

# Would You Rather...



***Know How Much,  
But...***

***Don't Know  
When?***

# Or, Would You Rather...



***Know When,  
But...***



***Don't Know How  
Much?***

# You'd Want To Know Both!



# So Which Measures Should to Use?

## FOR ALL ANALYSIS:

- IRR for efficiency
- Cash multiple for magnitude
- NPV to compare against best alternative. And to compare against other investments.

## FOR INCOME PROPERTIES:

- Yields for income properties.



# ADD Excel Example