

The Circle of Wealth Advocate: Creating Massive Wealth for New and Seasoned Real Estate Investors and Private Money Lenders Since 2003!

800-341-9918 • www.leeearnoldsystem.com



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CREATE SOMETHING PHENOMENAL

Over the years, I have had countless clients and consulting students remark that they want to be an entrepreneur. They want to be the CEO of their own business, make all the decisions, and immediately reap all the benefits. But I'm here to tell you ... It's not that easy. The journey of an entrepreneur is marked by many challenges and although it looks easy from an outsider's perspective, it takes substantial grit, very thick skin, and a good deal of planning and execution. A well-oiled machine does not start out as a well-oiled machine. It requires an incredible amount of engineering that most people will never see. Everything from money, to space, to employees takes years and years of planning, tweaking, strategizing, and hard work, which mostly takes place behind the scenes.

Because of this, new and even experienced entrepreneurs take pause when they hit more challenging snags in business, such as governmental regulations. They reassess what they're getting into and wonder if the challenges and added responsibilities are even worth it? As the CEO of Secured Investment Corp, I can tell you I've been there ... multiple times. But I can also tell you it's worth keeping your wits about you and not throwing in the towel.

Because of the scope of our financial services, we face stiff regulation. Doing business in all 50 states means we deal with a host of state laws and regulations. On top of that, we have federal regulations, so agencies from the SEC to the FTC are a constant presence in our lives. There are laws dictating what we can and can't say, nuances in tax code, etc. The list is endless.

We take it all in stride because regulations are a reality for entrepreneurs. We also work to follow them to the letter so we can ensure the success of our business and customers.

One of our mottos is: **Your Success is Our Success**, which stems from our Circle of Wealth Model. I can't begin to name the number of people who have benefited from this system of wealth creation. This model gives people the education, experience, tools, and capital to realize their real estate and entrepreneurial success. And once they've done this enough and created enough revenue, they are then in a position to come back and help others in the Circle of Wealth, just as others once helped them. This is the Circle of Wealth in action. People helping people. Through this model, we've created millionaires and multimillionaires, and have been instrumental in funding thousands of private money loans. We're pleased to say that over \$100 million would not have found its way into the market without us, or that driven people around the world would not have had the proper training or awareness to identify a good deal without our educational program. We have been able to give many investors the tools and capital to find great properties, package them into fundable deals, and realize their profit potential.

We have been at the forefront in creating significant and positive change for people all over the country through our Circle of Wealth Formula, and our goal is to continue to push the boundaries of what is possible in wealth creation for our clients. I don't know of any other firm out there that is capable of doing what we

do. Yes, there are private money lending firms, real estate investing companies, and training companies, but no one else has brought all the deliverables to one location like we have. Our process and organization reaches a level of cohesion that is incredibly difficult to match.

I tell you all this because it takes time, effort, and infrastructure to be where we are today ... and we're still growing. **You're getting this newsletter because I believe you have the necessary grit and wherewithal to do it too.** So, my advice to you, as you begin this quest of entrepreneurship, is to challenge everything with a **why**. Success stems from constantly questioning the status quo. This company began with the question, "What would happen if I provided the education and funding to investors and a place for lenders to earn stronger returns on their money by investing in loans backed by real estate?" The answer became a company that brings the best possible people together with the richest experience available. In essence, it is the Warren Buffett philosophy on achieving wealth: There is no limit in what you can gain from the market, but it's not something you can do on your own.

I want you to be a part of this journey. Together, we can create something phenomenal!

ENTREPRENEURIAL ACTIVITY

Entrepreneurs like us need more than passion — we need action. We need to be active — out there doing things — not just sitting on webinars or surfing the Internet while the bigger dogs are actually doing all the work and reaping all the benefits. The one and only Sir Paul McCartney said it best, “What does it matter to you when you’ve got a job to do? You’ve got to do it well. You’ve got to give the other fella hell.” The point is not to think, but to do.

GET IT DONE: There are a million and one reasons why a task “can’t” be done, why you “can’t” take your business to the next level. Chances are, if you “can’t” get something done, you’re probably standing in your own way. Do your homework, conduct research. But then don’t let analysis paralysis set in.

Take proactive steps and never let the excuse, “That’s someone else’s job” slow you down. If they’re not getting it done, get it done yourself!

SET TIME LIMITS: You might be a perfectionist, and that’s fine, but not

when you’re going through mundane daily tasks. Enforce a time limit on these, and stick to it. Subscribe to the two-minute rule. If something comes up that takes less than two minutes to solve, take care of it immediately. On the other hand, if a lower priority, non-income generating task comes up that might take more time, delegate the work out. You need to put your focus on high-priority tasks that will generate the highest return on your investment of money and time. Those need your attention first, or they’re going to be left in the dust.

LET’S GET VISUAL: Don’t waste your time talking out an idea. Embrace the cliché: “A picture is worth a thousand words.” Visual aids spread faster than words, so let them do the talking. Also, visual planning requires a fuller comprehension of ideas and new projects. A visual aid not only gives you something more tangible to present, but it forces your hand when it comes to determining how well your team and your customers understand your vision. Mind map your plan on the white board and then logically put it into action steps. This will give you something to refer to time and time again.

No entrepreneur ever achieved anything just sitting in an office. If you’re not getting out there, you’re not helping your business grow; rather, you’re hindering it. So, strap on your boots and get going!

CIRCLE OF WEALTH SPOTLIGHT

Lee’s Inner Circle is part of the Circle of Wealth System. It’s an exclusive real estate training group that many (MANY) praise as being the absolute best real estate investment training on the market. The member reviews boast an average 9/10 or 10/10 score at every single event. This unparalleled information prepares you for a highly profitable real estate investment career. Below is a review from one of our Inner Circle members. He used the lessons he received in the Inner Circle, as well as utilizing the yellow letter, to profit from his initial investment without doing any work on the property. He has also partnered with us on one of our local fix and flip properties, and stands to make a good-sized profit on that, as well!



Introducing Dave Bianco, this month’s Circle of Wealth Spotlight.

“My name is Dave Bianco, and I’m from Orange County, New York. In 2014 I became a member of Lee Arnold’s Inner Circle Program. As a result, I recently completed my first successful real estate wholesale deal here in Orange County. I did this by following the instructions and processes laid out in Lee’s program. By using the “Rule of 56”, I was able to locate a motivated, out-of-state property owner and negotiate a contract to purchase his property for \$35,000 cash. My exit strategy for this property was to wholesale it to another investor, and Lee showed me the steps on how to market the property and find investor buyers.

My email and phone started buzzing immediately, and I ended up with eight to 10 interested buyers for the property. I finally sold the property for \$66,500, or \$31,500 more than I paid for it. My net profit after all costs was \$29,000. In addition, per Lee’s advice, I negotiated in the sale contract the real estate listing rights for the property once it was fixed and ready to sell. Based on the estimated ARV, I stand to make another \$4,500 to \$7,500. One thing I learned is that the process works, and I will continue to do it over and over again. Thank you, Lee.”

-Dave Bianco

BEFORE YOU FLIP

» 9 Things You Need to Know

9. KNOWLEDGE AND CONFIDENCE GO A LONG WAY » Know how time and money is being spent. A fix and flip education will help you get started with know-how and confidence through reduced risk and maximized profit potential.

8. LEARN HOW TO ANALYZE THE DEAL » Have you taken every part of the deal into account? Taxes, repair costs, contractor costs, how much to put down, how much to borrow — what are your numbers? Oversights in your deal analysis can be expensive.

7. DON'T FUDGE REPAIR COSTS » When you're working on your first rehab deal, it's easy to get caught up in the excitement and emotion. Don't take chances with repair costs. You never know what issues might pop up. Give yourself a buffer in your expenses. Be ready for higher than anticipated costs.

6. DON'T GET EMOTIONALLY CONNECTED » Real estate investing isn't about what you want — the flooring, the lighting, the countertops. You aren't spending money on your dream home. You're spending money to make money. Only spend money on deals that make financial sense, not those you've become attached to.

5. STICK TO YOUR ORIGINAL ARV » It's easy to think adding certain amenities will boost your ARV and your profit. If the market changes, and you haven't kept to your ARV, you may end up losing out on most, if not all of your projected profit.

4. TIME IS MONEY » The better you manage a project, the better the outcome will be. You can flip faster, pay back the loan quicker, earn a profit, and move to the next project. Hiring contractors, ensuring they complete the project on schedule, and finally selling the house can be time (and profit) consuming if you aren't prepared.

3. KNOW THE AREA » Know what other people are buying — neighborhood styles and trends. Invest in what people expect. Attend nearby open houses, drive around neighborhoods, and spend serious time on Zillow.

2. SUPERVISE AND REGULARLY CHECK ON CONTRACTORS » If contractors aren't following your schedule, they're eating into your profit. Know how to supervise and manage contractors to avoid wasting time and money. Be a regular presence.

1. UNDERSTAND YOU DON'T NEED TO BE AN EXPERT » Fixing and flipping takes practice. You won't start out as an expert, but if you're prepared with knowledge (coupled with confidence), there's no reason your first deal can't be an incredible success!

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Book Review:

The ONE Thing

What's your **ONE** thing?

So many of us are looking for that one way to make our lives — personal and professional — better. Well, Gary Keller, author of “The ONE Thing: The Surprisingly Simple Truth Behind Extraordinary Results,” seems to have found the way. And Keller, the cofounder of Keller Williams Realty, the largest real estate company in North America, knows what he's talking about.

There's a reason “The ONE Thing” has made a mark on numerous best-seller lists, from “The Wall Street Journal” to “The New York Times,” while remaining a top seller on Amazon. Keller takes his business acumen, pulling directly from his experiences and years as a business leader, and distills everything down to that one fine point.

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US POSTAGE
PAID
BOISE, ID
PERMIT 411

1121 East Mullan Avenue
Coeur d'Alene, Idaho 83814

800-341-9918

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Don't miss our UPCOMING EVENTS

Call 800-341-9918 to get more information or grab a seat at one of our upcoming events.

Lee Inner Circle	July 22-24, 2015	Spokane, Washington
Regional Real Estate Clinic	July 29-31, 2015	Austin, Texas
The Summit-Lee Arnold Mastermind	July 30- 31, 2015	Coeur d'Alene, Idaho
Regional Real Estate Clinic	August 5-7, 2015	Spokane, Washington
Broker Certification Program	August 20-23, 2015	Las Vegas, Nevada
Rehabing for Riches Tour	September 18-20, 2015	Ontario, California
Funding Tour	October 15-18, 2015	Charlotte, North Carolina