

Frequently Asked Questions

The Prendamano Academy

What is The Prendamano Academy?

The James Prendamano Real Estate Academy is a free, online educational platform created by real estate broker, investor, and developer James Prendamano. It provides in-depth, professional-level instruction on real estate brokerage, investing, and market analysis, combined with lessons on mindset, leadership, and ethical business practices.

Unlike conventional real estate schools or paid coaching programs, the Academy is completely free. Its mission is to democratize access to real estate education by removing financial barriers and making elite industry knowledge accessible to everyone—from aspiring agents and investors to students and professionals exploring new careers.

Why did James Prendamano create the Academy?

James Prendamano created the Academy after more than 30 years in real estate, during which he completed over 1,500 transactions totaling more than \$1 billion. Having achieved success as a broker, investor, and developer, he began asking a deeper question: What good is all of this if I don't pass it on?

He realized that much of what he learned through real-world experience—market strategy, leadership, mindset, and resilience—is not taught in traditional education. The Academy was his answer: a way to share decades of lessons freely with those who need it most. Prendamano built the platform as an act of service, not a business venture, rooted in his belief that true leadership is about what you give, not what you keep.

Is the Academy really free? Are there any hidden costs?

Yes, the Academy is 100 percent free—completely and permanently. There are no hidden fees, subscriptions, or credit card requirements. All content, including video lessons, resource materials, and tools, is open to the public. James Prendamano personally funds the creation and operation of the platform because he believes that education should be a right, not a privilege. His goal is to eliminate the financial barriers that prevent people from pursuing personal and professional growth. The Academy is not a marketing funnel, sales pipeline, or lead generator—it is a mission to educate, empower, and elevate.

Who is the Academy for?

The Academy was designed for a wide range of learners:

Aspiring and licensed real estate agents seeking to improve their knowledge and build ethical, sustainable careers.

Investors and entrepreneurs interested in understanding property markets, deal structures, and long-term wealth strategies.

Homebuyers and sellers who want to navigate the real estate process with confidence and clarity.

Students and career changers looking for practical, real-world education in business and finance.

Anyone seeking personal development, leadership growth, or financial literacy.

James often says, "This is for everyone with a dream, whether you're 18 or 80. If you're willing to learn, the door is open."

What topics does the Academy cover?

The Academy's curriculum covers both the technical and human sides of success. Courses include: Real Estate Fundamentals: Residential and commercial brokerage, investing, property management, and deal structuring.

Market Analysis: Understanding local, regional, and national trends; identifying market cycles; and performing due diligence.

Finance and Risk Management: Underwriting, capital strategy, 1031 exchanges, opportunity zones, and portfolio diversification.

Leadership and Communication: Emotional intelligence, negotiation, ethics, and building high-performing teams.

Personal Growth: Goal setting, self-awareness, and defining one's personal "why."

Each module is designed to be immediately applicable, whether the student is just starting out or already established in the field.

How is the Academy different from traditional real estate schools or coaching programs?

Traditional real estate programs often focus narrowly on licensing requirements or basic exam preparation. Many private coaching programs charge thousands of dollars for mentorship or restrict access through tiered subscriptions.

The James Prendamano Real Estate Academy takes a completely different approach. It is:

Free and open: All materials are accessible to anyone without cost or commitment.

Experience-based: The lessons are drawn directly from James's real-world deals and leadership journey.

Holistic: The program integrates business education with mindset development and ethics.

Mission-driven: The Academy has no commercial agenda—it exists to teach, inspire, and empower.

This model not only levels the playing field for learners but also sets a new standard for generosity and transparency in professional education.

What technology powers the Academy?

The Academy is built on an intuitive digital platform that combines video instruction, downloadable materials, and interactive learning tools. A key feature is a custom AI assistant, trained on the full Academy curriculum and resource library. Students can ask questions in real time and receive accurate, conversational responses that link directly to the relevant materials. This allows users to stay engaged with lessons without interrupting their learning flow. Additionally, the website offers a progress-tracking feature that remembers where each student left off, along with a Resource Center containing templates, checklists, and case studies. All videos are also hosted on YouTube to ensure maximum reach and accessibility.

How does the Academy fit into The Prendamano Project?

The Academy is the cornerstone of The Prendamano Project—a broader initiative led by James Prendamano to reform education, promote personal empowerment, and challenge outdated systems.

The Project includes:

The Prendamano Podcast: A platform for bold discussions on leadership, mindset, government reform, and personal growth.

The Prendamano Book Club: A community learning forum for readers exploring transformational literature and big ideas.

Together, these initiatives promote financial literacy, self-awareness, and civic engagement while bridging the gap between traditional education and real-world success.

What makes James Prendamano qualified to teach this material?

James Prendamano has more than three decades of experience in real estate and business development. He has led over 1,500 successful transactions and more than \$1 billion in real estate deals across the United States. As the Founder and CEO of PreReal Investments, he has worked with national clients including Goldman Sachs, Walgreens, and the Archdiocese of New York, as well as on transformative community development projects in New York and New Mexico. Beyond his professional credentials, Prendamano brings deep emotional intelligence and lived experience to his teaching. His lessons are grounded in both success and humility, shaped by years of personal transformation and leadership evolution.

What role does mindset play in the Academy's teachings?

Mindset is at the core of the Academy's philosophy. James believes that lasting success cannot exist without self-awareness, discipline, and empathy.

Through guided lessons, learners explore their personal motivations, overcome limiting beliefs, and learn how to replace fear-based performance with purpose-driven action. These lessons draw directly from James's own journey as a business leader who shifted from a mindset of relentless achievement to one of intentional growth and contribution.

He teaches that "if you understand yourself, you can understand business," connecting emotional mastery with strategic execution.

What are James Prendamano's long-term goals for the Academy?

James's long-term vision is to make the Academy a permanent, evolving educational ecosystem. Plans include:

Adding new courses and guest instructors.

Partnering with schools, nonprofits, and municipalities to bring real estate and financial literacy into classrooms.

Translating materials into multiple languages for global reach.

Eventually building a physical campus—a space for workshops, retreats, and mentorship programs centered on ethical entrepreneurship.

In every stage of growth, the Academy will remain free to the public and true to its founding principle: to give more than it takes.

How can someone enroll or get started?

Enrollment is simple. Learners visit www.JamesPrendamanoAcademy.com, enter their name and email address, and gain immediate access to the Academy's video library and Resource Center. No password creation or payment is required.

Students can also watch individual lessons on the Academy's YouTube channel and follow related updates through The Prendamano Project's social media platforms.

How does the Academy measure success?

Success is measured not by metrics or monetization, but by impact. The Academy's greatest achievements are the stories of individuals who gain confidence, clarity, and control over their financial and personal futures.

James's goal is to empower a new generation of real estate professionals, investors, and everyday people who will go on to build stronger, more ethical communities.

What does "Legacy, Not Leverage" mean?

"Legacy, Not Leverage" is the guiding principle behind the Academy. It reflects James Prendamano's belief that education and wealth should be used to elevate others, not to gain advantage. Rather than monetizing his expertise, James chose to give it away—creating a platform that prioritizes impact over income. In his words, "True leadership isn't about how much you build. It's about how many lives you elevate."

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