



<p>CORE VALUES</p>	<ol style="list-style-type: none"> 1. Takes Initiative 2. Consistently Provides Results 3. Honesty & Integrity 4. Does What Says Will Do 5. Team Player 6. Heart for Giving & Growing 	<p style="text-align: center;">3-YEAR PICTURE™</p>	
<p>CORE FOCUS™</p>	<p>Purpose/Cause/Passion: To create a measurable difference in people's lives</p> <p>Our Niche: We provide the people, processes and technology for real estate entrepreneurs.</p>		<p>Future Date: 12/31/20</p> <p>Revenue: Confidential</p> <p>Profit: Confidential</p> <p>Measurables:</p> <ul style="list-style-type: none"> ● 400 active members ● 20 new members per month ● \$2,500 - average monthly fulfillment spend ● 4.5% - Monthly Attrition Rate ● 30% - average fulfillment margin ● 50% - average gross margin
<p>5-YEAR TARGET™ 12/31/22</p>	<p>1000 members ~\$30M Revenue - with the work life balance to pursue other things</p>		<p>What does it look like?</p> <ul style="list-style-type: none"> ● Happy members who rave about us ● An internal team that feel empowered, appreciated and love working with us. ● We are a household name among REI, Realtors & Private Lenders ● We have a library of high response rate, proven marketing pieces and tactics to fulfill demand needs in all markets & cities ● We have been on the Inc. 500 fastest growing companies list for 5 years in a row. ● We have achieved world class status in service in our niche ● We easily and effortlessly attract our ideal members through systematized marketing, sales & referrals ● Execution of the Business in a Box model - Teed up w/ Trained Sales Ninja Phone Team ● Ready to enter in Markets outside of RE ● Attracting new members is like shooting fish in a barrel ● Constantly cranking out new shared services our members are asking for ● Exploring exit opportunity at a 5 to 7 rev multiplier <p>* core staff of 15 people & army of experts & VA's</p>
<p>MARKETING STRATEGY</p>	<p>Target Market/"The List: Committed and/or experienced "actively/passive" RE entrepreneurs who are frustrated with the overwhelming operations of a RE business -- but realize the necessity -- and have a budget for marketing, see value in the systems and shared services, and want to be a contributing part of something bigger. They are business minded; team players; in coaching and/or mastermind programs; growth minded; in U.S. based markets.</p> <p>Three Uniques: What makes us different than hiring a team of virtual assistants, marketing agency or a software claiming to be automated?</p> <ul style="list-style-type: none"> ● 100% Done For You: marketing, lead generation, phone screening, follow ups, and appointment setting with qualified motivated sellers. ● You're tapping into the power of a 40 person expert team for the cost of one virtual assistant, without having to hire, train or manage a single employee ● With access to CEO coaching, mastermind and private community of investors sharing what works. <p>Guarantee: Guaranteed Lowest Mail Cost</p>		