients successfully close over 150 transactions totaling over \$200 million in volume. Joe provides value to his clients with superior knowledge of the multifamily asset class. He views himself as an educator and advisor working with both established and new investors. He provides his clients with the highest probability of success using his thorough knowledge of all multifamily transaction aspects including access to buyers, lenders, appraisers, real estate attorneys, professional property managers, and 1031 qualified intermediaries.

Joe graduated with honors from the University of Houston with a degree in electrical engineering, which provided him with high level math and problem solving skills that transfer well to real estate. He holds a Florida Real Estate Broker's license and is an active member of the Downtown Orlando chapter of Toastmasters International. Joe is also a proud supporter of the Coalition for the Homeless of Central Florida as a long-term Hearts of Gold sponsor.

As a thought leader and Florida multifamily expert, Joe is regularly asked to speak at events, give interviews for publications such as the Orlando Business Journal, and appear as a guest on podcasts. He is able to provide signature and custom presentations to a variety of audiences with a focus on actionable advice for commercial real estate investors. For more information, visit [joelafleur.com](http://joelafleur.com) or call him at 866-GO-UNITS.





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## SIGNATURE SPEAKING TOPICS

- ✿ 7 Top Options for Retiring as a Self-managing Property Owner
- ✿ 10 Things You Must Do When Preparing to Sell or Refinance your Multifamily Property
- ✿ 7 Steps to Selling Your Apartment Building for Top Dollar
- ✿ Florida Multifamily Market Updates
- ✿ Buying Apartment Buildings: 9 Mistakes You Can't Afford to Make
- ✿ Building a Reputation
- ✿ Lessons Learned from Real Deals

## FAQS ABOUT JOE LAFLEUR

### WHAT'S YOUR CURRENT FULL-TIME CAREER?

Joe LaFleur is a full-time multifamily investment advisor with 100Units who specializes in the representation of multifamily buyers and sellers looking to invest in Florida.

### CAN YOU DESCRIBE WHAT YOUR COMPANY DOES?

100Units, founded by Joe LaFleur in 2015, is a group of multifamily investment advisors who help investors buy and sell multifamily properties in Florida that range from 5 to 150 units. They are currently specialized in the Orlando, Tampa Bay, and Jacksonville markets.

### WHAT'S THE GREATEST LESSON YOU'VE LEARNED?

One of the things that separates you in real estate is adding value to your clients. In investment real estate, if you're going to have any durability you're going to need to be highly cognizant of the value you bring to your industry and the only way to do that is to be hyper focused. You need to know more about the niche of real estate that you're in than your clients.

### WHERE YOU ARE CURRENTLY LOCATED (CITY, STATE).

I personally reside in Orlando, Florida. The 100Units team specializes in supporting multifamily investors buy and sell in Orlando, Tampa Bay, and Jacksonville.

### BEST WEBSITE FOR YOU:

joelafleur.com and 100units.com

### SOCIAL MEDIA HANDLES:

 [Joe LaFleur LinkedIn](#)

 [100Units LinkedIn](#)

 [100Units Facebook](#)

 [100Units Instagram](#)

 [100Units YouTube](#)



## IN THE NEWS



### WFTV CHANNEL 9

[Orange County rent referendum heading to November ballot](#)



### ORLANDO BUSINESS JOURNAL

[When will Orlando's soaring rent growth stop?](#)



### ORLANDO BUSINESS JOURNAL

[See the priciest – and most affordable – neighborhoods to rent apartments in Orlando](#)



### THE MULTIFAMILY WEALTH PODCAST

[#58: Finding Your Niche, Growing a Brokerage Business, and How Buyers Can Stand Out To Brokers with Joe LaFleur](#)



### THE PERFORMANCE MINDSET PODCAST

[Investment is key](#)



### BEAU KNOWS MULTIFAMILY

[Top 5 Things Real Estate Investors Do That Brokers Hate](#)





## CONTACT

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