



THE AIMFUL COMPANIES



# ERIC LUNDBERG

Founder & Visionary

## ABOUT ME

Since purchasing my first property in 1999, I've built a career on acquiring, rehabilitating, and selling single-family homes and rental properties. Over the past two decades, I've not only developed a thriving real estate business but also created multiple platforms to help other investors succeed.

Through investing, mentoring, community-building, and financial solutions, I turn challenges into opportunities—empowering others to achieve success in Milwaukee's real estate market.

## THE AIMFUL COMPANIES

The Aimful Companies is the parent company behind my synergistic real estate brands. Built on the principles of purpose, integrity, and creating win-win solutions, it serves as the foundation for businesses that educate, support, and fund investors throughout their journeys.

### Milwaukee REIA

Wisconsin's premier real estate investor community, offering education, networking, and mentorship to thousands of local members since 2009. Visit [milwaukeeeia.com](http://milwaukeeeia.com) to learn more.

### Milwaukee REIA Mentoring

A hands-on mentorship program providing investors with the knowledge, tools, and personalized guidance they need to succeed in real estate. Visit [milwaukeeeia.com/mentoring](http://milwaukeeeia.com/mentoring) to learn more.

### Sell Now Wisconsin

A home-buying company that helps homeowners sell properties quickly and hassle-free, revitalizing Greater Milwaukee Area neighborhoods one house at a time. Visit [sellnowwisconsin.com](http://sellnowwisconsin.com) to learn more.

### REIA Hard Money

A hard money lending company designed for Greater Milwaukee Area real estate investors, providing fast, reliable funding for real estate investment projects. Visit [reiahardmoney.com](http://reiahardmoney.com) to learn more.

### Arc Capital Fund

A private debt fund exclusively supporting REIA Hard Money borrowers by providing secure, well-structured lending solutions to Milwaukee REIA investors. Visit [arccapitalfund.com](http://arccapitalfund.com) to learn more.

## AREAS OF EXPERTISE

- ✓ Real Estate Investment
- ✓ Business Growth & Leadership
- ✓ Investor Education & Mentorship
- ✓ Community Building & Networking
- ✓ Real Estate Financing & Private Lending

## CAREER IMPACT

**20+** Years in Real Estate Investing

**500+** Homes Bought, Renovated, or Sold

**\$10M+** in Average Real Estate Transactions per Year

**2K+** Local Investors Educated or Mentored

## LET'S CONNECT

Whether you're looking to invest, collaborate, or grow in real estate, let's connect and explore opportunities to build success together.

 C: (262) 388-1894

 [eric@aimful.co](mailto:eric@aimful.co)

 [aimful.co](http://aimful.co)