

# Firm Paves Way for Real Estate Investors

by **A. Lee Graham**  
Staff Writer, *Plano Star Courier*

Tackling the investment grid-iron requires more than luck.

In Alex Johnson's playbook, it involves teamwork, expertise and professional coaching.

"It's like Bill Parcells and Jerry Jones," said Alex Johnson, president and founder of Laurex Group, Inc. "Jones doesn't want Parcells to teach him football; he just wants to win games."

And that's the strategy behind Laurex. For three years, the Plano firm has helped clients earn income through real estate investing. Even the most educated individuals may not have time to study the market, a reality that shortchanges thousands of investors new to the industry.

"What we do is bring in a team of experts to assess the situation and meet a client's specific needs," said Johnson, distancing his organization from those employing personal coaches or business coaches. "Most of those just give advice, we do everything."

The process begins with a handshake. Coaches meet the client and determine their needs. Developing a strategy comes next, followed by investment selection, management and exit strategy.

"Our clients hire us because they don't have the time or knowledge but want to invest in real estate."

Among those guided by Laurex are local news personality Newy Scruggs. "We handle his real estate investing. We

perform many functions for different clients. The first thing we did for a client recently was save him \$14,000 in property taxes."

Procuring Laurex services entails an up front fee, followed by an annual payment. Investment coaches receive compensation when they deliver clients and on assets they manage from client portfolios.

No longer is real estate investing a rarefied field. A capricious economy has driven many men and women to seek secondary income sources, and property management has proven popular.

But landlords – especially inexperienced ones – need help. That's why Laurex coaches determine a client's specific needs before calling in reinforcements. Those comprise a team of advisors, offering expertise in taxes, bookkeeping, real estate, insurance, property management, financing and credit among other fields.

By "building a real estate team on behalf of our clients," Johnson hopes to tailor services for the individual. Eschewing from a cookie-cutter approach has benefited customers since Laurex set up shop on McDermott Road.

Since then, business has boomed for a firm plotting its next move. That includes entering Dallas and Tarrant counties later this year, with stateside expansion also on



**Alex Johnson**, Founder and President the horizon. "We also hope to go out of state," said Johnson.

For now, the executive and a handful of staffers oversee more than 20 advisors working under contract. With customers multiplying daily, the growing firm seems bulletproof.

"It's a niche that seems safe from economy. There's a demand, and we're serving it."

*More information is available at [www.LaurexGroup.com](http://www.LaurexGroup.com).*

*Contact staff writer A. Lee Graham at 972-398-4266 or [grahaml@starcntexas.com](mailto:grahaml@starcntexas.com).*