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Become the Local Go-To Expert

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Become the Local Go-To Expert



I want to welcome you to the “Become the Go-To Local Expert” CEO Fireside presentation. Tonight, we'll talk about what it takes to be your local go-to expert as it relates to media, lead generation, and technology. This may seem really funny coming from someone who is a self-diagnosed ‘clicktard.’ While I utilize and understand the importance of technology, I am not the direct practitioner of it. I'm not the guy that's pushing all the buttons. I have an amazing staff and marketing department that does the incredible things on the media and technology side. As the CEO of your businesses, you need to understand what has to happen in and on behalf of your business from the standpoint of lead generation, exposure, database management, CRMs, and all of those things, whether you do it yourself or you hire someone to do it for you.

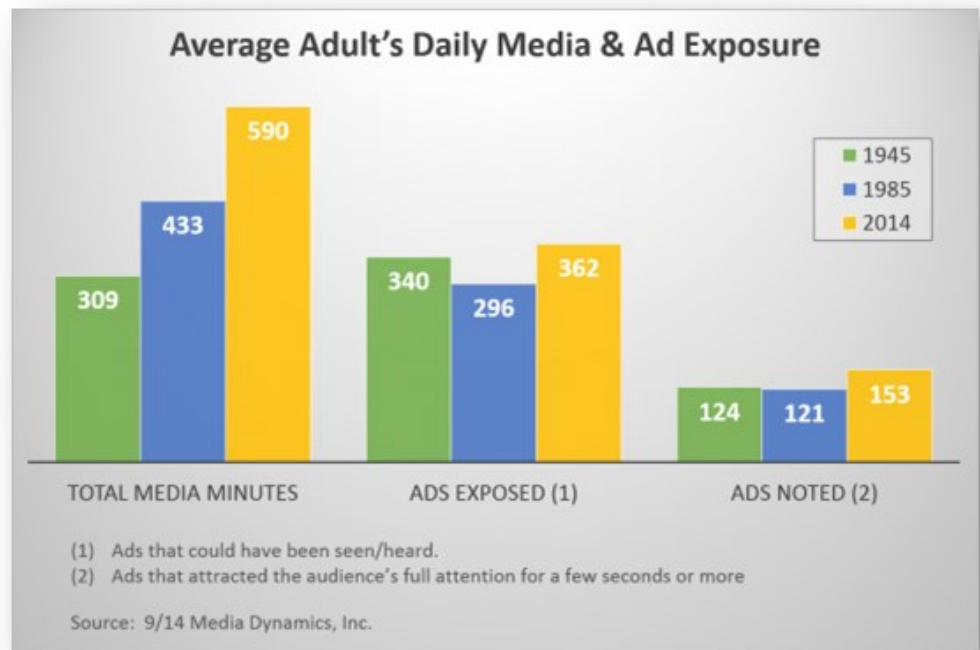
What is the CEO Fireside



The goal of these monthly trainings is to instruct, inform, encourage, and hopefully entertain at some level. To sign up, go to:
<http://learnoldsystem.com/lp/ceo-fireside/>

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According to Media Dynamic, Inc., the average adult's daily media and ad exposure in minutes in 1945 was 309. In 1985, it was 433 and in 2014 it was 590 minutes. The number of ads that adults are now exposed to across all five media channels, which consists of TV, radio, internet, newspapers and magazines is about 360 per day. Of these, only 150 or 155 are even noted and far fewer make a strong enough impact to be recalled, make an impression and ultimately, make a sale.



As the CEO of your organization, your job is really two-fold. It is to #1: Be highly involved, engaged and aware of what's happening in your business from marketing and lead generation standpoint. If you don't know how and how many leads are being generated and at what cost, you are missing Basic Business Success 101. You need to know how and through what channels you are making the phone ring. And #2: your job as CEO is to monetize those leads. You need to know, "How much money am I making with this lead?"

Also, you need to know: What separates me from everyone else? What do you do that nobody else does? What do you need to be to be the go-to expert in your local area? Many people make the wrong assumptions regarding how to make themselves stand out. Some would say that it's a slick website. Others might say that it's the right type of social media platform, professionally designed marketing materials, a bunch of leads, or a sleek software system.

What is it that makes you the stand out expert? In truth it's none of those things. It's simply follow up. Because you can have a slick website but if no one calling its visitors, you really have nothing. You can have social media platforms, but if those platforms are generating interested parties that aren't giving you money, then what value are they to you? What about professionally designed marketing materials? It's great if you have these and you hand them out to a thousand people but if nobody's following up, then what do you have? You just have a bunch of meaningless leads.

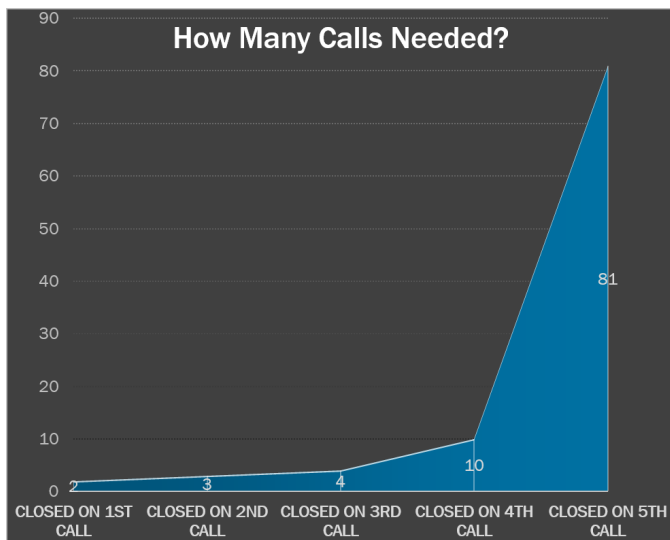
I occasionally work with clients across the country. I charge \$150,000 to come out and spend three days in their hometown. When I get there, I sit down at their desks and say, "Show me your leads." More often than not, they'll hand me a stack of business cards. I'll say, "Great. Which of these busi-

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ness cards have you made money with?" "Well, what do you mean?" "Well, the whole purpose of networking and meeting with people is the hopes of generating revenue as a result of those associations. Which of these have you made money with?" The response usually goes like this: "I haven't made any money with anybody."

A bunch of leads does little for you if there's no follow up. Again, the goal of every appointment, meeting, networking session, or seminar is to network with, identify, and meet like-minded people that you can make money with. I don't know why it is but making money has become this. "You can't talk about that. That's not politically correct." No. That's what business is all about. If my relationship with you and your relationship with me doesn't ultimately produce income for you and for me, then this is a pointless business relationship. Wouldn't you agree? Yet I have seen too many of my clients invest hours, days, weeks and months networking with the wrong types of people and investing time into folks that are not producing a return. If you want friendships, great... but if you want to run a business, then look for people who can help you add value and reach your business pursuits. As you go through your list of contacts, identify who it is that you will have the highest opportunity to make an income with as opposed to who's just wasting your time? This is not just leads. This can also be contacts, vendors, suppliers, and subcontractors.

Follow Up



Follow up is building on your first impression and creating a lasting impression. Follow up also shows the client or prospect that you value the relationship and can be consistently counted on. Because what you **don't do** will kill your business. According to a couple of studies, one by Sales & Marketing Executives Club of Los Angeles and another by Salesforce.com, over 90% of sales are made after the fourth call. This is really important for you whether you are a real estate investor or a private money broker. When I see people spinning their wheels, I ask, "Have you worked your leads?" "Yeah. I worked my leads." "How many times did you contact the lead?" "Well, a couple of times I left some messages but they never followed up. They never returned my call."

Because this seems to be an ambiguous subject, here are the rules. As you look at this chart, how many times do you need to be contacting folks before you can even expect any level of success? I would go so far as to say, you have no right to expect compensation or income if you are not dialing your leads and working your customers at least 10 times. According to this chart, out of 100 leads, two close on the first call. Three close on the second call. Four close on the third call. 10 close on the fourth call. 81% of the remaining sales occurred on call number five or greater.

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I have met many of you at events. We've talked. We've cried. We've played together. I have to tell you though that I get so frustrated seeing the amount of time, energy and effort many of you are spending on your education, travel, and hotels while your leads go unworked. When I do consulting work, I'm only going to ask you two questions: One: How are you producing leads? Two: How are you monetizing those leads? From those two questions, I can tell you whether you have a successful business or not.

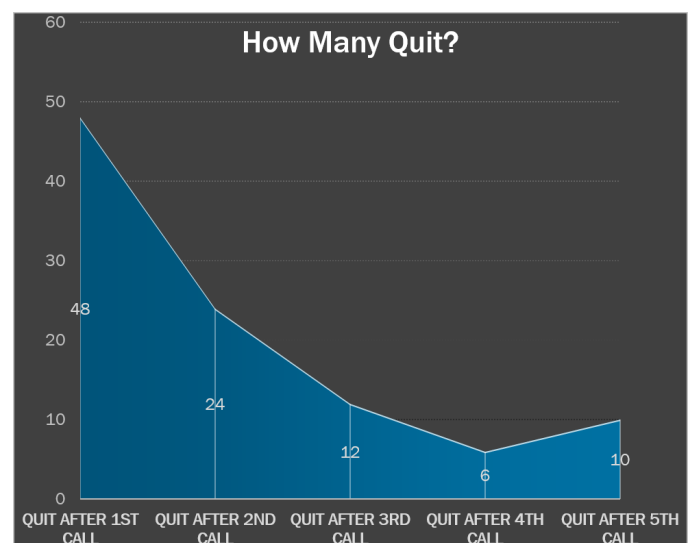
I was just on the phone with our COO earlier today talking about the speed of the time that we generate a lead to the time that we monetize a lead. Our goal as a company is to be what we call net zero within 30 days. What that means is if I have to spend \$50 to create one interested customer, our goal is, within 30 days of what we call lead acquisition, to sell them something of value equal to 50 bucks or more. The goal is to get to a place where we can generate leads for free. Some would say, "Lee, you're telling the clients too much. You're showing them the inside of the belly of the beast." Listen, it doesn't benefit me not to be very clear, open, and direct with you. The goal of my business is to make a profit. That is by selling you stuff, lending you money, having you fund deals, borrowing money through us, or lending money through us. We are a for-profit organization. I will not apologize for that. Neither should you. Ultimately, because of all these transactions, we're both benefiting and you're making money too—either from flipping houses, brokering deals, or using the marketing sense we teach you to generate and work your own leads. My goal is that you make money too.

You also need to make profitability in your business a much bigger priority. Much more so than attending seminars, webinars, and other time-intensive events. All of these things will not benefit you if there's no follow up. The good news is I'm going to make a follow up so incredibly simple for you that you're going to be really be angry at yourself for not doing this sooner.

As I was saying before, 70 percent of people stop following up after the second call. I would venture to guess that about 80 percent of you would fall into this first category. After your first call, you didn't call again. If I'm wrong, then ask yourself, "When do I quit dialing my leads?" Is it after the first call? Is it after the second, third, fourth, or fifth call? After you have that number, remember that according to the study we talked about before, 81 percent of the revenue occurs after the fifth call. If you're not making it to the fifth call, you are eliminating 81 percent of your income-generating opportunities.

Let's say that you made \$10,000 in your real estate investment business last year. I want you to take whatever number you had whether it be \$10,000, \$50,000, or \$100,000 and add 800% to that because an 800% increase in revenue is what you will experience if you don't quit following up and marketing to your leads.

Some of you email me to say, "Lee, really can you



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stop sending me so many emails? It's beyond the point of obnoxious. It's really starting to bug me." Good. I finally got your attention. I finally got you to acknowledge me and take action. Listen, I appreciate you not wanting to annoy people but I think you've got to change your opinion of what it is you're doing. You're not soliciting people to give you money. You are in the business to make a profit. I'm going to email you relentlessly. I'm going to have my people calling you relentlessly. My job is to get you to engage and take action. Come to one of our seminars. Borrow money on a deal that you found. Invest in our education program so that we can help you find the right type of deal, so that Cogo can fund it for you. We're going to make money when you borrow money from Cogo and we're going to make money when you've made a million bucks and you're now one of our lenders lending through us.

My goal with every single one of you is to get you to a place where we are mutually making money together. You're either borrowing money from Cogo that's allowing you to fund deals and finance opportunities where you're making \$20,000-\$50,000 per transaction so you can have a quarter million dollars in liquid capital available. When you have that, you can take advantage of really amazing deals. My next goal for you then is to get you up to that million dollar status in five years or less so you can become an accredited investor and be one of our lenders or invest in one of our private equity funds and make money helping someone else climb the same success ladder.

Understand that at every point along the way, my goal is for you to be making money. You shouldn't be looking at what I'm doing and saying, "Good grief. That guy sends a lot of emails." That should not be your reaction. Your reaction should be, "You know what? Lee's a pretty successful guy. He makes millions of dollars a year. If he's sending a lot of emails, maybe I should be doing that, too." Success is really a lot easier than you think. Just find somebody that's successful and do what they do. That's what I've been doing my entire career. I'm a former grocery store bag boy, community college dropout, who turned out to be a millionaire. How? I just found really successful people and emulated what they did. Here's a hint: I'm still finding people who are more successful than I am and practicing what they preach and do. If I still do it, and I'm successful, shouldn't you?

We start with focusing on and improving our follow up. That is the key. If you don't follow up, you're simply wasting money. We are always on the lookout for the latest and greatest ways to attract more leads. However, the money to be made from generating leads is in the follow up. Most small business owners would be better off fixing their follow up before spending more money on lead generation.

LEADS

When I do consulting work, I'm only going to ask you two questions: One: How are you producing leads? Two: How are you monetizing those leads? From those two questions, I can tell you whether you have a successful business or not.

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I would go as far to say that you would be silly to invest another dime into Google AdWords, Facebook campaign marketing, or direct mail marketing if you have not followed up with every single one of your current leads a minimum of six times. If you haven't, then you don't need to invest more money into a new list or a new mailer or a new marketing campaign. You've got plenty of leads. Many of us had the good fortune (and I will call it good fortune) of going through the recession of 2007- 2010. It was shorter for some and longer for others. It really hit me square in the eyes in August of '08. I remember it because it's the month that Lima Brothers went down. When that happened, everything just went kaput. I was heavily invested in real estate and I will tell you this, if it had not been for my database of hundreds of thousands of customers and my ability to email, market, and sell to that group of individuals through those lean years, my business would have died completely. We are able to weather that storm because of our list of customers and our ability to continually engage them in and get them to invest in our opportunities.

Why should you be hearing this? Because again, success is really quite simple. Simply look at someone who's successful and follow what they're doing. See what we do at my office. Read the emails coming out and look at the copy, products that are being offered, and how we market. Watch, learn, and implement. I do this too. I am signed up for every person's list on the planet." An unsolicited piece of direct mail marketing or a phone call at 5:30 during dinner time, I love that stuff. Why? Because these are companies that may or may not be successful that are actively pursuing their customers to monetize the relationship. I want to know what copy and design they're using, what their tag line is, what list I managed to get on, their process of engaging me whether it was through a website or a scheduled phone call. I want to see what these successful companies are doing and then I'm going to mimic it. As should you. If you're not, someone else is and they're calling your potential customer.

Ninety percent of consumers did online research before they bought their last home. If that's true, where should we be marketing? I find it fascinating that people who spend 120 hours and pass state test and go through all the trouble to get their real estate license and they finally get their first listing. I go to Zillow and Trulia and Redfin, all of the sites that consumers will go to, and they didn't bother to take the time to update the sites, update the photos, and make sure that the information is correct. Small hinges swing big doors and if you're not doing the small stuff, you're not experiencing the big returns. Forty-five percent of consumers expect an initial response from an online inquiry within 15 minutes. Fifty-six percent of consumers expect a response from their agent within 30 minutes. Eighty-nine percent of consumers said response time is very important when choosing their agent and forty-five percent of inquiries on real estate websites never receive a response. What does this tell you?

You need to be online and you need to follow up.

One of the ways that Zillow, Trulia, and Redfin are making billions of dollars is they are selling leads to real estate agents. I can go in and I can buy a particular zip code and I can essentially outbid a competing agent. When you go in and you do a Zillow search in the column that pops up on the right hand side that said, "An agent is ready to take your call." Those agents are paying upwards of \$100 for you to see their name and their phone number. When you click on it and say, "Hey. I'm interested in the property located at XYZ Street," guess what, 45 percent of those leads will never re-

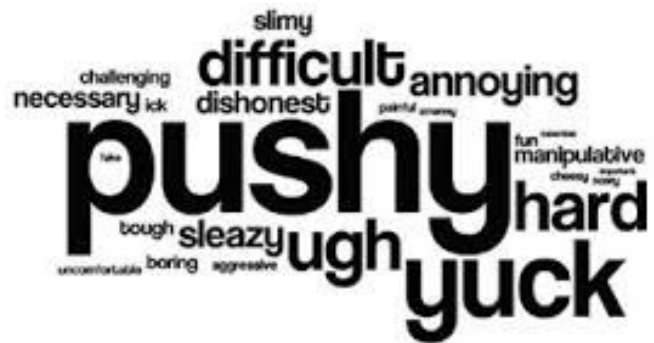
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ceive a response. Now just think of the waste there. Can you believe the waste? Yet, you know as well as I do that you have a stack of business cards sitting on your desk that you have never dialed. You have direct mail pieces that you have sent, yellow letters that have been mailed, but you've only scratched the surface on. Think about the waste that sitting in your own lead bucket.

Common Excuses on Why People Don't Follow Up: Are You Making any of These?

1. I Don't Want to Appear Pushy

Why not? Why don't you want to appear pushy? You know what? If I'm going to be doing business with somebody, especially in the real estate investment side, the only way an agent is ever going to get my business is if they are aggressively pursuing me. I'm going to assume that they're going to pursue good real estate investment opportunities with the same amount of gusto that they're pursuing me. I believe in many respects the way that you pursue your customer says a lot about the way you pursue business.



Do I want to be doing business with the lackluster, lazy person who does not want to annoy people? Or do I want to work with the bulldog, pounding the pavement and making 19 phone calls an hour to the same person if that's what it takes to get a response? Now, I promise you, you will rarely cross the line of pushiness when following up with a lead. They are used to being ignored. You following up will be a breath of fresh air rather than an annoyance. It is our responsibility to keep following up with our prospects until we know for certain that they either want to or don't want to do business with us.

One of my favorite quotes is, "It is not my customer's responsibility to remember me. It is my responsibility, as the business owner, to make sure that they never forget me." Now, the only time that somebody will ever be removed from my email list is if they send me an email that says, "Please remove," because that's the CAN-SPAM law. If you send me an email saying, "Please remove me." I will remove you. The funny thing it when I remove people, three months later, they're emailing me back and saying, "Hey, Lee. Can you put me back on your list?" I say, "Well, what happened?" "Well, I realized that I was actually getting a lot of value out of your emails and webinars even though they were filling up my inbox. They were valuable and I should have been paying more attention."

I would encourage you to never get off the list. Simply watching the way we email to you can give you a lot of insight into how you should be doing in your business.

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2. I Forgot

Yeah. I know we're all busy and it's really easy to put off and forget a call or email that wasn't scheduled. If this is you, make sure you schedule an appointment and stick to it. Nothing is more frustrating to a customer than scheduling an appointment and having you miss it. Have a day and a time every single week set aside to do your follow up. Then don't tolerate disturbances that infringe upon this set time.

Many of you have been out to our corporate office for our Master Broker Training, Master Rehab Training and/or Lee's Inner Circle Training where we do an exercise called Big Rock Calendaring. One of the first things that we calendar into our schedule is outbound calls on Tuesday evening, Thursday evening, and Saturday

morning. Those times have been proven to be the best times for making outbound calls. On the real estate brokerage side, you should be making calls on Tuesday morning, Thursday morning, and Saturday morning. Mornings are best when it's a B2B (business to business) call.

I often get asked about calling people on the "Do No Call" registry. First of all, a do not call list, does not apply when that person has come to you and asked for you to contact them. All of you that are here in this webinar right now, you are not here because I forcibly placed you here. You are here because you responded to a series of emails that we sent you with the topic of the discussion, with the value that was going to be provided here. You said, "Hey. That sounds interesting," and you clicked on the button and here you are. You have chosen to be here. I did not call you randomly out of the blue from some number I got out of a phone book. All of our outbound calls are the result of the client taking an initial action, like filling out a form on our website or calling in about an ad on the Internet or from a radio spot. Nothing that we do is unsolicited. Once you clicked on, "Hey, I want that" it's fair game to call you. The do not call registry is completely taken out of the equation. However, if somebody wants to play that card and say, "Hey. I'm on the do not call registry. Don't ever call me again. I'm going to sue you," just take him off your list and don't call them again.

3. I Thought They Were Going to Call Me

Why in the world did you put all the control in their hands? If you're waiting for your prospective clients to call you to do business, you're going to be a very lonely and poor person. People get busy. They forget. They procrastinate. The more time that slips by, the less important



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you or your product or your service is to that prospective customer.

There's something in the business world that I refer to as giving away the control. It's one of the reasons that I don't carry and hand out business cards. Every time you hand somebody a business card, you hand away the control of the follow up communication. My rule is I don't give business cards, I get business cards. It works out really well because when somebody comes up and says, "Hey, can I have a card?" I say, "You know what? I'm all out of cards. Why don't you give me your card and I'll follow up?" I want to maintain the control and responsibility of the follow up sequence.



4. I've Never Been Taught This

I will issue and offer some grace here because many of you don't have a background as an entrepreneur. You are coming into this looking to become a full time investor, business person, entrepreneur and you are coming from Corporate America or a job where you worked for somebody else. Admittedly, I used to work at the grocery store. Nobody ever taught me the art of following up. It's something I've had to learn over the years. So I will give you grace if you've never been an entrepreneur. You were really never taught this. If that is the case, let's fix that right now.

Tips on Follow Up

Now, these tips will make the night and day difference to your overall follow up success.

Provide Value

In order to differentiate yourself from your competition, you will want to stay in touch by providing educational, helpful information that focuses on their needs. This approach of maintaining contact by providing long term value will lead to more meaningful sales discussions and closing more deals.

When you guys pick up the phone or sit down to write an email to communicate with one of your customers, are you doing it in hopes that they're going to give you money? Are you doing it in hopes that you will provide value to them that they will want to have an ongoing or a second conversation with you?

The first phone call that I make is what I call an exploratory conversation. When I email somebody, I will say exactly that. I will say, "Hey. You know what? I'd like to have an exploratory conversation with you to get a better understanding of your business, what it is you're doing, how you're doing it and give you a better understanding of what I'm doing. Let's figure out how we can synergistically make more money together. How do we make money at this?" Which is why one of my favorite

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opening lines is, "Hi. My name is Lee. How can we make money together?" Every networking opportunity that you guys attempt would be how can we make money together?

I really don't care where you're from, what you do, or how many kids you have. And you may be thinking, "Lee, that sounds terrible." Understand I'm not at a church picnic here. I'm conducting business. The goal of business is to make money. Period. If you don't make money, you're out of business. So it should be, "Hi, my name is Lee. How can we make money together?" "Well, Lee. I'm a private money investor." "You are. Well, I have a couple of private equity funds. What kind of yield are you getting?" "I've been getting nine." "That's interesting. I have a thing lined up that's 13. How much capital do you have to play?" "Well, I've got \$100,000 as of right now. I've got another \$800,000. I'm not sure what to do with it." "Well, let me send you some information about our private equity fund. How many kids do you have? Where are you from?"

We can get into the niceties once we've determined that there is some synergy between us. It starts by providing value.

Take Notes

You need to take notes immediately following a meeting, phone call or event. Write notes about the people you spoke to and what you talked about. Include superficial details that may help jog your memory such as what they were wearing or what they look like. I will jot down specific things about the conversation like somewhere where they went on vacation, the last car they purchased, or the last deal that they did.

When I respond back to them, say, "Hey, it was great meeting you at the conference. I'm very excited for the opportunities that exist between us on this, this, this and the next thing. By the way, I'm hoping that you have a great time on your trip to Disneyland and that your son, Jeb and your daughter, Shaniqua are excited and that you're going to have an amazing time." The more personal I can make the communication, the more they're going to feel connected to me and will want to do business with me.

If you watch me at a networking event, you'll notice that I don't say a lot. Some of you have been to our VIP cocktail parties. What you will not leave our VIP cocktail party with is very much information about me. I know everything about me and I don't need to talk about me. I need to talk about you.

When you say something like, "Hey. How can we make money together? Tell me about you. What do you do?" You can literally have a conversation with somebody for 20 minutes and not say a word. At the end, they go,



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"Man, you're a great conversationalist." "Thanks." You leave knowing everything about them and they know nothing about you. This is a powerful position to be in.

Mix It Up

Mix up how you respond and communicate with your contacts and prospects. Now, email is easy but don't be afraid to add other communication channels to the mix. Mixing the occasional phone call with a direct mail piece, text message or share something via social media. Whichever makes sense for your target audience.

Now for us, our predominant deliveries are email. We do a lot of Facebook advertising and we do a lot of blog posts. If you guys are not getting our blogs, make sure that you jump on www.cogo.com or www.learnoldsystem.com. They're very well written and very content rich.

Be Consistent

Follow up only works if you are consistent. Whatever it is, seemingly insignificant if it always happens you have created something that we call sticky. You've developed an identity that people can count on, talk about, and invest in. Now I mentioned earlier we have been doing CEO Fireside chats now almost seven years. It's always the first Monday of the month except for when there is a holiday. Is there anything consistent about your business? Now, one of the simplest things is hours of operation. Is there anything on your website? Just go to Yelp and fill out their forms so you at least have some visibility online with your business hours. That in itself gives you credibility. This is an area where I think a lot of newbies and budding entrepreneurs fail because you're working out of your home. The concept of hours of operation seems strange because you don't have any walk-in foot traffic asking to sign a deal. However, online, nobody knows that. Nobody knows that you're working out of your basement. They should never know that you're working out of your basement. I have a couple of offices. One of them is a home office. Simply saying I have a couple of offices makes you sound bigger than you probably are. You've got a home office and you have several offices around town. "Really? Where are they?" "Well, let's get together. You know what? Why don't we meet up? There's a Starbucks right by your house." If you've got a Starbucks in your city, you have multiple offices. That's where somewhere you need to start but you got to have business hours. Our business hours are 7 AM to 7 PM Monday through Friday. That's our office hours. If you call us during those times, somebody will answer.



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Systems

Now once you have mapped out your follow up process, automate it as much as possible. Automation can take many forms from simply adding a reminder to your to-do list or calendar to sending automated email, voice or text broadcasts. Now you guys get a lot of emails from me. What you need to know is that I don't sit down and write an email and put all of you into my outlook 'To' column and hit send. That's not how it happens. Many of our emails were written years ago and put into a follow up sequence where we structured the system to say, "If this person opens up this email and fills out that form and pushes that button, you send this email immediately. Then you send this email two days later, this email four days later, and this email 10 days later." Some of our email campaigns go out six, eight and 12 months. When you guys think that I'm sitting down and doing all this work and sending you all these countless emails, most of those were written one time and then queued to go out every time somebody takes an action or triggers that sequence.

I will tell you this, these systems that I'm sharing with you today literally took, what was a small business back in 2006 and made it what it is today, which is a very large, nationwide, multi-million dollar robust conglomerate that's doing massive business on a major scale. It came from exactly what I'm sharing with you today. Your business will never be as big as mine if you don't implement the

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things that I implemented in 2006, 11 years ago. It's because of that implementation that my business is now big and continually growing. If you don't invest in these things, if you don't implement these systems, your business will continue to be small.

You might easily make a couple hundred thousand dollars. You might even get to half million. I can tell you from experience that unless you are investing and implementing these very systems that I'm talking about, you will not be able to exceed the seven-figure mark. You will not achieve a million dollar a year business without the systems that I'm talking about. You may be discounting yourself and saying, "Good grief, Lee. Million dollar business. I haven't even made a thousand bucks with this thing yet." Well, I can tell you why. You've been investing time and energy and effort into the wrong things. Failure to follow up is one of those common ways that entrepreneurs and business owners sabotage their own success. You are leaving stacks and stacks of money on the table.

I could stop marketing today. Not generate another new lead today and have a multi-million dollar business until I decided to say stop. How? Because I've amassed a lot of clients. We've got hundreds of thousands of clients across the country that are actively investing in real estate, borrowing money, attending seminars and workshops, and partnering with us on transactions. How are we able to do it? Because we have a database of clients that we have identified, captured and continue to have a communication with. I've got hundreds of thousands of people in my database who I've never met and never had a conversation with. Couldn't pick them out of a line up but they've been getting emails from me for eight years. I'm always fascinated when I meet people at events and they say, "Lee, I've been following you for three or four years. I just now decided to get involved." My stories should not be different than your stories. You can do this too.

If you've not been out here for Lee's Inner Circle, you need to grab a seat. It's the only training that we offer where I teach you in such careful detail how to do this. We have put a greater emphasis and focus on the CRM, the setting up of the CRM, database management, email blast communication as well as auto responders from your lead generation campaigns. All of that is brand new content that we've never taught before, which makes it even more exciting. If you're interested in hearing more about this, just call the office at 800-341-9918 and ask to speak to a business consultant.

I encourage you to get involved with us. The more we get to know you, the more places we see you, the more times we see you at our events, or your name on application to borrow or lend money, our relationship is just going to grow and so is your pocketbooks. That's the goal.

Again, thank you all for joining us here today. God bless you and happy investing.

The Circle of Wealth

After years of teaching and mentoring around the nation, I found that education doesn't mean a lick, if the person being taught doesn't have the capital to put their knowledge into genuine action.

So, I took the challenge and created a place, Private Money Exchange, where real estate investors could go for unlimited funds for their non-owner occupied investments.

While the progression seemed natural, we were missing one, very large and essential piece of the pie. The marketplace was teeming with people who had the funds, who aspired to make higher returns on their invested dollar, but lacked the desire to get involved in real estate at the ground level.

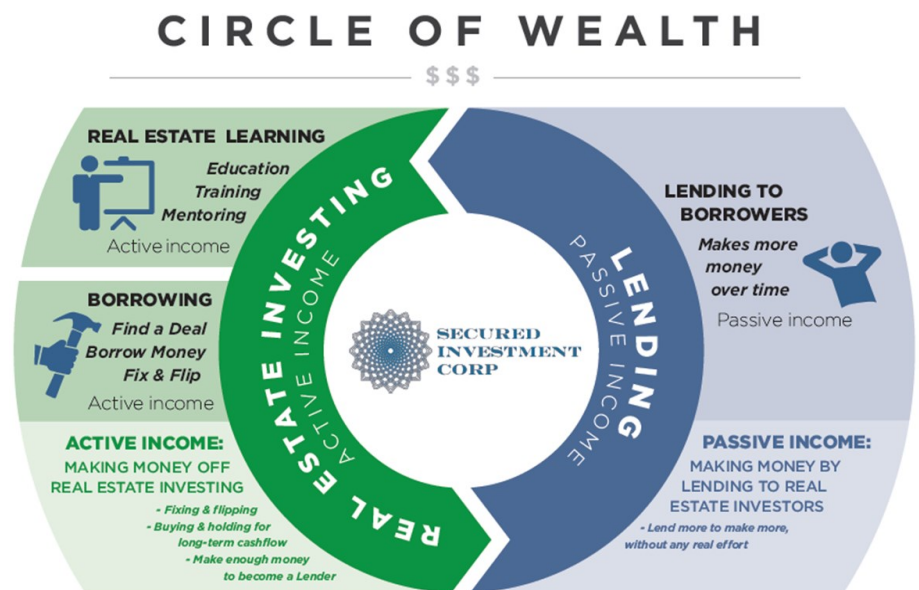
In light of this opportunity, we created Secured Investment Corp, which gave people a medium to lend on first trust deeds (real estate), and make higher returns than they were currently seeing in their stock market, bank CDs, or bond investments.

As we combined all these facets—training, funding, and the means to lend on real property—we began to notice a progressing trend of growth and success with the clients involved.

Through this model, what we call “The Circle of Wealth,” we also noticed that people who entered in at the training level and borrowed funds for their real estate investments, eventually became lenders in their own right. They then helped others obtain the capital needed to grow their real estate portfolios.

This allowed everyone, on every side, to win!

It is our goal that everyone can enjoy some level of success in The Circle of Wealth, and inevitably lap it several times over!



We hope you're one of them!



Who Is Lee Arnold?

Like most self-made millionaires, I began at the bottom of the financial food-chain. My humble beginnings started as a bag boy at a local grocery chain in Spokane, Washington working for \$3.90 per hour. My first “aha moment” happened while I was aspiring to a management role at the store and was reading the life-changing book, “Rich Dad, Poor Dad” by Robert Kiyosaki. Suddenly my management aspirations looked very small, but my future possibilities became extremely big.

My second “aha moment” happened while I

was sitting in a philosophy 101 course in college. My attention span was divided between the slow ticking of the clock and my professor’s long winded discussion on the economy. While the minutes ticked by, he let it slip that he was making only \$45k a year. That information and the knowledge I gained from Kiyosaki’s book, made me realize I was on the wrong path to success and needed to make some very important changes fast. So, from those experiences and an influential nudge from an incredibly persuasive late-night commercial, I went into real

estate.

I began the way many people do—in the educational and training space. Like many, I went to real estate seminar after seminar and bought course after course. Through long years of trial and error, I built up a very profitable, million-dollar real estate business from the ground up. I’m proof-positive that the training system can and does work! Because of this, I decided to help others by teaching them how to translate workbook education and real estate theory into the real world of real estate investment.

SMARTER INVESTING: Experience & Discipline

It is because of investors like you, that we are able to promote *The Circle of Wealth* and help individuals, of any background, familial, or income status to receive the training, the funding, and the return on their invested capital that they need to be truly successful. It is our goal to make those who aren’t, “Millionaires,” and for those who are, “Philanthropists.” We are grateful to provide a platform where investors not only earn the returns they seek, but also finish each day with the intense satisfaction that their investment allows someone else’s dream to be manifested.

THE
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