

Freedom

The Real Estate Blueprint

Before

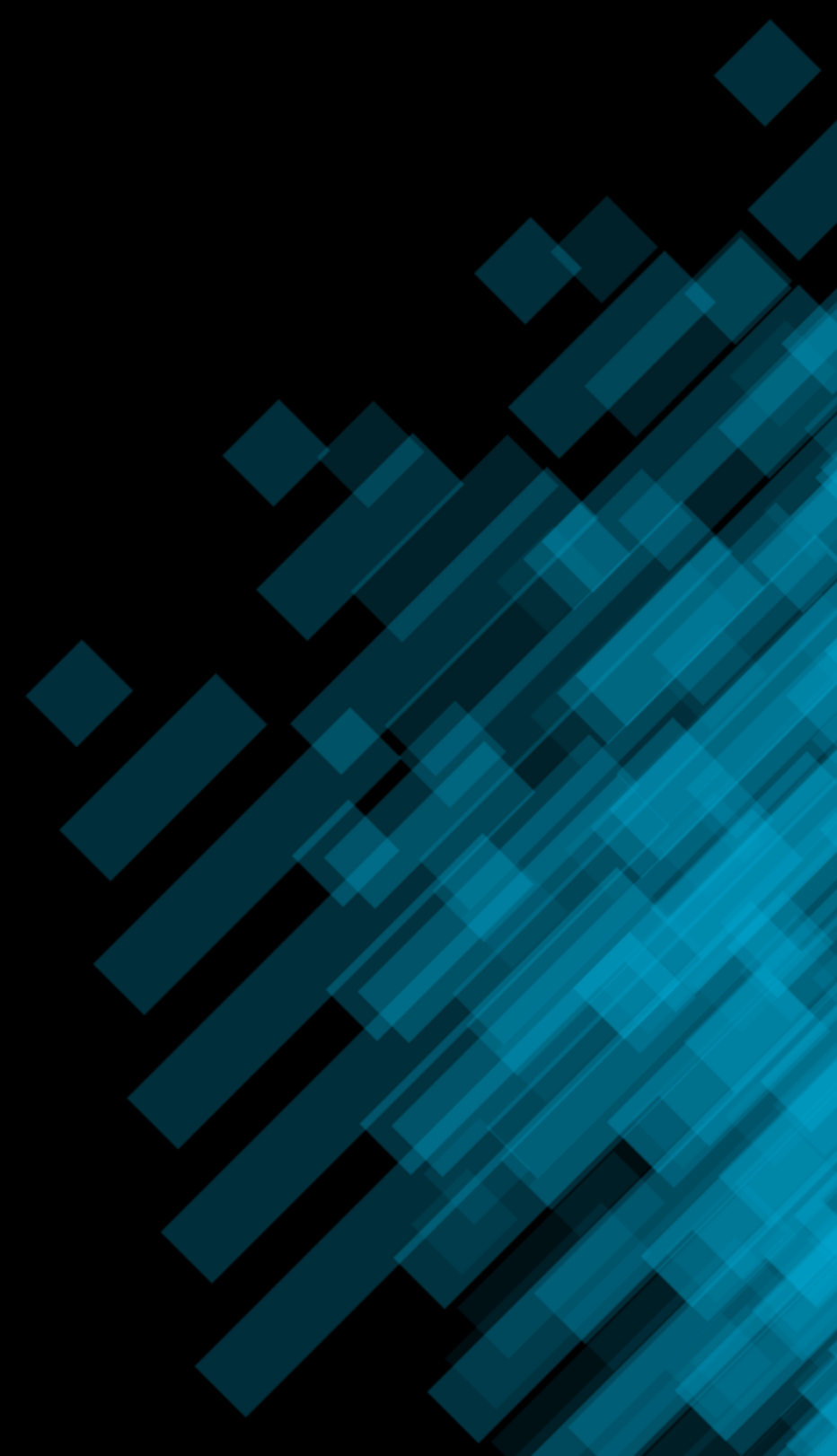
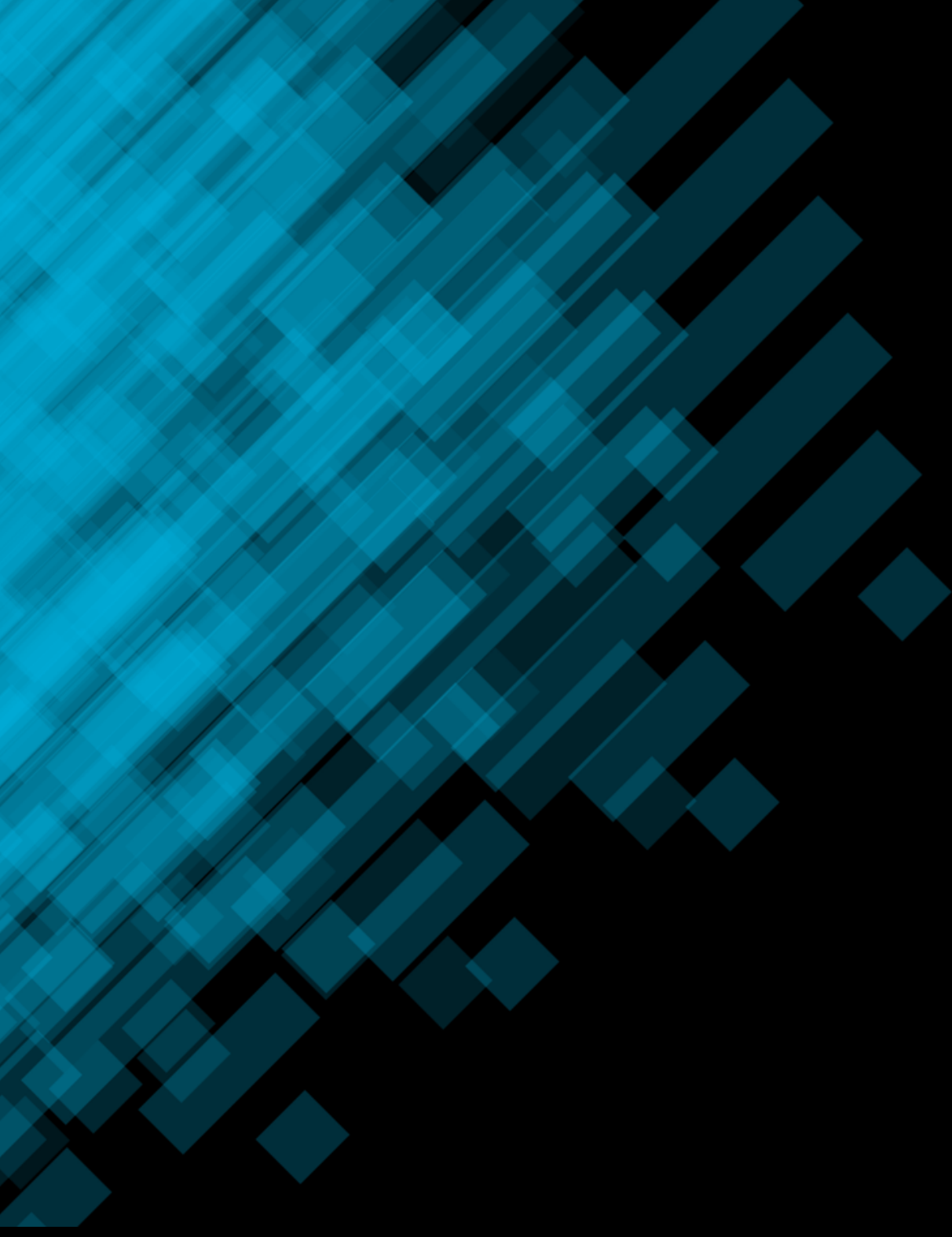
They Don't Teach You in School

40

Anna Metselitsa

TABLE OF CONTENTS

Introduction	<i>WHY THE SYSTEM LIED — AND HOW YOU BREAK FREE</i>
Chapter 01	<i>THE FREEDOM FORMULA THEY DON'T TEACH YOU</i> <i>WHY REAL ESTATE IS THE FASTEST ROUTE TO REAL WEALTH</i>
Chapter 02	<i>WHY "BUY A HOUSE AND HOPE" IS A BROKEN STRATEGY</i> <i>WHY REAL ESTATE IS THE FASTEST ROUTE TO REAL WEALTH</i>
Chapter 03	<i>HOW TO THINK LIKE AN INVESTOR (NOT A CONSUMER)</i> <i>THE MINDSET SHIFT THAT SEPARATES WINNERS FROM WISHERS</i>
Chapter 04	<i>THE 5 STAGES TO YOUR FIRST FREEDOM PROPERTY</i> <i>THE MINDSET SHIFT THAT SEPARATES WINNERS FROM WISHERS</i>
Chapter 05	<i>7 ROOKIE MISTAKES THAT WILL KILL YOUR PROGRESS</i> <i>AND HOW TO BULLETPROOF YOUR WEALTH JOURNEY</i>
Chapter 06	<i>THE 90-DAY FREEDOM ACTION PLAN</i> <i>YOUR NO-EXCUSES ROADMAP TO OWNING INCOME-PRODUCING ASSETS</i>
Final Chapter	<i>THIS IS HOW FREEDOM STARTS</i> <i>THE MINDSET SHIFT THAT SEPARATES WINNERS FROM WISHERS</i>
About Author	<i>WHO IS ANNA METSELITSA</i> <i>AND WHY SHE BUILT THIS BLUEPRINT FOR YOU</i>



INTRODUCTION

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They sold you a dream: get the college degree, climb the corporate ladder, sock away 10% into a 401(k), and someday — maybe by 65 — you'll finally get to "enjoy" life.

They sold it hard. TV shows, parents, textbooks, guidance counselors — all chanting the same tired anthem: Work hard, stay in line, and maybe you'll be rewarded.

But here's the truth they don't want you to figure out: that system wasn't built to make you rich. It was built to keep you obedient.

And if you follow their blueprint, the best you can hope for is a "comfortable" life — where you work until you're too old to enjoy it.

I'm not here to sell you another fantasy. I'm here to show you something faster, smarter, and bulletproof:

Building real wealth through real estate — before you hit 40.

This isn't theory. This isn't a seminar where I tell you to "manifest" success. This is the real playbook the wealthy quietly use while everyone else stays busy working for them. You won't learn it in school. You won't hear it at your company's annual meeting.

You sure as hell won't hear it from anyone who's still chasing promotions like a hamster on a wheel.

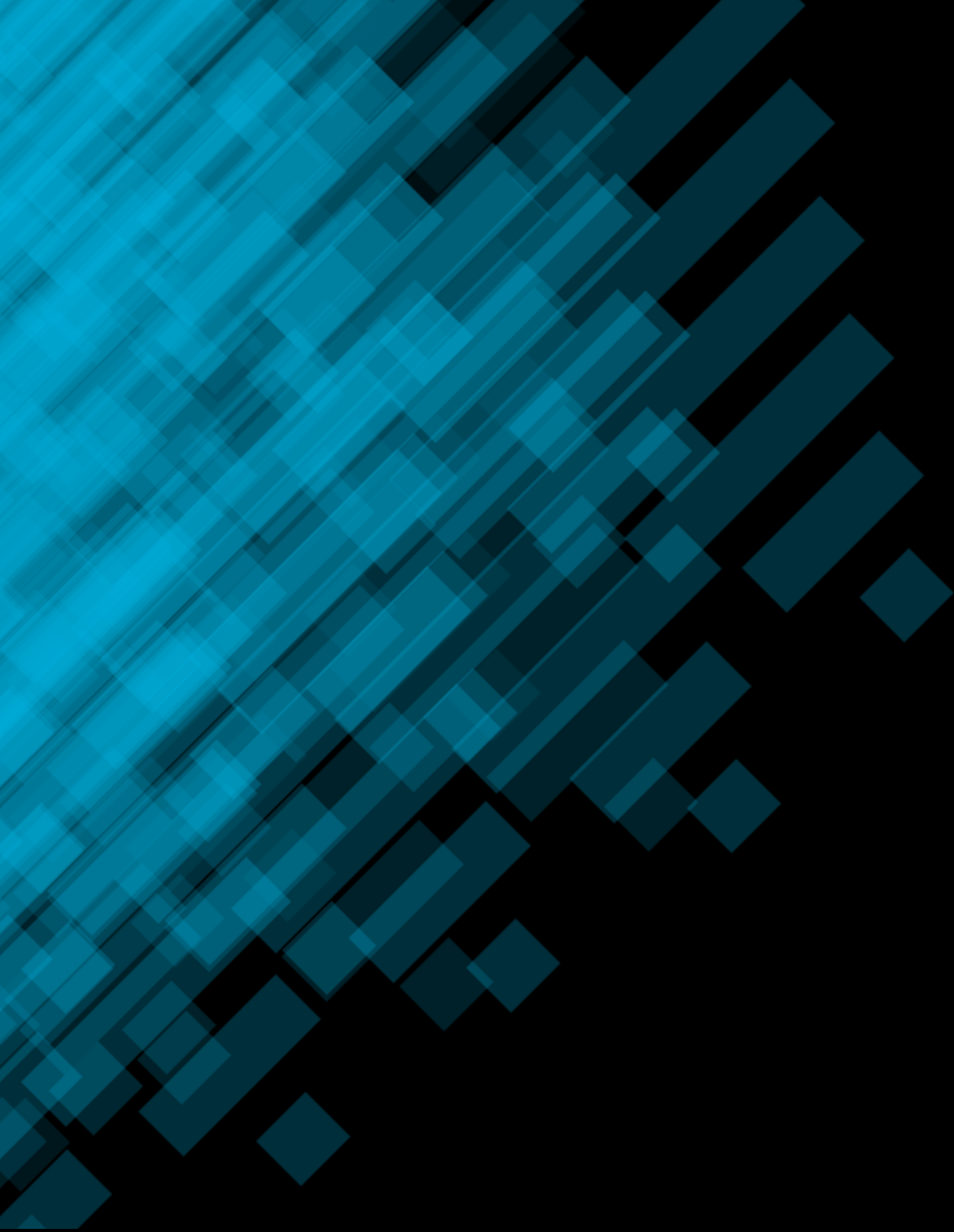
And that's by design. Because if enough people knew how simple it actually is to buy back their freedom, the entire machine would crumble.

This book is for the ones waking up to that realization. The high-performers who are tired of working 50-hour weeks for a raise that barely outruns inflation. The smart, ambitious ones who know they're capable of more — and are ready to build something that actually *pays* them for life.

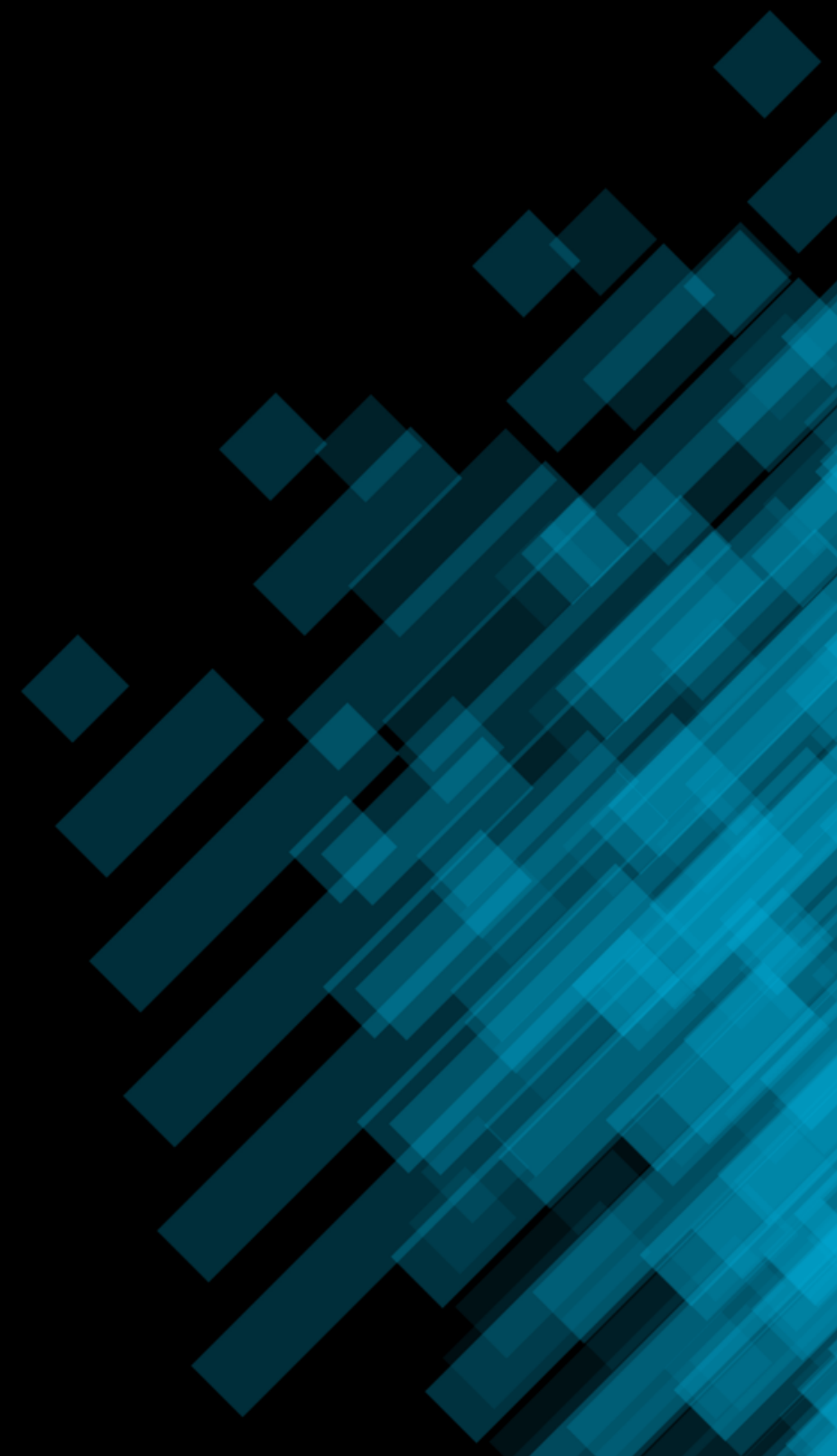
If you've felt it — that gnawing frustration, that sense that playing by the rules is a rigged game — good.

You're not crazy. You're awake. And now you're about to learn how to escape the system — for good.

Let's get to work.



CHAPTER 01
THE LIES YOU'VE BEEN SOLD ABOUT WEALTH



If you want freedom before 40, you need to start by unlearning the garbage they fed you about how wealth is built. Because right now, whether you realize it or not, you're carrying around a belief system that was designed to keep you *dependent*. They tell you things like:

- "Get a good job with benefits."
- "Save 10% of your paycheck."
- "Buy a house and call it an investment."
- "Work for 40 years, then retire."

It sounds safe. It sounds responsible. It sounds like the adult thing to do. But guess what? That blueprint is **outdated**. Worse — it was never actually designed to make you wealthy in the first place. It was designed to make you *predictable*. Let's break down the biggest lies one by one:

LIE #1: A Good Job Will Make You Rich

Here's the reality: **Jobs were created to make other people rich.** Your salary is just the *cost of labor* to the business owner. You're a line item. A number on a spreadsheet. No matter how good you are, no matter how many promotions you stack up, you'll always be trading hours for dollars. And there's a hard ceiling to that. The *real* wealth? It goes to the people who *own* the assets — the buildings, the companies, the systems. Not the people who clock in and out.

LIE #2: Saving Your Way to Wealth

Saving money is important. But saving alone won't make you rich — it'll just make you *slightly less poor*. Inflation eats your cash every year like termites through wood. While you're "proudly" putting \$500 a month into a savings account earning 0.01% interest, the cost of living, food, housing, and energy is sprinting ahead of you.

You can't save your way to freedom. You have to invest your way there.

Big difference.

LIE #3: Your Primary Home is an "Investment"

This one's emotional because it's been drilled into us from birth: "Buy a house. It's the American Dream."

Reality check:

The house you live in is *not* an investment. It's a liability. It costs you money every single month — property taxes, repairs, insurance, interest.

An investment is supposed to *pay you*. A home you live in? It bleeds you.

True real estate investors? They buy *cash-flowing assets* — properties that *pay them* every month while they sleep.

LIE #4: Retirement is the Goal

"Work your whole life, then finally, at 65, you can relax." Sounds exhausting. Sounds depressing.

Here's the real game: **Freedom is the goal.**

Freedom to wake up and decide what you want to do that day.

Freedom to travel. Freedom to build, create, invest, expand.

Freedom to say "no" because you're not financially shackled.

Retirement is for people who hate their work and need an escape hatch. We're not playing that small.

The Bottom Line

The rules they gave you were never meant to set you free. They were meant to keep you playing small, safe, and stuck.

The sooner you realize that, the sooner you can start playing a *different* game — the game of ownership, assets, cash flow, and real, lasting wealth.

And guess what? You don't need to be born into it. You don't need a trust fund. You don't even need "luck."

You just need the right blueprint.

Let's go build it.

CHAPTER 02
THE MINDSET SHIFT THAT CHANGES
EVERYTHING

Before you build anything in real estate — before you buy a property, run the numbers, or sign a contract — you have to build something even more important first:

The right mindset.

Most people never get wealthy because they're operating with a *worker's mindset* instead of an *owner's mindset*.

And until you flip that internal switch, no strategy, no "10-Step Plan," no investment course will save you. You'll keep thinking too small, moving too slow, and second-guessing every move. So let's get brutally clear about the shift you have to make.

From Consumer to Creator

Consumers spend money. They think in terms of buying things to feel better: cars, vacations, gadgets, clothes. They work to earn... and then they spend to "reward" themselves.

Creators build things that make money. They think in terms of ownership: businesses, properties, assets. They work to create something that *pays* them over and over again.

If you want freedom, you have to stop thinking like a consumer and start operating like a creator — immediately.

Every dollar you earn is either building your freedom... or buying you another temporary dopamine hit.

From "Play It Safe" to "Calculated Risk"

The middle class worships safety. The wealthy worship *calculated* risk.

Real estate is not "risky" if you know how to buy right. What's risky? Depending on one paycheck. Counting on a pension. Trusting politicians with your future.

If you want big results, you have to get comfortable being *uncomfortable*. You have to train yourself to evaluate risks rationally — not emotionally — and make moves that other people are too scared to even consider.

Fortune favors the bold. But only the bold who did the math first.

From Scarcity to Abundance

Most people walk around with a scarcity mindset without even realizing it:

"What if I lose it all?"

"What if there's not enough opportunity for me?"

"What if someone else gets it first?"

That mindset kills dreams before they even start.

Here's the truth:

There is an endless amount of money, deals, and opportunity out there.

Money flows to people who create value. Deals flow to people who know how to find and structure them. Success isn't a lottery. It's a skill set.

You're not taking opportunity from anyone else — you're *creating it* for yourself.

There's plenty to go around. But only if you believe there is.

The Owner's Mentality

When you think like an owner, everything shifts:

- You stop asking permission.
- You stop waiting for opportunities to land in your lap.
- You start building systems that pay you while you sleep.

Owners don't get paid by the hour. Owners get paid for assets they control. And the sooner you move into that owner's mentality, the sooner you start stacking real wealth. No one's coming to save you. You're the asset.

It's time to start acting like it.

CHAPTER 03
WHY REAL ESTATE IS THE ULTIMATE
FREEDOM VEHICLE

Everyone talks about wanting "financial freedom." Few actually know what vehicle will get them there.

Here's why I'm obsessed with real estate: It's not just another investment.

It's a **freedom machine** — if you know how to use it right.

There are a thousand ways to make money. Stocks. Crypto.

Startups. Side hustles. But if you want *predictable, scalable, durable* wealth — real estate is king. Period. And the numbers don't lie.

1. Cash Flow — Money While You Sleep

In real estate, when you own income-producing properties, you don't have to show up and punch a clock to get paid. Your tenants pay you rent every month, whether you're on a beach, in a boardroom, or asleep. **Cash flow = freedom.**

Fact: 90% of millionaires say real estate played a major role in building their wealth. (Source: CNBC, 2023)

Fact: Even a modest duplex in an average U.S. market can net \$500-\$1,000 per door, per month — *after expenses*.

Stack just five properties? That's \$3,000-\$5,000/month in passive income. Enough to replace most people's full-time income. Most businesses have ups and downs. Real estate, when bought right, keeps paying like clockwork.

2. Leverage — Controlling Big Assets With Little Money

Real estate is one of the only places where the bank will *happily* loan you hundreds of thousands — even millions — to help you buy cash-flowing assets. You can put down 20% (or less) and control 100% of the property. **You're using other people's money to build your empire.**

Fact: In 2024, the average down payment for an investment property in the U.S. was just 15-20%, depending on the loan type.

Example: You buy a \$400,000 fourplex. You only need \$80,000 down — but you're collecting rent on the full \$400,000 asset.

Meanwhile, the tenants are paying down your mortgage for you.

Try getting that kind of leverage buying stocks. You can't.

3. Appreciation — Wealth That Grows While You Do Nothing

Historically, real estate values trend up over time.

There are short-term dips, sure. But over decades, real estate has been one of the most consistent ways to build generational wealth.

Fact: Over the last 50 years, U.S. real estate has appreciated at an average rate of **4.3% per year** — *after inflation*. (Source: National Association of Realtors, 2023)

So while you're collecting rent checks, your property is quietly gaining value in the background. Buy right... and time becomes your business partner.

4. Tax Advantages — Keep More of What You Earn

Real estate comes with one of the most powerful gifts in the financial system:

Tax benefits.

- Depreciation lets you write off "paper losses" while still making real income.
- 1031 exchanges let you sell properties and roll your profits into bigger assets without paying capital gains taxes immediately.
- You can write off mortgage interest, property management, repairs, improvements, and even travel expenses tied to your properties.

Fact: Thanks to depreciation and deductions, many real estate investors legally reduce their taxable income by **tens of thousands of dollars** every year.

Translation: The rich stay rich because they know how to play the tax game. Real estate is one of the biggest cheat codes.

5. Control — You're in the Driver's Seat

When you buy stocks, you're hoping some corporate exec you've never met makes the right move. When you invest in crypto, you're betting on global markets you can't predict.

Real estate?

You have *real levers* you can pull:

- Force appreciation with renovations.
- Increase cash flow by raising rents.
- Refinance properties to pull out cash tax-free.
- Reposition properties to higher-use (like residential to short-term rental).

Fact: Strategic property upgrades can boost property values by **15-30%** — sometimes in less than 12 months. (Source: BiggerPockets Investor Reports, 2024)

You're not hoping. You're operating.

The Bottom Line

Real estate isn't just about "making money." It's about building **leverage, cash flow, equity, and control** — the four pillars of true wealth.

It's slow enough to be predictable. It's powerful enough to change your life. And once you own the game, nobody can take it from you.

CHAPTER 04
THE FIVE STAGES TO BUILDING FREEDOM
BEFORE 40

You don't "fall" into financial freedom. You **build** it — brick by brick, move by move.

If you're serious about breaking out of the 9-to-5 hamster wheel and stacking real wealth before you're 40, you need a blueprint. Not random TikTok tips. Not wishful thinking.

A system.

I call it the **Freedom Stages**.

And if you follow them — ruthlessly — you'll put yourself in the top 1% before your peers even figure out what happened.

Let's get tactical.

STAGE 1: STACK CASH & SKILLS (Age: Now to 2 Years Out)

Before you buy your first property, you need two things:

- **Capital.**
- **Capability.**

Cash is your fuel. **Skill** is your steering wheel. You can't shortcut this. You have to *earn* your seed money — through high-income skills, entrepreneurship, commission-based jobs, aggressive saving, or a side hustle that prints cash.

Your job in this stage:

- Eliminate dumb debt. (Credit cards, car loans, consumer crap.)
- Save 6-12 months of living expenses.

STAGE 2: BUY YOUR FIRST FREEDOM PROPERTY (Year 1-2)

The first deal matters more than you think. This is where you stop talking and start *owning*.

Your target:

- Cash-flowing small multifamily (2-4 units) OR
- "House hacking" — live in one unit, rent the others.

Why multifamily? Because risk gets spread across multiple rents. Because scaling up is easier when you're stacking multiple cash-flow streams on a single property.

Your goal:

- Clear positive cash flow after mortgage, taxes, insurance, and maintenance.
- 10–15% Cash-on-Cash Return (real money in your pocket, not just paper equity).

Fact: According to Fannie Mae, first-time investors who start with small multifamily outperform single-family investors on rental income by **32% on average**.

Don't overcomplicate it. You don't need the "perfect" deal. You need a *good enough* deal that gets you in the game.

Momentum > Perfection.

STAGE 3: RINSE, SCALE, REPEAT (Years 2–6)

The first property gives you experience. The second, third, and fourth give you power.

Now you use everything you've learned to:

- **Optimize.** Raise rents, cut costs, refinance better terms.
- **Expand.** Acquire more cash-flowing properties using saved cash + equity from appreciation.
- **Stack.** Build up a portfolio that pays you *and* appreciates behind the scenes.

Rule of thumb:

If each property nets you \$400–\$800+ a month, it only takes 5–10 solid acquisitions to build \$4,000–\$8,000 in monthly passive income.

That's freedom math.

Pro tip: Recycle your equity. Use cash-out refinances or HELOCs (Home Equity Lines of Credit) to pull *tax-free* capital from growing properties — and deploy it into new deals.

STAGE 4: SYSTEMATIZE (Years 6–10)

At some point, managing tenants, maintenance, and mortgages becomes a bottleneck. If you're spending all your time *working* the portfolio, you're not really free — you've just built yourself a new job.

This is when you level up.

System moves:

- Hire a property management company. (Standard rates are ~8–10% of rents.)
- Streamline operations. Use software for rent collection, maintenance tickets, accounting.
- Build a trusted team (broker, lender, handyman, attorney, CPA).

Freedom isn't just money. It's time control.

You want your portfolio working harder than you do.

STAGE 5: SCALE TO Legacy Freedom (Years 10+)

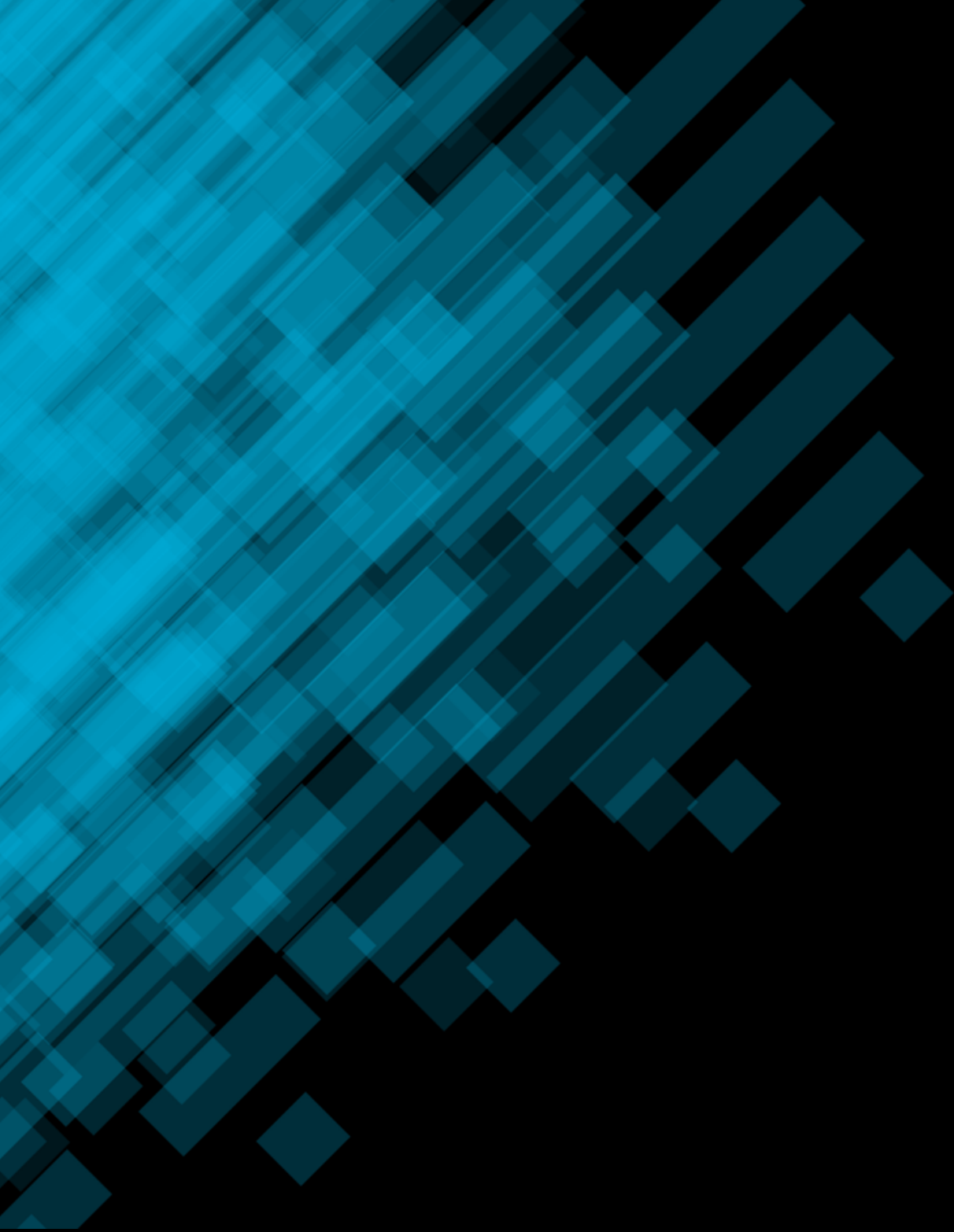
Now you have choices:

- **Go bigger.** Move into mid-sized apartments (10–50 units) or commercial real estate.
- **Go passive.** Invest in syndications or funds (like ours at Thrive Network) where your capital works while you stay hands-off.
- **Go influential.** Teach, consult, or build a brand around your expertise if you want to.

At this stage, your assets are not just paying for your life — they're funding new opportunities, compounding wealth, and giving you leverage to impact others.

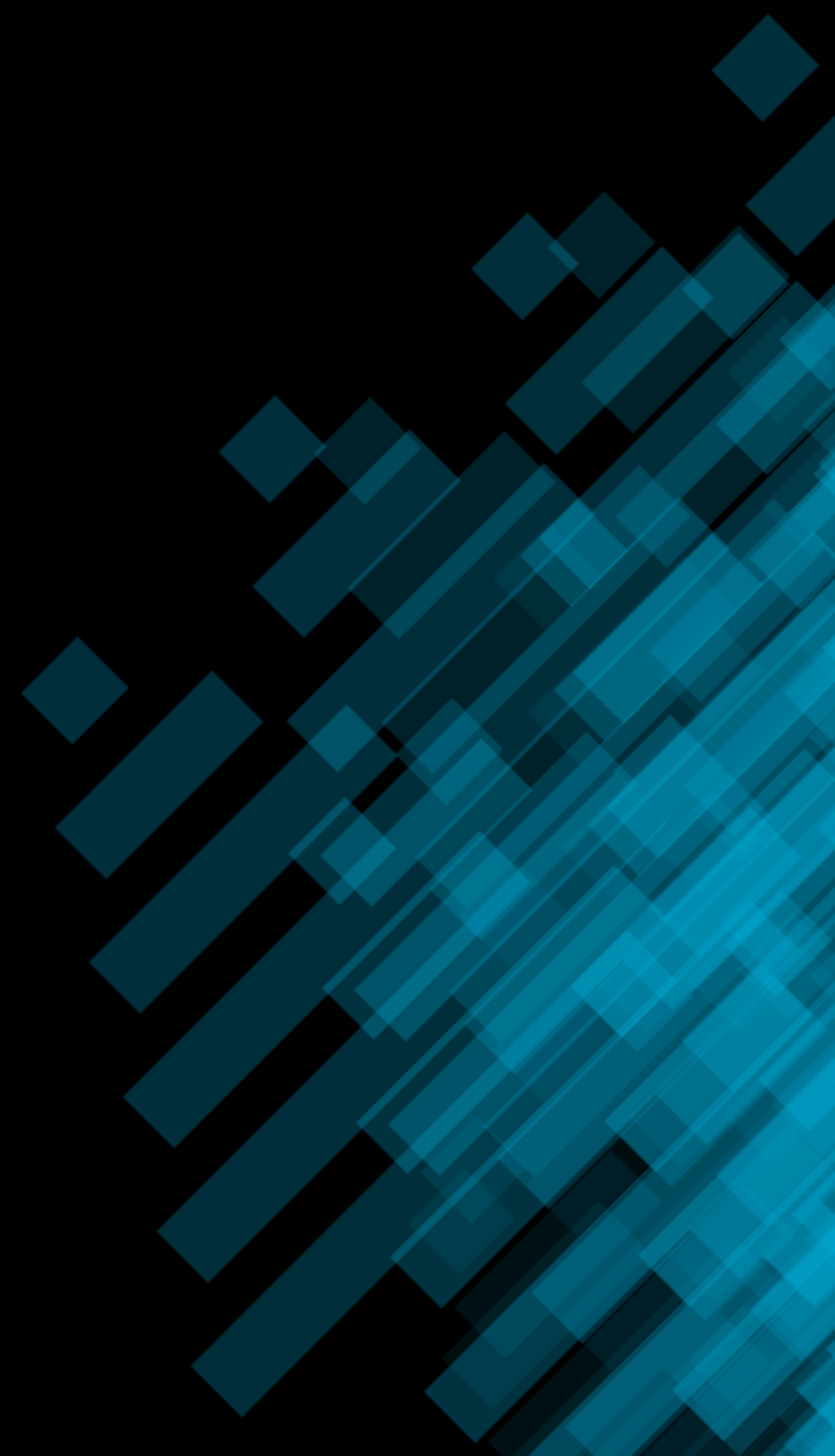
Freedom before 40 isn't the finish line. It's the starting gun.

You built a machine that prints choices. And nobody can unbuild it.



CHAPTER 05

**THE ROOKIE MISTAKES THAT KEEP PEOPLE
BROKE AND STUCK**



Let's be real:

Most people don't fail because real estate doesn't work. They fail because they sabotage themselves.

They make the same predictable, painful mistakes — over and over — until they either quit or limp along for decades wondering why nothing's changing.

You're not going to be one of those people. Because I'm about to show you what traps to dodge — *before* you step in them.

Let's go:

MISTAKE #1: Waiting for "The Perfect Time"

There's no perfect time. There's no perfect market. There's no perfect deal.

Analysis paralysis is the most expensive addiction in the world.

Data: According to a 2022 BiggerPockets survey, **58%** of would-be investors sat on the sidelines for over 18 months — missing out on both cash flow and appreciation.

Reality check:

- The *best* time to start was 5 years ago.
- The *second-best* time is today.
- The *worst* time is when you're "ready."

Movement builds mastery.

MISTAKE #2: Falling in Love with the Property

Emotions will bankrupt you faster than interest rates ever will.

You're not buying your dream home. You're buying an asset. If you're picking based on "cute kitchens" and "adorable backyards" instead of *ROI, cash flow, and market comps*, you're doing it wrong.

Investor mindset:

- Does it cash flow?
- Does it appreciate historically?
- Does it fit my criteria?

If not — swipe left. This is Tinder for assets, not a marriage proposal.

MISTAKE #3: Overleveraging Like a Degenerate

Debt can make you rich — or ruin you. Used smartly, leverage accelerates your returns. Used stupidly, it buries you.

Red flags:

- Buying properties that barely cash flow (or worse, negative cash flow) because you're "betting on appreciation."
- Stacking short-term, high-risk debt structures (bridge loans, HELOC stacking) without clear exit strategies.
- Banking on *hope* instead of *math*.

Investor rule:

If the deal doesn't cash flow Day 1, don't touch it. Hope is not a business strategy.

MISTAKE #4: Underestimating Expenses

Your spreadsheet says the property will "only" need \$500/year in repairs? Cool fantasy. Welcome to reality:

Real-world costs include:

- Property management fees
- Vacancy periods
- CapEx (roof, HVAC, plumbing disasters)
- Property taxes and insurance hikes
- Tenant damages
- Routine maintenance that *never* happens "on schedule"

Data: The National Apartment Association reports average annual maintenance costs at **\$1,200-\$2,000 per unit** — not including major repairs.

Rule of thumb:

- Always overestimate expenses by 10-20%.
- Always build a CapEx reserve from Day 1.

It's cheaper to plan for problems than pay for surprises.

MISTAKE #5: Overestimating Rental Income

Zillow estimates are not checks in your bank account.

Rookie mistake:

- Taking the "Zillow Rent Zestimate" as gospel
- Ignoring neighborhood vacancy rates
- Overlooking seasonality and tenant turnover

Data: According to Yardi Matrix, actual rents collected across secondary markets were **7-15% lower** than projected rents in 2023 due to market softening.

Smart move:

- Always use conservative rent comps.
- Base underwriting on *below-market* rents, not pie-in-the-sky dreams.
- Factor in potential concessions (free months, discounts) if the market shifts.

You win by underpromising to yourself and overdelivering on results.

MISTAKE #6: Treating Real Estate Like a Hobby

This is a business. Treat it like one.

- Run numbers like a CFO.
- Manage properties like an operator.
- Make offers like a closer.

Casual investors get casual returns. Serious investors build empires.

Fact: NAR data shows that professional investors outperform hobbyist landlords by **22-28%** on average rental yields — because they approach their investments *like a business*.

If you treat it like a side project, don't cry when it pays you like one.

MISTAKE #7: Playing Too Small for Too Long

Buying your first rental is huge. But getting stuck with *just* one? That's called getting complacent.

Real wealth requires scaling smartly.

- One property = side hustle.
- Five to ten = freedom engine.
- Twenty+ = generational change.

Opportunity cost: Every year you stay small because you're scared to scale, you lose compounding returns you can never get back.

Courage compounds faster than money.

MISTAKE #8: Ignoring the Power of Teams

You're not supposed to do this alone.

Your Freedom Team should include:

- Lender (who understands investors)
- Broker/Agent (who finds real deals, not just MLS crap)
- Property Manager (even if you self-manage for a while, build the relationship)
- Contractor/Handyman
- CPA (tax strategies matter more than you think)
- Attorney (contracts save your ass)

Lone wolves move fast. Smart wolves move far. Surround yourself with killers — not amateurs.

Bottom Line:

Most people never fail from a lack of opportunity. They fail from a lack of execution.

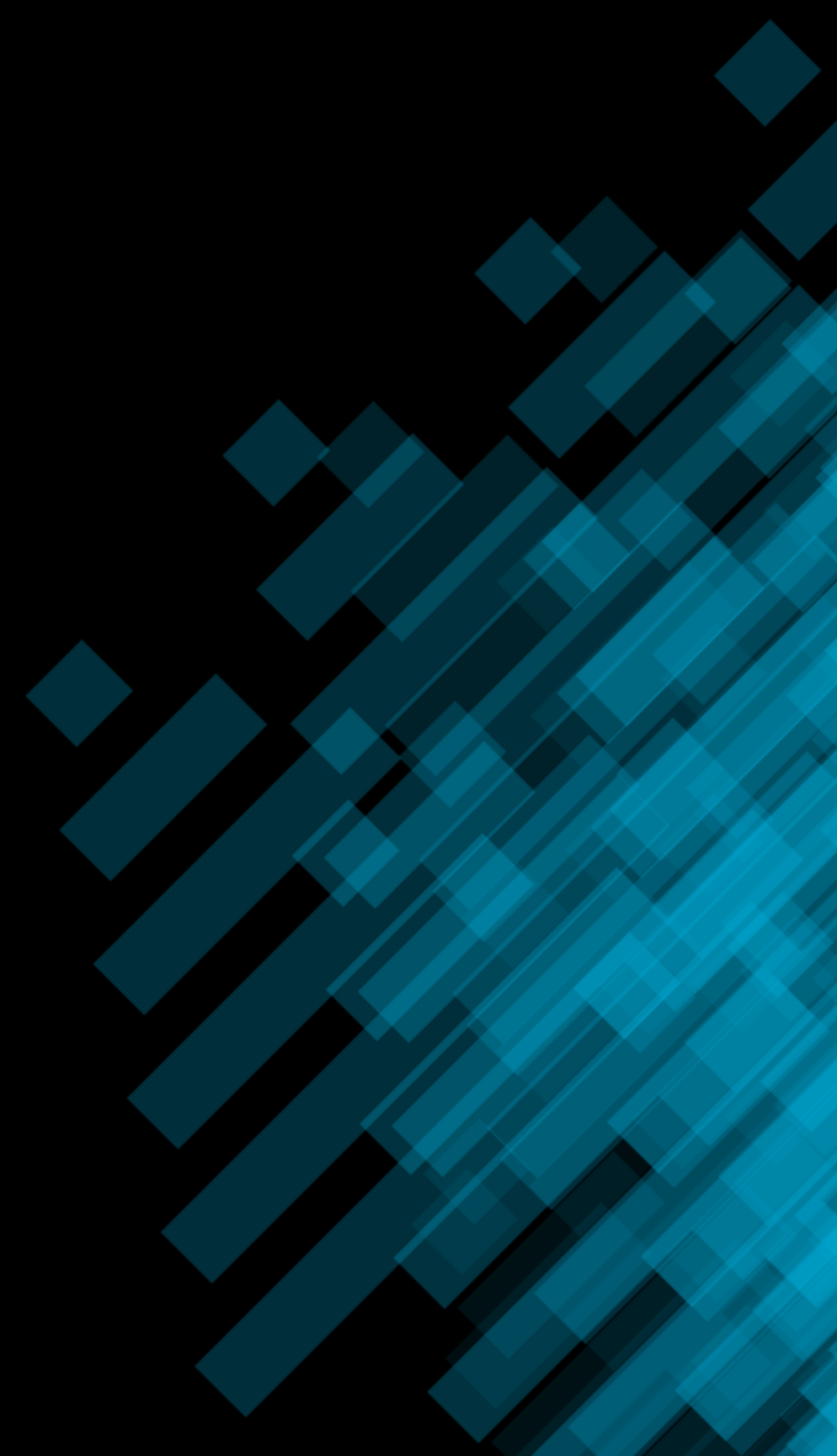
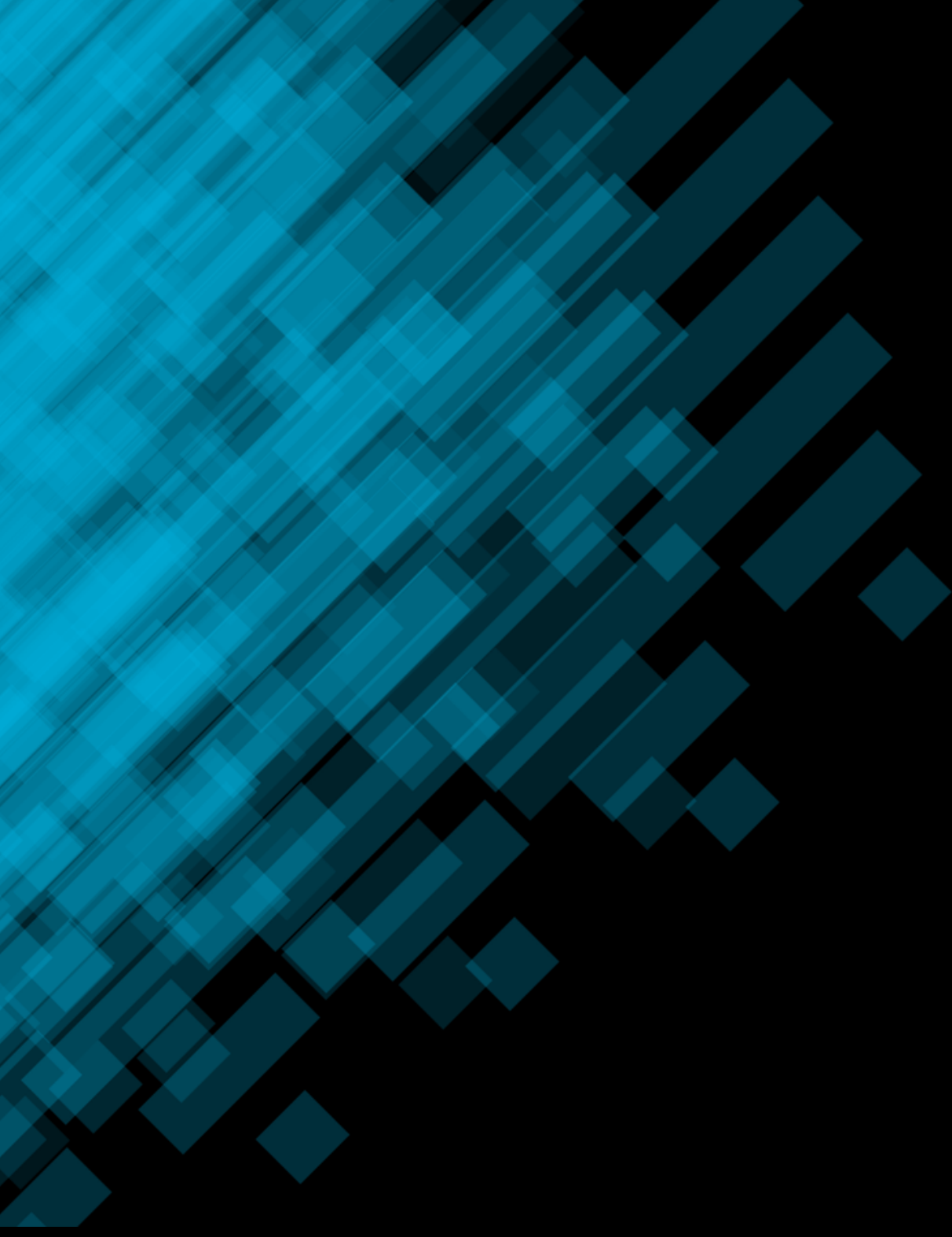
They wait.

They wish.

They wing it.

You won't.

Because now you know the minefields. And you'll walk around them while everybody else blows themselves up.



CHAPTER 06

THE 90-DAY FREEDOM ACTION PLAN

You don't get rich by waiting for a "better economy." You don't get rich by consuming endless YouTube videos. **You get rich by getting in the damn game.**

Here's your 90-Day Blueprint to stop dreaming and start doing.

PHASE 1: First 30 Days — Foundation Mode

Your job: Lay the tracks so the train can actually move.

Step 1: Set Your Freedom Number

- How much monthly cash flow would replace your basic living expenses?
- Realistic starter goal: **\$3,000-\$5,000/month** from real estate.

Step 2: Build Your Investment Criteria

- Max purchase price?
- Minimum cash-on-cash return? (Hint: Start with **8-10%+**)
- Target market(s)?
- Property type? (SFR, duplex, small multifamily?)

If it doesn't fit your criteria — it's not even a maybe. It's a NO.

Step 3: Study Your Target Market

Pick one or two cities. Then go *deep* — not wide.

- Median home prices?
- Average rents?
- Vacancy rates?
- Population growth trends?
- Job market and employers?

Pro move:

Spend 15 minutes a day reading local real estate news, city planning announcements, and new job postings in those markets.

Step 4: Assemble Your Starter Team

- Local investor-friendly agent
- Lender who specializes in investment properties
- Property manager (even if you self-manage at first)

Action tip: Call three of each. Interview them like you're hiring an assassin. No amateurs.

PHASE 2: Next 30 Days — Hunting Mode

Now you're dangerous. Now you hunt.

Step 5: Analyze 100 Deals

Yes, 100.

- Run the numbers (purchase price, loan terms, taxes, insurance, rents, expenses, cash flow).
- Practice spotting red flags (bad neighborhoods, negative cash flow, inflated projections).
- Build muscle memory. You'll start recognizing deals *instantly*.

Reality: Most people fail because they analyze 5 deals and call it a day. Winners treat it like a full-contact sport.

Step 6: Make 5+ Real Offers

Not fake "oh maybe if I feel like it" offers. Real ones. Even if you don't win the first few, you're doing reps. Each offer sharpens your instincts and your strategy.

Stat:

According to Roofstock, first-time investors who submitted **5+ offers** were **3x** more likely to close within 90 days compared to those who submitted 1-2.

PHASE 3: Final 30 Days — Ownership Mode

Step 7: Close Your First (or Next) Property

- Get your offer accepted.
- Do inspections.
- Negotiate credits if needed.
- Line up financing.
- Close.

Pro tip:

Underwrite conservatively. Negotiate aggressively. Operate profitably.

Step 8: Stabilize It

- Rent it out fast — at market or slightly below to reduce vacancy.
- Screen tenants properly (credit, background, income checks).
- Set up systems: rent collection, maintenance requests, accounting.

Reminder:

You're not just buying an address. You're buying an income stream.

Step 9: Celebrate Smart

Pop champagne *only after* the first rent check clears. Stay humble. Stay hungry. First one down. Twenty more to go.

Final Word:

In 90 days, you could be exactly where you are right now — *thinking about it*.

Or you could own your first cash-flowing asset. You could be looking at your life and realizing:

"I'm building something they can never take away from me."

Because when you own income-producing assets, you own your time. You own your choices. You own your future. And you didn't wait until 65 to get it. You got free before 40.

Let's move.

FINAL CHAPTER
THIS IS HOW FREEDOM STARTS

You're not stuck because you're not smart enough. You're stuck because the game was rigged to keep you chasing carrots that were never meant to be caught.

You were sold:

- More degrees = more security.
- More hours = more promotions.
- More loyalty = more reward.

They lied.

But you know better now. You've seen the blueprint. You've seen the moves that actually build wealth.

And it's not reserved for "special people" or the already rich. It's reserved for the ones who **act**.

Every property you acquire is one more middle finger to the system that told you to settle. Every rent check you collect is proof that your time is no longer for sale. Every passive dollar you earn is another step toward **owning your life on your terms**.

Here's the truth:

You don't need a million followers.

You don't need to be a trust fund baby.

You don't need permission.

You need courage.

You need focus.

You need relentless execution.

And you have everything you need already — right here, right now. The next 90 days can change everything. Or nothing.

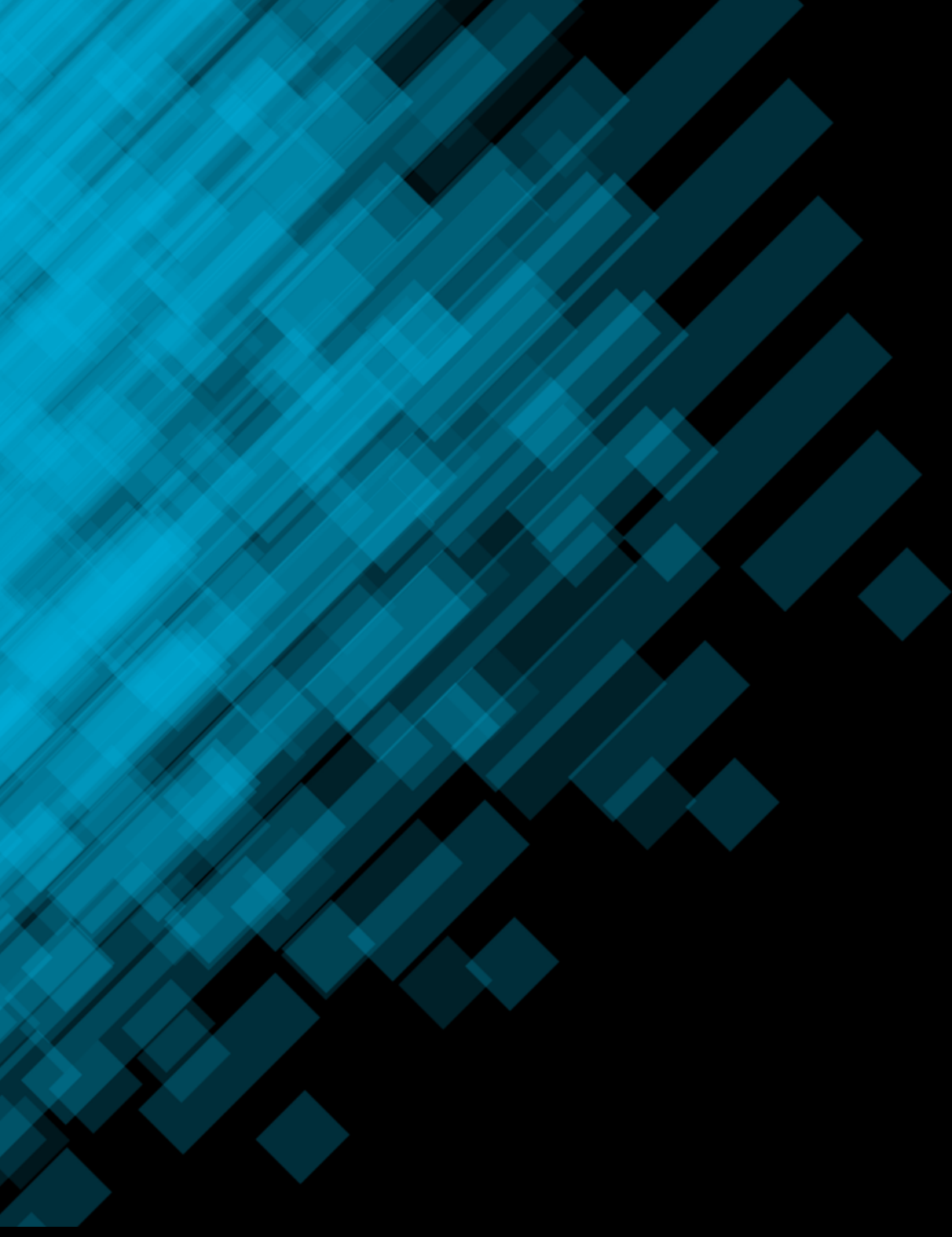
It's your move.

You don't need to hustle harder. You need to hustle smarter.

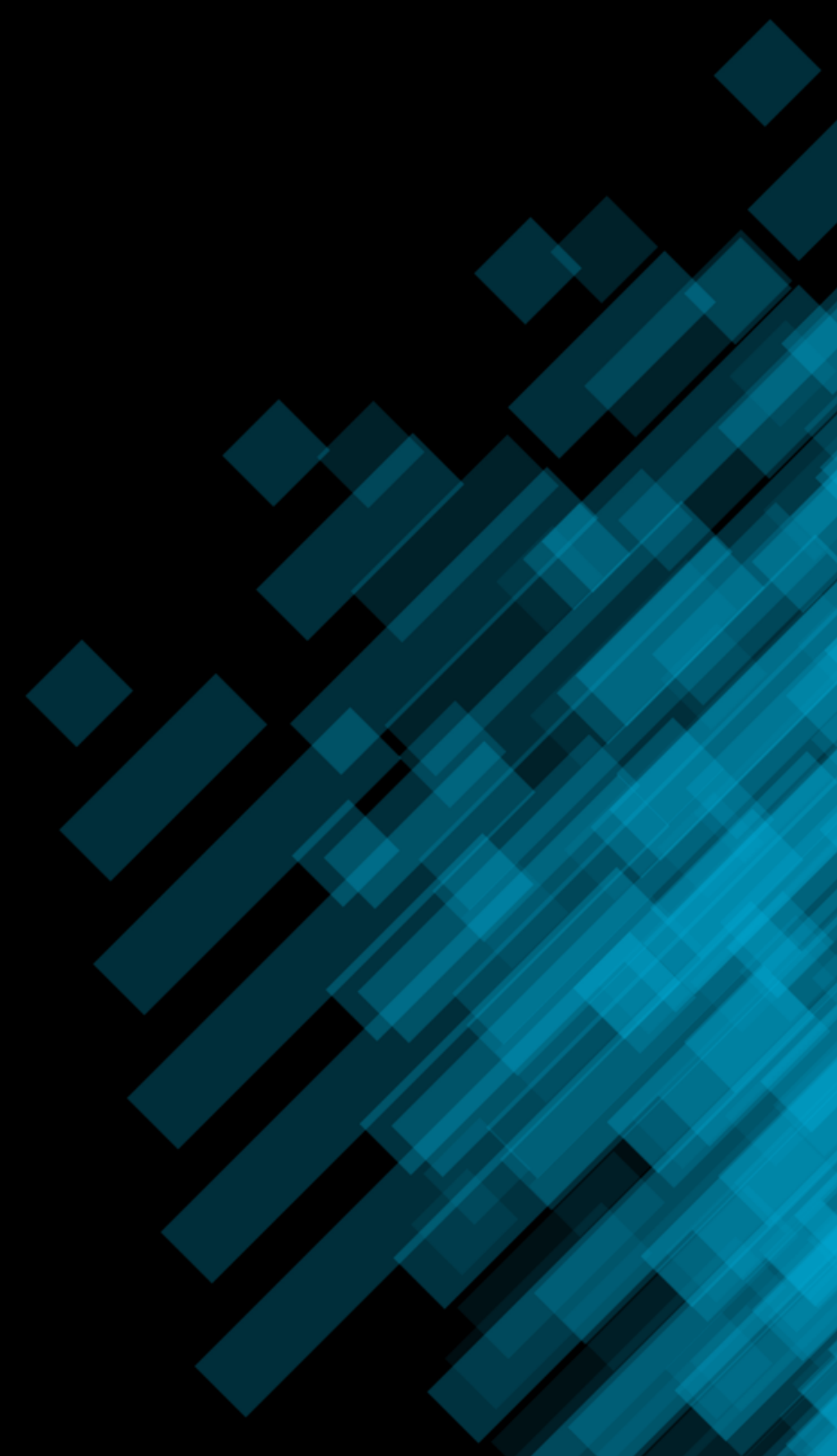
Freedom isn't found. It's **built**. And brick by brick, deal by deal, you're building a life most people will only fantasize about.

Stay sharp. Stay lethal. The life you want is already out there.

Go take it.



ABOUT THE AUTHOR
ANNA METSELITSA



ABOUT ANNA METSELITSA

Anna Metselitsa is a real estate investor, entrepreneur, and brand builder who made it her mission to teach the rules of wealth-building they never teach you in school.

After building multiple successful businesses and investing millions in overlooked real estate markets, she's proof that you don't need a trust fund, a fancy MBA, or a magic connection to take control of your future — you need the right blueprint, relentless action, and zero tolerance for mediocrity.

Today, Anna mentors ambitious investors and professionals who are tired of playing small and ready to start owning income-producing assets — before 40, not after 65.

Her motto?

Own assets. Own your time. Own your life.