



COI - Cost of Inaction

"Analysis Paralysis"

ROI - Return on Investment is a common term; but many people are not familiar with another very important component to investing...**COI - Cost of Inaction**.

"We are all flooded with opportunities each and every day, some worthy of our consideration and some not. However, when an opportunity with merit crosses your desk, be decisive. Inaction plays out in the following way. Time passes, deadlines are missed, windows of opportunity close. Your inaction is now a passive 'no'. Which brings me to another important point. Be forewarned. This mode of operation can be systemic and compound its negative effect, stunting your potential for growth. Trust me, it will catch up with you. So next time you are presented with a new opportunity, consider the COI factor." Leonard Rosen, CEO of Pitbull Conference

We at FundingEdge refer to it as '**Opportunity Cost**'...'How much is this Opportunity going to Cost in the long run if you don't make a move forward?'

Soft Money

- \$250k - \$2.5mm
- Acquisition & Refinance
- 5 - 30 Year Terms
- Commercial Real Estate

Private Money

- \$250k - \$5mm
- Acquisition & Refinance
- BK's, Foreclosure Avoidance, Workouts, etc.
- 1 - 5 Year Terms

FundingEdge & Power2Fund

Commercial Real Estate & Business Finance

Ph: (830) 331-4030 / (210) 249-2111

eFax: (210) 280-0069

Email: newapps@power2fund.com

Web: www.power2fund.com / www.fundingedge.com

