



COAST *to* COAST
HOMES

The Perfect Partner

Playbook

HOW TO VET, STRUCTURE, AND SUCCEED
IN REAL ESTATE PARTNERSHIPS

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Colin and Nicole, professional Canadian real estate investors, have successfully managed over 150 doors and \$30 million in assets since 2018.

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Introduction by Nicole

Why Most Partnerships Fail



Most real estate partnerships fail because their long-term goals were not aligned from the beginning. It's easy to get excited about a deal and jump in together, but if you haven't had **the hard conversations about the future**, misalignment will creep in.

Colin and I have built our business on partnerships—some that thrived and others that taught us expensive lessons. This playbook is designed to help you ask the **right questions, structure your partnership correctly, and avoid common pitfalls.**



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The Partnership Vetting Process

Non-Negotiables Before Entering a Partnership

Before committing, ensure that you and your potential partner are aligned on:

01

Shared Long-Term Vision

Make sure you're building the same future, not just the same project.

02

A Strong, Detailed Partnership Agreement

A rock-solid contract prevents handshake deals from turning into headaches.

03

Clear & Definitive Role Division

Define who does what—because blurred lines lead to big problems.

04

Communication & Conflict Resolution Style

If you can't tackle tough conversations now, the partnership won't survive later.

05

Exit Plan & Business Insurance

Every partnership ends. Plan yours on paper before life decides for you.

Before You Sign...

Our **TOP 3** Clauses to Include in a Partnership Agreement

01

BUYOUT CLAUSE

If a partner wishes to exit, their shares must first be offered to the remaining partner(s) at a pre-agreed valuation method (e.g., market appraisal or predetermined formula). If no internal buyout occurs within 90 days, external sale options may be considered.

02

PERFORMANCE-BASED CLAUSE

Each partner is accountable for specific roles (e.g., capital raising, property management, construction oversight). If a partner consistently fails to meet agreed responsibilities, their equity stake may be reduced or subject to a structured buyout.

03

DECISION-MAKING FRAMEWORK

Major decisions (e.g., property sales, refinancing, major renovations) require unanimous or majority approval, as outlined in the agreement. If a deadlock occurs, an independent third party (e.g., a mediator or industry expert) will facilitate resolution.

Structuring Roles & Responsibilities

Partnerships work best when roles are clearly defined based on strengths, experience, and capacity.

HOW WE ASSIGN ROLES

We begin by assessing each partner's strengths and capacity to ensure roles are assigned strategically. By identifying who is best suited for **financial structuring, deal sourcing, project management, and execution**, we create a foundation for efficiency. Every responsibility is documented to maintain accountability and uphold a high standard of execution quality.





Real estate investing is all about **teamwork, transparency, and flexibility**. By staying connected, adjusting as needed, and holding each other accountable, we keep things moving smoothly, making sure **every step forward is a step toward success**.



KEEPING PARTNERS ACCOUNTABLE

To maintain alignment and efficiency, we implement structured weekly meetings for high-level oversight, ensuring everyone stays on track. For partnerships that require quick decision-making, daily communication keeps things moving smoothly. We also establish clear deliverables and deadlines, providing measurable progress and accountability at every stage.



ADJUSTING ROLES OVER TIME

If there is a shift in the workload, we will revisit our agreement to ensure that responsibilities are clearly redefined, and compensation is adjusted accordingly. This allows us to maintain a fair and balanced approach that reflects any changes in scope or expectations.

Profit Splits & Financial Structure

Most working partner partnerships start with a 50-50 split, but it's important to structure based on actual contributions.

When to Adjust Splits



If one partner takes on significantly more work or financial risk



If responsibilities change mid-project



If workload imbalances are leading to long-term resentment

Biggest Mistakes to Avoid



Not defining financial responsibilities upfront



Not having an exit plan (life changes, priorities shift!)



Overlooking sweat equity contributions — effort matters, not just capital.

Exit Strategies & Contingency Planning

Plan Ahead to Protect the Future of Your Business

01

What happens if one partner wants out?

To ensure smooth transitions, establish a pre-agreed buyout formula that outlines the valuation process and the timeline for exiting. This avoids disagreements and ensures fairness for both parties.



EXAMPLE

Two investors jointly own a 10-unit apartment building. One partner decides they no longer want to be involved and **wants to cash out**. Because they **planned ahead**, they follow the **pre-agreed buyout formula**, which values the property based on **current market conditions**. The remaining partner either buys out their share or arranges for a new investor to step in. This avoids disputes and ensures a smooth transition.

02

What happens if a partner isn't performing?

Set clear performance clauses that outline expectations and triggers for restructuring. These clauses should specify the steps to be taken if a partner is unable to meet their responsibilities, whether it's through renegotiation, a partnership buyout, or dissolution.



EXAMPLE

Three partners are developing a multi-family property. One partner was responsible for securing financing and managing contractors but **consistently fails to meet deadlines**, delaying the project. Their **partnership agreement** includes a performance clause, allowing the other two partners to take over their responsibilities and **adjust ownership** percentages accordingly. This ensures the project **stays on track** without unnecessary legal battles.

Exit Strategies & Contingency Planning

Plan Ahead to Protect the Future of Your Business - CONTINUED

03

What's the plan for life's unexpected events?

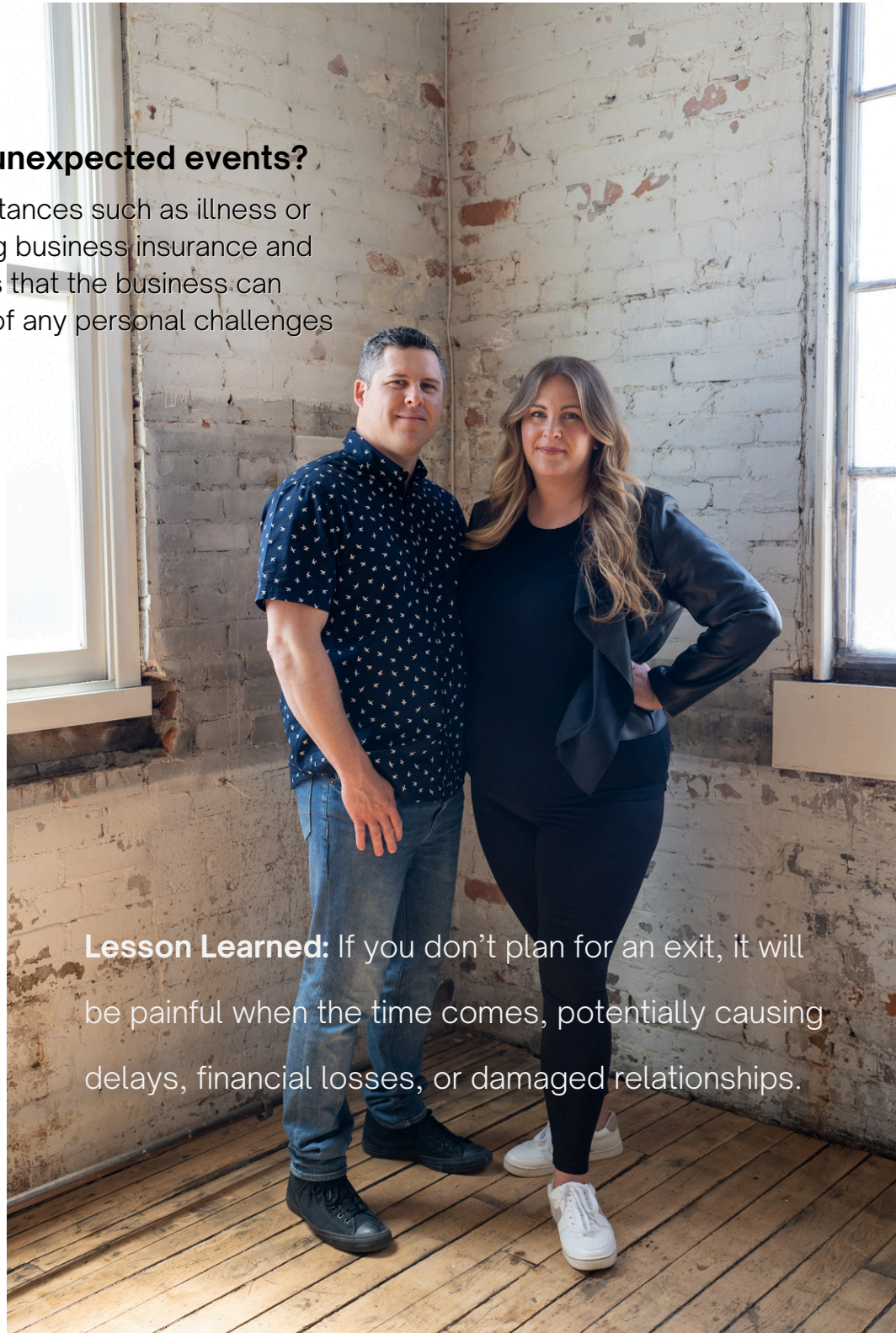
Prepare for unforeseen circumstances such as illness or personal crises by implementing business insurance and contingency plans. This ensures that the business can continue smoothly, regardless of any personal challenges faced by key partners.

EXAMPLE

Two partners own a portfolio of **short-term rental** properties. One partner **unexpectedly** goes through a divorce, and their financial **situation changes drastically**.



Because they **planned ahead**, their partnership agreement includes a **contingency plan** that allows the other partner the first right of refusal to buy out their share at a pre-agreed valuation. If the buyout isn't feasible, they have a **structured plan** to sell part of the portfolio to cover costs while keeping the business operational. This prevents a forced sale of all assets and **ensures stability** for both partners.



Lesson Learned: If you don't plan for an exit, it will be painful when the time comes, potentially causing delays, financial losses, or damaged relationships.

Hiring vs. Partnering

When to Keep Equity & When to Pay a Fee

Not every business relationship needs to be a partnership.

Before splitting profits, ask:



Do I need execution or strategic leadership?



Is this role replaceable, or does it require long-term alignment?



Would hiring achieve the same outcome without giving up ownership?

EXAMPLE

A real estate investor is launching a new apartment development. A contact offers to help manage the project in exchange for equity in the deal.

Decision Process:

- The investor asks: Do I need execution or strategic leadership? The person is managing day-to-day tasks, not shaping the business strategy.
- Is this role replaceable, or does it require long-term alignment? A project manager can be hired to oversee construction without giving up ownership.
- Would hiring achieve the same outcome without giving up ownership? Yes, paying a fixed fee keeps full control of the project while still benefiting from their expertise.

Outcome: Instead of giving away equity, the investor hires a project manager, keeping full ownership of the development while ensuring execution.

Lesson: If someone is doing a job, hire them. If they are bringing capital, long-term vision, or taking on risk, consider a partnership.

If you just need execution > hire.
If you need commitment and risk-sharing > partner.

Case Studies

How We Structure Our Own Partnerships

Building strong partnerships has been a key part of our growth, and over time, we've refined a model that works well for us. Each project comes with unique challenges, but the right team dynamics make all the difference. Here's how we approach partnerships across different markets:

Nova Scotia New Builds



We've developed a **repeatable, streamlined model** that plays to everyone's strengths. In these projects, our partners are the builders—they handle the construction, while we focus on raising capital and managing finances. This **clear division of responsibilities** keeps everything running smoothly and ensures each partner is focused on what they do best.

What makes this partnership successful is **strong communication**. Everyone knows their role, and we maintain transparency throughout the process. The result? Projects that **move forward efficiently**, with a **shared vision and aligned goals**.

Victoria Missing Middle



As we **scale**, we're naturally progressing from smaller developments—like single-family homes and multifamily renovations—to mid-sized projects in the 6-12 unit range. This shift requires a **different approach**, and that's where having the **right partners** comes in. In this partnership, each of us brings something **unique** to the table. But just as importantly, we also **cover for each other's gaps**—whether that's skill sets we don't have or aspects of the business we simply don't enjoy. This **balance** keeps us moving forward without bottlenecks and allows us to take on bigger, more complex developments with **confidence**.

Upcoming Ontario Development Project



For this project, we knew we were stepping into a **new level** of complexity. **Large-scale developments** come with challenges we haven't faced before, so rather than trying to figure it all out on our own, we made a strategic decision: We **hired** an experienced general contractor (GC).

The goal isn't just to complete this project successfully—it's to **learn** from them so that in the future, we can take on bigger developments with greater independence. This kind of partnership is a perfect example of **scaling smarter, not just faster**.

Case Studies

How We Structure Our Own Partnerships - CONTINUED

BETTER TOGETHER ALWAYS

Partnerships aren't just about splitting responsibilities; they should make you better. The best ones allow you to scale with more efficiency, less risk, and a greater ability to focus on your strengths. Whether it's working with builders, aligning skills in a team, or bringing in experts when needed, the right partnerships set the foundation for long-term growth.



BONUS

The 10-Point Partnership Readiness Checklist

Are You Ready for a Partnership?

01

Do we have a shared long-term vision?

02

Are our roles clearly defined?

03

Is the financial structure fair for both parties?

04

Do we have a structured decision-making process?

05

Can we openly discuss conflicts & feedback?

06

Is there a documented partnership agreement?

07

Do we have an exit strategy?

08

Have we planned for financial and operational contingencies?

09

Am I partnering because I need leadership, or should I hire instead?

10

Would this partnership create more value than going solo?

Next Steps

Join Our Investor List!

Want first access to our investment opportunities?

We invite you to join our exclusive investor list!



Early insights into new projects

Behind-the-scenes updates on partnerships & deals



Exclusive access before we open opportunities to the public



[JOIN OUR LIST](#)

FINAL THOUGHTS

Partnerships are the **foundation** of everything we do. By aligning with the right people, leveraging complementary strengths, and staying committed to smart, strategic growth, we've built a **model that works**. Whether it's scaling new developments, refining our processes, or creating value-driven investments, our approach is always **intentional**. If you're ready to be part of something built for long-term success, **let's connect** and grow together.



Colin & Nicole