

My Perfect Day

Pick a day in the future without worry of money or time

I wake up at 5am on a Saturday morning. I head to the gym for some physical activity/cardio with a close friend of mine. We do this every Saturday. In fact, I do this 5 days a week. We then have coffee at 6:45am and discuss some of the upcoming vacations we're each planning with our families. We update each other on some of the young entrepreneurs, companies and charities we're each helping grow and nurture. I make bulletproof coffee with MCT oil and grassfed butter for my wife, Shanna, and we have breakfast together along with Ashley, our younger daughter, as we always do together. I have a Saturday phone call with Hailey, in college, to check in and catch up with her.

My main job is to create cool money making ideas that I give to a team that "gets it" and they make it better than my original idea. I get to coach and mentor my top clients. I'm paid extremely well to do what I love. I love what I do, I'm not a slave to email or to my phone and I make a lot of money helping them achieve their goals. I have no employees directly reporting to me other than my integrator/COO, who I work extremely well with. With each understand our styles and our roles, and he implements my vision making it better than what I originally came up with which I am always excited about. I have operational managers, experts, managing every aspect of these businesses. All businesses are run with key operating objectives and key performance measurable, a Scorecard. We follow the EOS Traction model to a tee, as we practice what we teach. Each business is run as a tight ship with great employees, processes, and financial and business goals and objectives that are consistently met or exceeded. I usually come into the office 2-3 days a week for 3-4 hours at a time. These hours are primarily spent discussing business strategy, sales and marketing performance, and reviewing key metrics. I meet with my integrator every other week for our same page meeting to discuss strategy and also fun stuff for the future. We often do this in cool settings, like fishing, shooting trap, skiing or simply walking/hiking.



My Perfect Day

Pick a day in the future without worry of money or time

I am extremely healthy. I eat well. I'm close with my wife and children. Our time is always about quality. We don't talk often about business, and it's never painful. In fact, Shanna and I love our life planning sessions where we spend time reviewing our finances, our rocks we're tackling and our vacation plans. We are strong in faith and actively involved in our church and community. We live in a modest free and clear house. We're close with our neighbors. We are not into material items. We are humble and so are our children. We love to provide our resources to charities we're committed to, and look at life as running business for profit and charity from profits.

We have no debt and our properties are free and clear. We own just a handful of properties, primarily for depreciation and cashflow that are all well managed for us. We are nicely diversified. We have \$50,000 a month in positive cashflow, mostly coming in from low interest first position lending and modest secured investments that allow us to sleep well at night. We have approximately \$4,000,000 in private money loans earning interest and cashflow. We utilize our 401K often for our investments. Shanna is highly engaged in our finances and feels secure with how we have diversified. It's cool to look back at our past and how God has blessed us and we're able to give back with our harvests.

I get to spend a lot of time traveling with family and some personal time to fly fish and sometimes ski. I have patience and very focused on living in the present thankful for what we have always remembering that life can change in a flicker of instance and that is why I'm always thankful and appreciative. I look at life as an amazing journey through the positive and negative times and able to share this journey with others in helping them and guiding them to what I have learned that works and this impacts lives.



4 Quadrants

15 Minute Exercise - Get Your Life Back

Good At

Not Good At

Like

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4 Quadrants

15 Minute Exercise - Get Your Life Back

Good At

Not Good At

Like

- Closing Hot Seller Deals **\$1,000**
- Negotiating / Creative Deals **\$1,000**
- Closing Qualified Buyers **\$1,000**
- Raising Money **\$1,000**
- Finding stuff that works through other investors, masterminds **\$1,000**
- Making Decisions **\$1,000**
- Being Subject Matter Expert in REI **\$1,000**

- Pulling Seller Lists & Data Stacking **\$10**
- Screening Leads **\$10**
- Cold Calling **\$10**
- Website Updates **\$10**
- Defining processes **\$100**

Don't Like

- Podio/CRM/Systems **\$10**
- Facebook and PPC Ads **\$100**
- Loading Autodialer/RVM **\$10**
- Sending Weekly Mailings **\$10**
- Taking Initial Seller Calls **\$100**
- Seller Follow Ups **\$10**
- Writing Offer Letters / Contracts **\$10**
- Scheduling Seller/Buyer Appointments & Follow Up **\$10**

- Transaction Coordination/Title **\$10**
- Managing & Delegating **\$100**
- Lots of Meetings/Building Culture **\$10**
- Finance & Accounting/Taxes **\$10**
- Cash Management **\$100**
- Scorecard/Metrics Preparation **\$10**
- Managing Calendar & To-dos **\$10**
- Scheduling & Managing Travel **\$10**
- Planning anything long term **\$10**



Accountability Chart

Life Tool

Visionary

- Owner: _____
- Define Vision
 - Close Biggest Deals
 - Raise Money
 - New Markets
 - Resolve Barriers/Obstacles

Integrator

- Owner: _____
- Implements Vision
 - Defines Roadmap/Plan
 - Manages Resources
 - Special Projects

Marketing

- Owner: _____
- **\$\$\$ Spent**
 - **# Leads**

Inside Sales Agents (ISAs)

- Owner: _____
- **# Dials**
 - **# Connections**
 - **# Scheduled Appointments**

Sales Acquisition Manager(s)

- Owner: _____
- **# Appointments Completed**
 - **# Offers**
 - **# Signed Deals**
 - **# Closed Deals**
 - **Profits \$1,000**

Dispositions

- Owner: _____
- -
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Valuing Your Time

Life Tool

Value of Your Time		
▶ Your NET Profit to you last year (or desired)	<input type="text" value="\$500,000"/>	ENTER: How much did you actually put into your personal bank account after all expenses? Could be your desired amount this year.
▶ # of Hours do you Work per Week	<input type="text" value="40"/>	ENTER: Number of hours you worked per week over the past year.
▶ How much you Made per Hour	<input type="text" value="\$250"/>	Note: This is the value of your time per hour. If you can have others do your work for less than this number, you'll have an ROI on your people

As a CEO, if you're doing \$10 an hour work, you'll have a \$10 bank account?

Valuing Your Time

Life Tool

Replacing Yourself for an ROI

▶ Function of the resource you plan to hire and leverage

Inside Sales Agent

ENTER: The name of the function you plan to replace yourself with a resource.

▶ # Hours per Week you currently spend in this function

12

ENTER: How many hours you are currently spending per week in this function.

▶ # of Hours per Week you'll spend with this new resource (training and managing)

2

ENTER: With this new resource how many hours do you expect to spend in this function (typically managing and training).

▶ Cost per Hour of this resource

\$10.00

ENTER: The cost per hour of this resource.

▶ # of Hours per Week of this new resource

40

ENTER: The number of hours you'll be paying this resource in this function



Valuing Your Time

Life Tool

Return on Investment (ROI)

▶ TOTAL hours of your time saved per year

500

This is the total number of your hours saved that can be utilized in higher value functions, vacation, raising money, etc.

▶ Profit per resource per year

\$105,000

Total profit of this resource annually replacing you to focus on other functions. Leveraging OPT and OPE (Other People's Time and Other People's Experience) is one of the best ways to grow and scale a business.

▶ ROI on your time

6.25

This is the total estimated ROI (return on your investment) of time. Anything above 1.00 is an indicator of a good resource to replace your time.

Imagine: 500 Hours (12 1/2 weeks) of your life back?

Scorecard

Life Tool

Marketing		
>> Your Financial Goal	\$600,000	ENTER: How much revenue do you want to generate?
>> Your Profit per Deal	\$15,000	ENTER: What is your average Profit per Deal?
>> # of Months to Achieve this Goal	12	ENTER: Number of months remaining to achieve your goal (default is 12)
>> # of Deals per year	40	Note: This is the number of deals you need to do per year
>> Your Cost per Lead	\$40.00	ENTER: Your current or estimated cost per Lead (default is \$40). This is required to calculate your overall monthly Marketing Budget and Estimated ROI (return on investment). If using REIvult Podio CRM, this is the cost per new Seller Lead (unique seller call or lead).
>> # Closed Deals per Month Required	3.3	This is the number of Deals you need to close from all your marketing efforts to achieve your \$250,000 financial goal. Put this into your scorecard to achieve your goal!
>> Total Profit per Month Required	\$50,000	This is the Total Closed Profit from deals you need to generate from all your marketing efforts to achieve your \$250,000 financial goal. Put this into your scorecard to achieve your goal!
>> Month Marketing Budget Required	\$7,000	This is the Total estimated monthly marketing budget required to achieve your goal based on the numbers you have entered. Provide this to the REIvult team to have this all Done-For-You and possibly use our Sales Ninja Phone team to qualify, follow up and schedule appointments for you to go close!
>> Your Return on Investment (ROI)	7.1	This is the total estimated return on your investment (ROI) on marketing spend. If you're wholesaling, a benchmark of 6 to 10x is expected. If you're fix and flip or rehabber, this should typically be greater than 20x. Work with your REIvult Strategy Planner and REIvult Team to get 10x results with half the effort.
>> Your Cost per Deal	\$2,100	This is the total estimated cost (marketing spend) per deal closed.

Scorecard

Life Tool

SCORECARD		
>> Total Leads Required per Month	175	This is the total number of Leads you need to generate from all your marketing efforts to achieve your financial goal. Put this into your scorecard to achieve your goal!
>> Total Dials Completed Required per Month	1125	This is the total number of phone Dials per month you need to complete per month calling existing leads achieve your financial goal. Put this into your scorecard to achieve your goal!
>> TOTAL # of Live Calls Completed Required per Month	225	Based on the numbers above, this is the Total Number of Live Seller Calls (a live phone conversation with a seller) that need to be completed per month to achieve your financial goal. Put this into your scorecard to achieve your goal!
>> TOTAL # of Scheduled Appointments Required per Month	25	Based on the numbers above, this is the Total Number of Scheduled Appointments (face to face meetings or phone calls that results in a written offer) that need to be completed per month to achieve your financial goal. Put this into your scorecard to achieve your goal!
>> TOTAL # of Signed Contracts Required per Month	5	Based on the numbers above, this is the Total Number of Signed Contracts needed to be completed per month to achieve your financial goal. Put this into your scorecard to achieve your goal!
>> # Leads per Deal	53	Based on your numbers above, this is the number of Leads (in Podio) you need per Closed Deal.

KEY METRICS/ROI		
>> Your Profit per Lead	\$285.71	calculated from: Total Profit per Month Required / Total Leads Required per Month
>> Your Profit per Dial	\$44.44	calculated from: Total Profit per Month Required / TOTAL Dials Required per Month
>> Your Profit per Live Call Completed	\$222.22	calculated from: Total Profit per Month Required / TOTAL # of Live Calls Completed Required per Month
>> Your Profit per Scheduled Appointment	\$2,000.00	calculated from: Total Profit per Month Required / TOTAL # of Scheduled Appointments Required per Month
>> Your Profit per Signed Contract	\$10,000.00	calculated from: Total Profit per Month Required / TOTAL # of Signed Contracts Required per Month



Scorecard

Life Tool

<u>Scorecard</u>		March	2019	M	
Measurables	Owner	Weekly Target (Calculated)	Weekly Actuals*	Monthly Target**	Monthly Actuals*
1 >> # of New Leads	Marketing	42		175	
2 >> # of Outbound Calls	Inside Sales Agent	270		1125	
3 >> # of Live Connections with Sellers	Inside Sales Agent	54		225	
4 >> # of Appointments Set	Inside Sales Agent	6		25	
5 >> # of Appointments Conducted	Sales Acquisition Mgr	6		25	
6 >> # of Offers Made	Sales Acquisition Mgr	6		25	
7 >> # of Signed Contracts	Sales Acquisition Mgr	1		5	
8 >> # of Closed Deals	Sales Acquisition Mgr	1		3	
9 >> Gross Profit	Sales Acquisition Mgr	\$12,000		\$50,000	



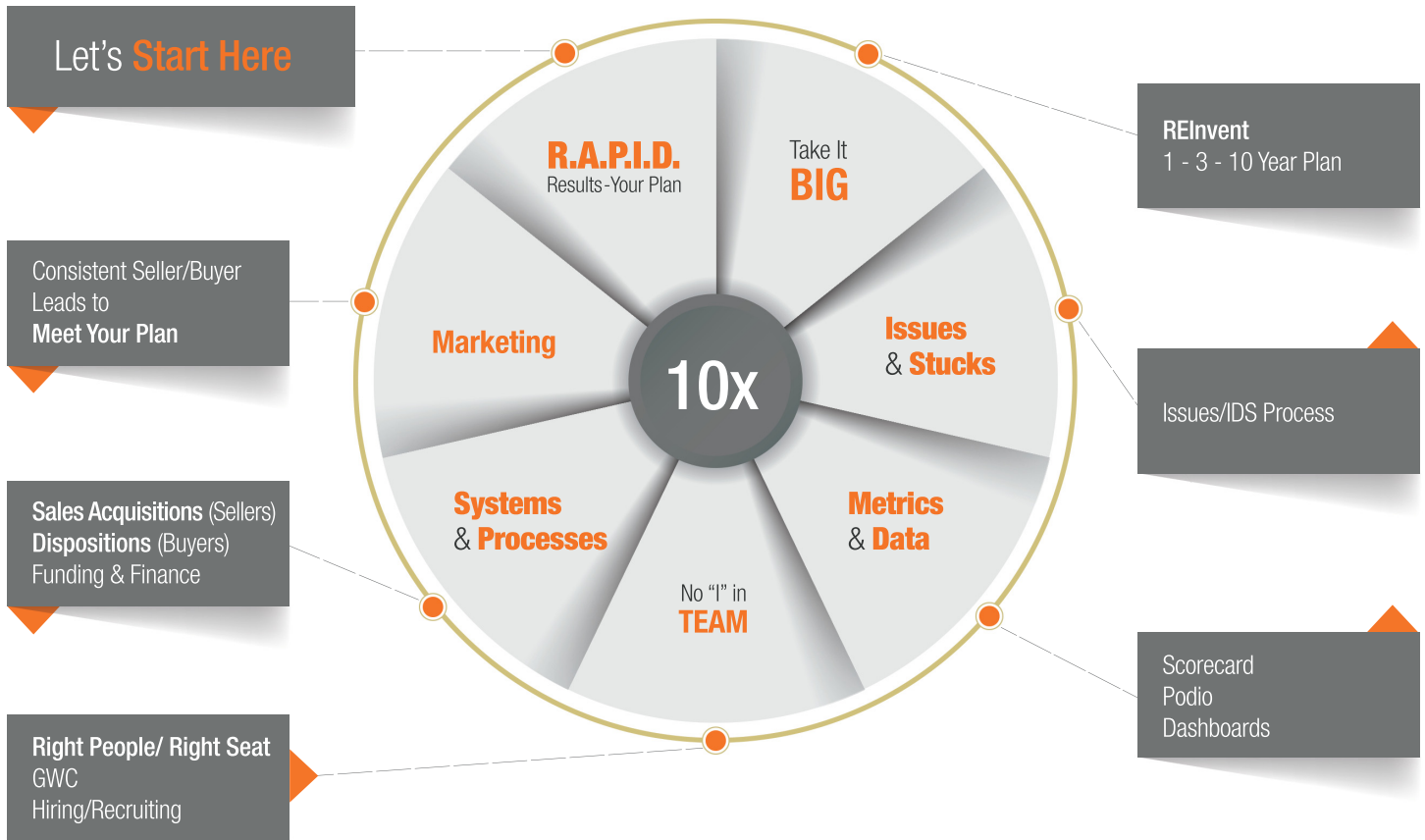
Scorecard

Life Tool

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6 >> # of Offers Made	Sales Acquisition Mgr	6		25	
7 >> # of Signed Contracts	Sales Acquisition Mgr	1		5	
8 >> # of Closed Deals	Sales Acquisition Mgr	1		3	
9 >> Gross Profit	Sales Acquisition Mgr	\$12,000		\$50,000	



Clear Path To **SUCCESS**



Every real estate investor knows that growing his or her business can be difficult with many moving parts, including constant distractions and lack of clarity and resources. The more successful you become, the more complex your business becomes. From executing on your plan to recruiting and managing talented salespeople, structuring highly profitable creative deals, and turning dead leads into big profits, is key.

The skills and habits you've used to get you where you're at, will keep you from breaking through the revenue barrier holding you back from a business that runs without you. By "reinventing" yourself with a proven path to success, you will gain the tools that empower you to create a business that truly runs with little effort on your part. In short, your systems must be clarified, and your team effectively managed and running like clockwork. That's what will create peace of mind and it's what you can achieve with REInvent's 7 Figure Acceleration Program; a proven framework built for you to break free from the chains that tie you down to your business and keep your profits from exploding.

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REInvent 7 FIGURE
ACCELERATION PROGRAM

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REInvent

7 Figure Acceleration Program

Getting Started

- Business Assessment
- Program Overview & Getting Started

R.A.P.I.D. Results

- BIG WHY
- Vision
- Accountability Chart
- Scorecard
- 1 Year Plan
- Rocks (90 Day Goals)
- Issues & To Dos
- Forecast/Review (L10) Meeting
- Your Hiring, Training & Managing Guide

Weekly Accountability Check-In

- Weekly Accountability Questionnaire

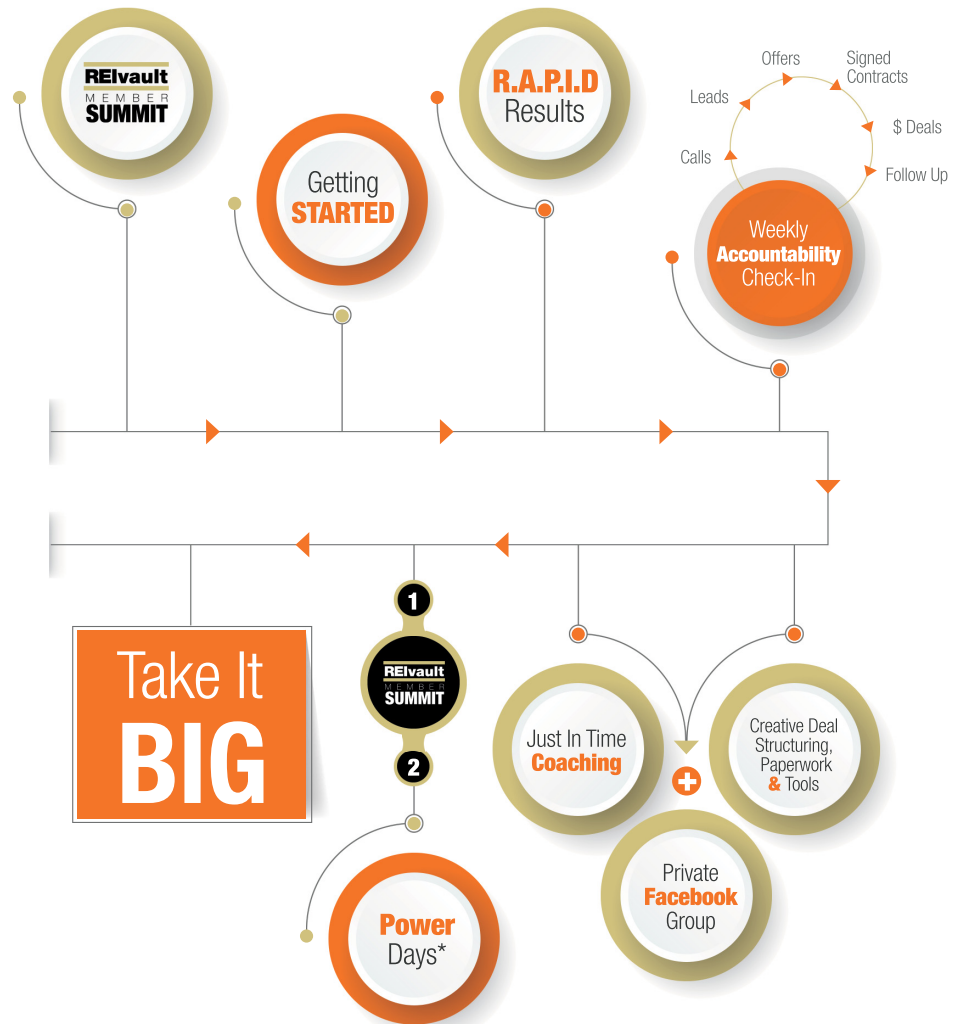
**Just in Time Coaching,
Creative Deal Structuring,
Paperwork & Tools,
Private Facebook Group**

*Power Days (Optional Electives)

- Advanced Ninja Selling & Negotiating
- EOS Coaching with Randy Taussig
- Ultimate Wealth Creation/Lending with Gary

Other Potential (Member Recommendations)

- Credibility Kit
- Skip Tracing
- Recruiting Team
(Lead Processors/Sales Acquisition Manager)
- New Podio Apps just for REInvent
Program Members



1 on 1 Performance & Accountability Coaching

Creative Deal Structuring Technical Coaching

With REInvent's 7 Figure Acceleration Program, you'll understand how your business grows, which levers to pull, which activities to scale and which to cut out completely. You'll be able to scale your results up while scaling your activities down by laser-focusing on only the most productive uses of time, resources and energy. As a result, you'll transform yourself from a real estate investor to a true entrepreneurial leader of your company.