

## Backgrounder

### The Prendamano Academy

The Prendamano Academy is a free educational platform built to share three decades of real-world real estate experience with anyone seeking personal and financial growth. Created by veteran broker, developer, and investor James Prendamano, the Academy blends technical real estate mastery with lessons in mindset, leadership, and self-discovery. It is part of a broader initiative known as The Prendamano Project, a mission-driven movement that combines education, empowerment, and advocacy for reform in how people learn and lead.

#### The Vision Behind the Academy

After completing more than 1,500 real estate transactions totaling over \$1 billion in transactional real estate, James Prendamano found himself asking a deeper question: What good is all of this if I don't pass it on? The answer became The Prendamano Academy, a comprehensive, completely free online learning platform designed to make professional-level real estate knowledge available to everyone, regardless of financial means or background.

Prendamano's philosophy is simple: impact matters more than income. By removing the financial barriers that often gatekeep access to industry expertise, he is creating an open invitation to learn, grow, and lead. The Academy reflects his conviction that education is a right, not a privilege, and that knowledge, when shared freely, can build stronger communities, more ethical business practices, and a more empowered generation of entrepreneurs.

Unlike many coaching programs that charge thousands of dollars or lock content behind subscriptions, the Academy was built with an open-door policy. There are no hidden fees, no paywalls, and no credit card requirements. James made the deliberate choice to keep the program permanently free, believing that true leadership is measured not by what you keep but by what you give.

Prendamano often says, "Some of the people who need this the most could never afford it, and that's exactly why it needs to be free."

#### A Curriculum Rooted in Character

The Prendamano Academy goes far beyond the mechanics of buying and selling property. It teaches how to analyze markets, structure deals, risk management, and also how to think, lead, and live with integrity. The curriculum covers residential and commercial brokerage, investment strategy, negotiation, 1031 exchanges, opportunity zones, zoning law, underwriting, and macro-to-micro market cycle analysis.

Alongside this technical foundation, Prendamano integrates the mindset practices that transformed his own life. The Academy teaches emotional intelligence, communication skills, goal setting, and the art of self-awareness. Students are encouraged to uncover their "personal why", that is, the internal motivation that fuels both professional success and personal fulfillment.

Each module is designed for practical application. Students learn how to identify and evaluate opportunities, build sustainable portfolios, and navigate complex transactions while maintaining authenticity and balance. Every lesson is grounded in real experience, drawn from the deals, mistakes, and breakthroughs that defined Prendamano's thirty-year career. He teaches not as an academic but as a guide, someone who has lived the material and emerged stronger from the lessons.

#### From Experience to Empowerment

The Academy's creation was deeply personal. Throughout his career, Prendamano achieved extraordinary professional success but found himself questioning whether constant achievement

equated to fulfillment. Years of self-reflection, mentorship, and coaching shifted his perspective. He came to understand that fear-based drive, which is common among high achievers, can lead to burnout and emotional disconnection. Through that process, he discovered the power of purpose-driven performance and emotional awareness.

These revelations became core components of the Academy. By teaching students how to uncover their personal “why,” Prendamano helps them build careers that align with their deeper motivations. He encourages learners to replace fear with vision, to see success not as a competition but as a continuum of growth. The Academy’s approach blends strategic education with personal transformation, showing that real estate is more than a profession, it’s a pathway to self-mastery.

Prendamano often says, “If you understand yourself, you can understand business. The two are inseparable.” That belief anchors the Academy’s philosophy: professional success begins with personal clarity.

#### Universal Access Through Technology

The Academy is hosted on an intuitive website that integrates high-quality video lessons, a comprehensive Resource Center, and advanced digital tools designed for an interactive learning experience. Each module is available on both the official website and YouTube, ensuring accessibility from any device. Viewers can move at their own pace, track progress, and return to lessons through a personalized “Resume” feature that remembers exactly where they left off.

To further enhance learning, the platform includes a custom-built AI assistant trained on the entire Academy curriculum. Students can ask questions in real time and receive accurate, conversational answers with direct links to relevant materials. This innovation transforms passive watching into active learning, mirroring the one-on-one mentorship that shaped James’s own success. The AI’s tone and responses are modeled after Prendamano’s own style; direct, empathetic, and practical.

The Resource Center offers downloadable tools, templates, case studies, and recommended reading. Each resource reinforces the lesson content, bridging theory and practice. The Academy’s design prioritizes trust, simplicity, and accessibility, ensuring that every visitor, whether a seasoned investor or a first-time learner, feels welcome and supported.

#### A Movement, Not a Marketing Funnel

The Academy exists under the umbrella of The Prendamano Project, a broader movement to reform education and empower individuals through identity, mindset, and real-world financial skills. Alongside the Academy, the Project includes a podcast and a book club that explore personal development, government accountability, and systemic reform. All three components share the same ethos: to democratize learning, spark self-awareness, and challenge outdated systems that limit human potential.

James envisions a future where real estate literacy becomes part of school curricula, giving young people tools for financial independence and ethical decision-making early in life. He believes traditional education often teaches memorization instead of mastery and leaves students unprepared for practical realities. The Academy is his response. It is a model for experiential learning that connects knowledge to purpose and personal growth.

Through this platform, Prendamano also advocates for broader education reform, including the integration of financial literacy, civic engagement, and personal development into high school programs. His vision extends beyond real estate: he sees education as the foundation of a stronger society, and he is determined to make the tools of success universally accessible.

### The Soul of a Teacher, the Strategy of a CEO

Though Prendamano doesn't describe himself as a teacher, his students often do. His communication style is straightforward, compassionate, and rooted in authenticity. He shares his failures as openly as his triumphs, turning each experience into a teachable moment. His lessons are unscripted and conversational, designed to meet learners where they are.

"Leadership isn't about authority," he often says. "It's about responsibility. It's about lifting others up and building something that outlasts you."

This balance between humility and mastery defines the Academy. It's both a classroom and a conversation. It's a place where learners can see the real process behind success and understand that setbacks are part of the journey. Prendamano's blend of empathy and structure makes the material relatable, transforming complex concepts into accessible lessons.

Every episode carries the same core message: real estate is a tool, not the goal. The true goal is building a life of meaning, contribution, and self-respect.

### The Broader Mission — Reform Through Real Estate

The Prendamano Academy is a reform initiative. It aims to change how people learn, how they lead, and how they view their own potential. By making the content universally accessible, Prendamano is challenging an industry model that often reserves high-value education for those who can afford it. His mission extends beyond business education in that it's about cultivating self-reliance, critical thinking, and purpose.

### For Everyone with a Dream

The Academy welcomes learners from all walks of life. For aspiring agents, it offers the tactical frameworks that drive successful brokerage careers. For investors, it provides insight into market timing, capital structure, and portfolio growth. For homeowners and entrepreneurs, it delivers practical guidance on building equity, managing risk, and identifying opportunity. And for students or career changers, it opens a door to an entirely new future built on understanding rather than guesswork.

More than 2,000 people have already engaged with early modules through YouTube and social media, demonstrating the hunger for authentic, experience-based education. With continued expansion, the Academy aims to reach hundreds of thousands globally, providing both training and transformation.

The courses also emphasize ethics and community impact. Students are taught to evaluate deals not just for profitability, but for how they affect neighborhoods, families, and the environment. Prendamano calls this "purpose-based investing", the idea that building wealth and doing good are not mutually exclusive goals, but two sides of the same coin.

### Legacy, Not Leverage

James Prendamano's decision to make the entire Academy free reflects a belief that wealth and wisdom must circulate to have meaning. He often describes the Academy as "a gift forward", a way to level the playing field for those who weren't born into privilege or connections.

"Somewhere out there," he says, "is a kid who feels like they don't fit in, who thinks success is for other people. That was me once. I built this Academy for them." The same philosophy guides all of his work, from groundbreaking developments in New York to the revitalization of Sierra County, New Mexico, and the rebirth of its landmark Turtleback Mountain Golf & Resort. His projects are about more than construction; they're about rebuilding confidence and possibility. The Academy is the educational embodiment of that same mission: to lift people up, to democratize opportunity, and to remind them that

success is not a competition, but a calling.

Prendamano believes that when education is offered without condition, it creates exponential impact. One student becomes a mentor to another, creating ripples of empowerment that extend far beyond any single platform. "Legacy," he says, "isn't about what you leave behind, it's about what you set in motion."

#### Looking Ahead

As the Academy evolves, new modules and collaborations will continue to expand its reach. Plans include partnerships with schools, nonprofit organizations, and municipalities to introduce financial literacy and entrepreneurship programs into classrooms nationwide. Long-term goals include translating the curriculum into multiple languages and eventually establishing a physical campus as a hub for learning, mentorship, and innovation rooted in ethical practice.

Until then, The Prendamano Academy remains an entirely online resource: free, open, and growing. It is both a tribute to a life's work and a roadmap for those who want to build their own. In giving it away, James Prendamano has created something rare in today's world, a space where business meets benevolence, where profit yields to purpose, and where education is not a privilege, but a promise.

#### About James Prendamano

James Prendamano is the Founder and CEO of PreReal Investments, a New York-based real estate investment and development firm with national projects spanning from New York to New Mexico. He has led more than \$1 billion in real estate transactions and has been recognized among the Top 100 Leaders in Real Estate and multiple times on City & State's Power 100 list.

Beyond business, he serves as a community leader, philanthropist, and educator dedicated to redefining what success means - less about accumulation, more about contribution. Through The Prendamano Academy, he carries forward his lifelong mission to open education to everyone, champion leadership grounded in integrity and help people create lives guided by purpose and meaning.

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