



**MASTER
INDEPENDENT PRIVATE
MONEY BROKER**

Legal Information Is Not the Same as Legal Advice

This book provides information about real estate investing, private money borrowing, lending, and/or brokering. It is designed to help users safely determine their own legal needs. Please understand that legal information is not the same as legal advice. The application of law varies with an individual's specific circumstances. Laws vary from state to state and are in constant change, and although we do everything we can to make sure our information is accurate and useful, we recommend you consult a lawyer if you want professional assurance that this information, and your interpretation of it, is appropriate to your situation.

FOR OREGON RESIDENTS AND OREGON ENTITY HOLDERS ONLY:

“Private money brokering of loans on 1-4 unit properties requires a license if you are located in the state of Oregon or your entity is formed in Oregon. This is true even if the property and borrower are located outside the state of Oregon.”

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“

“If you think education is expensive, try ignorance.”

Attributed to both Andy McIntyre & Derek Bok

”

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“

“You learn more quickly under the guidance of experienced teacher. You waste a lot of time going down blind alleys if you have no one to lead you.”

W. Somerset Maugham

”

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Written on Day 2 About Day 1:

Craigslist Ad 2:

Subject:

1st Intro Drip Email:

Subject:

Written on Day 3 About Day 2:

Craigslist Ad 3:

Subject:

2nd Intro Drip Email:

Subject:

Written on Day 4 About Day 3:

Craigslist Ad 4:

Subject:

3rd Intro Drip Email:

Subject:

Introductions

Take a few minutes and write out your answers to the following questions.
Be prepared to BRIEFLY share your answers with the class.

Name:

Where are you from?

What do you hope to learn while you are here?

One thing we can learn from you:

As others share, record information about them so you can network later.

Name:

Location:

Interesting Facts:

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Location:

Interesting Facts:

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Interesting Facts:

Name:

Location:

Interesting Facts:

Monday:

Tuesday:

Wednesday:

Thursday:

THE *Lee Arnold* SYSTEM



WELCOME & INTRODUCTION

Statement of Purpose

- To create an environment where we can collectively learn from each other
- To provide solutions for each other
- To operate with an abundance outlook
- To increase bottom line profitability
- To build stronger relationships and greater understanding of our respective talents and necessary collaboration for growth and success

Code of Conduct for the Event

The purpose of our time together is to educate you on what it means to be an **Independent Master Private Money Broker**.

To that end, the following codes of conduct will apply:

- Cell phones will not be used at any time during the scheduled sessions. Cell phones may only be used during breaks and lunch.
- You will respect each speaker during their allotted time, by listening attentively.
- You will withhold comment or commentary until the designated time to share.
- At all times, only ONE person will speak.
- Be respectful, supportive and encouraging of your fellow brokers.
- Have fun, participate, be an active listener, and share.

We understand that we're all adults here; however we want everyone involved to get the most out of the day we are together, so these rules are necessary!

First Things First

- Breaks and restrooms
- Cell phones
- Respecting all
- Your participation

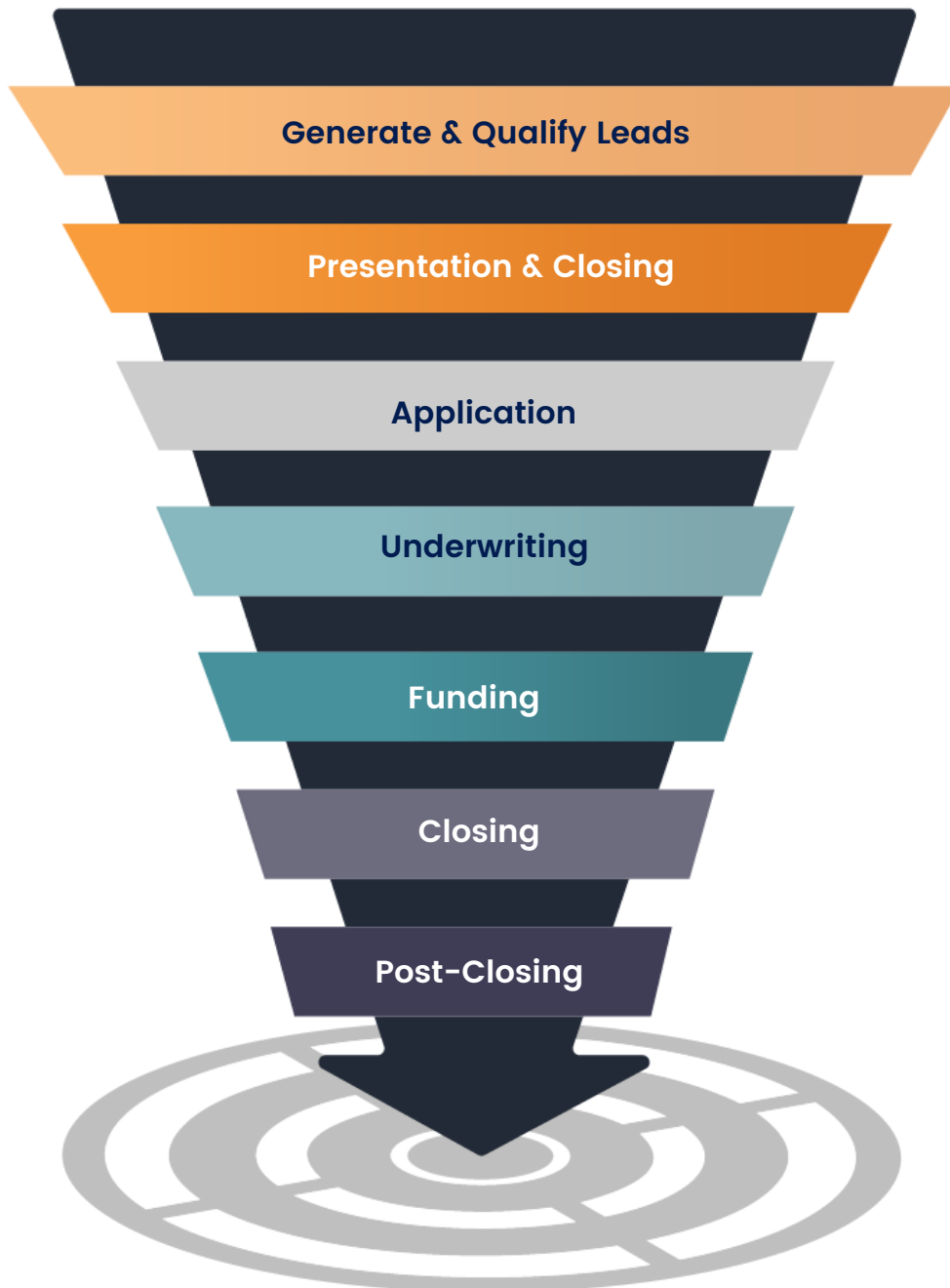


Reasoning Behind the Training

- Alignment of interest > we win when you win
- Condense deal experience to jump start your business
- Begin to build the systems you need
- Walk you through the process for success
- Steady flow of leads > marketing
- Phone rings > selling

“We are here to coordinate knowledge and effort, in a spirit of harmony, between two or more people for the attainment of a definite purpose.”
– Napoleon Hill

What are the steps to brokering a private money loan?





WELCOME & INTRODUCTION MEET OUR FAMILY OF COMPANIES:



Secured Investment Corp

Secured Investment Corp is the parent company in the organization. Through the work of its wholly owned subsidiaries, Secured Investment Corp provides real estate investors the necessary capital to finance their projects by bringing together private lenders and borrowers.

Secured Investment Corp also manages Private Equity Funds. These Private Equity Funds provide borrowers access to capital within minutes of closing their transaction.

The Private Equity Funds consist of accredited investors that invest their money with the Fund. Secured Investment Corp manages the investors' money and pays the investors a return on their investment on a quarterly basis. The Funds consistently average a double digit annualized return to our investors. - SecuredInvestmentCorp.com

Secured Investment Corp Mission Statement: "Reimagining technology to create cutting edge solutions for investors to participate in alternative, secured, high performance investments."

Names, notes and numbers:



The Lee Arnold System of Real Estate Investing

The Lee Arnold System of Real Estate Investing provides focused training that covers all aspects of real estate business. The Lee Arnold System is a powerful way for you to start investing your way to monumental wealth in the shortest time possible.

Education is a fundamental element to future success in finding, financing and selling real estate for profit. This learning stage includes training and/or mentoring to build solid understanding to successfully invest in real estate.

In this phase an investor actively works to create Active Income which includes finding a great investment, or "deal", and then borrowing to fix and flip (or fix and hold) the property for positive cash flow. We call this growth in individuals' financial capacity and competency the "Circle of Wealth". - LeeArnoldSystem.com

Lee Arnold System of Real Estate Investing Mission Statement: "To educate, train and provide access to relationships and products allowing individuals to achieve financial freedom through real estate."

WELCOME & INTRODUCTION MEET OUR FAMILY OF COMPANIES:



Cogo Capital

As the lending arm of the company, COGO Capital works with borrowers to originate, process, and close loans. COGO Capital offers private loan options for real estate investment properties within most states across the United States. - CogoCapital.com

Cogo Capital Mission Statement:

“To provide no-hassle, asset-backed, real-time private capital to real estate investors.”

Names, notes and numbers:



Lake City Servicing

The servicing company for most loans originated by COGO Capital. Lake City Servicing is in our Coeur d’Alene, Idaho corporate office. Lake City Servicing is also available to service most other third-party loans. - LakeCityServicing.com

Lake City Servicing Mission Statement:

“Lake City Servicing is a comprehensive real estate loan servicing company for investors holding real estate notes for non-owner occupied residential and commercial property.”



Arnold Professional Holdings

Arnold Professional Holdings is the premier rehab arm of the company. Here is where we practice what we preach. APH buys and flips properties throughout the Spokane, WA market.

The company has a construction crew and specializes in Spokane, WA. This company has a main office and warehouse located in Spokane, WA. This is by to design to allow both personnel resources and physical resources to be closer to our real estate market.

WELCOME & INTRODUCTION MEET OUR FAMILY OF COMPANIES:



He's the Solution Ministries

He's the Solution Ministries our goal is honor God in everything we do. We strive to allow our faith to be something that others can witness in our everyday lives. We endeavor to be more like Christ daily and encourage others along the way. We want to encourage you in your daily walk to show your faith, and to be BOLD in the workplace.

To this end He's the Solution Ministries sponsors an optional, non-denominational worship service at all events that last through a Sunday, consisting of the singing of hymns and praise songs as well as a verse by verse study from the Bible. The public is also welcome to attend these services!

The services start at 7:45am and end around 9am.

We also provide encouragement, support, and resources for those seeking a BOLD FAITH in the workplace. We hold weekly services via a Zoom meeting at 6:45am PST so that you can be a part of a worship service every Sunday morning no matter where you are located.

The call in number is: 408-638-0968

Meeting ID: 845 8245 2963

Passcode: 970595

Hesthesolution.com He's the Solution Ministries Slogan: "Equipping Christian business leaders for bold faith in the work place!"

Names, notes and numbers:

Our Company-Wide Slogan:

“We get more of what we want, by helping others get more of what they want.” - Lee Arnold, CEO

Circle of Wealth Philosophy:

The Circle of Wealth is at the center of everything we do here at Lee Arnold System. It is also your road map for how each division of our company can help you gain financial independence and passive income.

The Circle of Wealth has five divisions. You can enter the circle at any stage and can go back and forth as desired. Typically, people enter in at the training level and borrow funds for their real estate investments. They eventually become lenders, helping others obtain the capital needed to grow their real estate portfolios. This allows everyone, on every side, to succeed.

Ultimately, the Circle of Wealth allows you the financial independence and wealth building that you seek.





WELCOME & INTRODUCTION

Notes:

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SETTING UP YOUR BUSINESS

Setting up Your Business

What Will We Learn?

- A quick review
- Prepare your **Success Plan**
- Who is your **Power Team** and how to build it!

Getting all the Pieces Together (review)

- Entity – LLCs
- CRMs – DEALIO.PRO
- Partners
- Team

Why Prepare For Success?

- Isn't it just automatic?
- No magic bullet?!?!
- Fail to plan = Plan to fail
- We want you to be successful! Even WILDLY successful.
- We want to give your new business a jump start (training, labs, professional help, tools, etc.)
- Why do YOU want to prepare for success?

Success Plan – What We Will Cover

- Expectations grounded in reality
- SWOT assessment for your business
- Customizing YOUR plan
- Goals vs. commitments
- Critical value of accountability
- Challenges/risks



Notes:

Success Plan

- Assemble over course of training, module by module
- S.M.A.R.T. goals
- IMMEDIATE application of learning to your situation
- Subconscious mind likes to solve problems—state YOUR problem so you more easily pick up on the critical information YOU need
- “A problem well-stated is a problem half-solved.”
- Strategies, tactics, commitments, and accountability
- How will you recognize YOUR success?



LAB: Let's Get It Started!

- Make your Success Plan a live document
- Review it DAILY and revise it weekly, monthly, quarterly
- *You can make as much or as little money as your daily decisions will let you make. YOU are setting the boundaries for your success.*
- Overview of the form
- Team discussions
- Capture questions as they arise
- Capture great ideas during presentations

Accountability

- Two heads are better than one
- Value to your subconscious mind
- Motivation to go the extra mile when you do not feel like it
- Rewards and celebrations
- EXERCISE - Write names of three people who could serve as your accountability partner

Goals vs. Commitments

- Definitions
- Knowing the difference vs. LIVING the difference
- Examples
- Application
- Practice this week

Ongoing Support

- Back office
- Webinars (Monthly w/ VP of Broker Development)
- Open forum conference calls
- Mini-videos
- New tools
- ...and much, much more.

Your Power Team

Successful businesspeople have the ability to select and cultivate mutually beneficial relationships with high-quality people in strategically important business categories.

Successful Entrepreneurs Always:

- Surround themselves with powerful people
- Seek out other like-minded, profitable people
- Understand that a person is the sum total of their five closest friends and family
- Seek people who share the same commitment and attitude toward success and wealth
- Partner with people who are smarter and more successful than themselves
- Understand the benefit of “cooperative marketing” or joint ventures and networking
- Communicate, share, and even help their competition
- Are always part of a group that supports, validates, accents, and accelerates their business—it’s often called a **Power Team**.

What is a Power Team?

A Power Team is a group of people of “complementary” professions. They work with the same clients, but do not take business away from each other.

A great example is easily found in the real estate industry. A realtor, mortgage broker, building inspector, title agency, real estate attorney, private money lender, and private money broker all service clients looking to purchase property.

Notes:

7 Red Flags to look for in a Power Team Member

1. Lack of integrity
2. A quick temper or deep-seated anger
3. Foolishness
4. Offers little for a lot
5. Excessive use of flattery
6. Inclination to gossip or exaggerate
7. Disregard for rules, regulations, and laws

Examine their walk before you listen to their talk.

How to Build a Power Team

- **Be Selective.** It takes time to build an effective partnership, one that brings value to both parties involved. Don't rush the process. The closer you work with this strategic partner, the more your image and theirs become entwined together in the mind of potential clients.
- **Power Teams Require Work.** Effective Power Team members touch base regularly. Phone calls, emails, and the occasional face-to-face ensure you are always at the front of each other's minds, sharing information on projects, great networking events, and business connections.
- **Give and Get.** To make this type of marketing work, you must be willing to create opportunities for your partners if you want them to create opportunities for you!
- **Building a Power Team Has Benefits!** In addition to creating a great source of referrals, the right strategic partnerships may lead to cross-promotion opportunities, ideas for new services, or joint promotions as a way to generate business for both companies.

What to Look for in an Excellent CPA

- They are not afraid to use creative, aggressive strategies to save you a TON on your taxes.
- They have taken advanced tax courses.
- They own real estate and continue to invest on a regular basis.
- They attend real estate conferences to stay informed.
- They have a long-standing reputation for being ethical and knowledgeable.
- They are competent, hungry, energetic, and willing to what it takes to help you build your wealth legally.

What to Look for in an Excellent Attorney

- Spends 60% or more of his/her practice doing only real estate
- Has been practicing real estate law for at least five years
- Is recommended by other real estate investors
- Is an active member of your local REIA

Notes:

What to Look for in an Excellent Marketing Expert

- Must have considerable experience marketing for small businesses
- Must be savvy with the latest social media and online marketing strategies

What to Look for in an Excellent Business Expert

- Must know how to help you convert prospects into customers
- Must identify online and offline opportunities to bring you more business

What Can Your Power Team Do?

- Create a dynamic team of investors from the people that you already know, like, and trust
- Find capital

Your Power Team Needs to Help With Three Things

1. Find Deals
2. Find Money
3. Close Deals

Notes:



10 Qualifying Questions to Ask Potential Power Team Members

1. How did you get started in your business?
2. What do you enjoy most about what you do?
3. What separates you and your company from the competition?
4. What advice would you give someone starting out in your business?
5. What are the coming trends in your business or industry?
6. What strategies have you found to be the most effective in promoting your business?
7. If there were anything about your business or industry you could change, what would that be?
8. What is the next big event coming up for you?
9. What is your biggest challenge at the moment?
10. What type of customers are you looking for? How will I recognize a good prospect for you?

Listen More Than You Speak

To get the most impact from your networking efforts, be sure to focus more on listening instead of speaking.

- Give your full attention to the person.
- Focus on the person in front of you (not your phone, not others around you, not your wandering thoughts).
- Don't interrupt. Let the person finish before you begin.
- Pay special attention to key points.
- Watch for non-verbal cues. What a person doesn't say is sometimes just as important as what they do say.
- Ask relevant questions.
- Respond physically. Lean in, nod, use facial expressions when appropriate.

"The effects of really good listening can be dramatic. These effects include the satisfied customer who will come back, the contented employee who will stay with the company, the manager who has the trust of his staff, and the salesman who tops his quota."

- John J. DiGaetani, American Educator

Dealing with Confidential Information

Protect Your Business

Realize that you will be handling and collecting confidential information from your clients. You must take measures to protect that information and in doing so, protect your business.

You must know the laws of your state concerning the handling of confidential information. Take the time to do a little research and know what is expected in your state. Review the requirements regularly so that you are always prepared even when the requirements change.

Take the Following Minimum Steps:

- Research the laws in your state.
- Keep all current and past files under lock and key – locking file cabinet, locking desk drawer, etc.
- Dispose of all documents appropriately – shredding or burning.
- Never share confidential information with anyone not directly involved with the loan process.
- Only use a secured and encrypted email system to send and receive documents.
- Guard access to all electronic documents through the use of passwords, dedicated computers, and/or encryption.

Notes:



SETTING UP YOUR BUSINESS

Notes:

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THE LeeArnold SYSTEM



SUCCESS PLAN

Overview and Expectations

If you fail to plan, you plan to fail.

-Benjamin Franklin

Success is a journey, not a destination. Maintain that mindset at all times. Results matter—they are the tangible fruits of a successful journey. Use them to tune the journey. If you are not getting the results you want, **CHANGE YOUR JOURNEY!**

On a regular and consistent basis, you **MUST** review and validate your plan. That is why it should **ALWAYS** be written and should be reviewed regularly (some say daily).

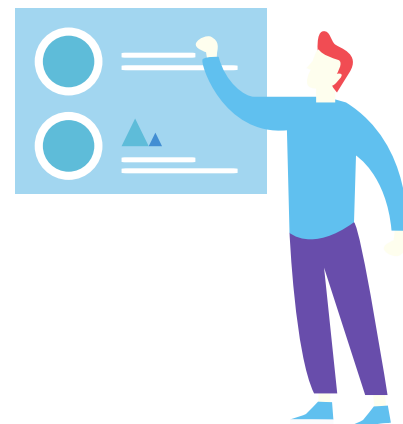
THE SEVEN STEPS TO SUCCESS

1. Know where you want to go. Clearly define your vision, hopes, and expectations.
2. Know where you are. Do an honest assessment of your current reality.
3. Articulate **S.M.A.R.T.*** goals so you can recognize when you are on-track and when you are not.
4. Create realistic strategies and plans to get you where you want to go...from where you are. Your focus should be on ongoing activities more than on one-time actions, although those are often needed, too.
5. Translate those strategies and plans into specific actions you will take in the days and weeks ahead: name actual names, set explicit times, identify specific places. This is what you **WILL** do when you get home.
6. **GO DO THEM!!**
7. Track and monitor your actions, activities and results. Use the results to guide your decisions on what you must adjust. Modify the appropriate portion(s) of your success plan to implement those changes.

EXPECTATIONS

We will create your first draft of this plan this week. Put plenty of thought into it, including in the evening (your homework!)

You will present your plan to the group for their input and suggestions. You will **EXECUTE** your plan starting the **DAY AFTER YOU GET HOME** and continue doing so for **AT LEAST 12 WEEKS** thereafter.



***SMART: Specific, Measurable, Achievable, Results-oriented, Time-based**

Vision

Write all the reasons you are doing this training, wanting to be a successful broker, wanting to have your own business, or whatever is your vision of where you want this to take you. Just jot ideas as fast as you can, do not over-analyze. When you “run dry,” take a short mental break, put down your pen, close your eyes, and try to picture what it will be like. Then analyze your list and summarize the essence of your vision in a brief phrase or statement. Microsoft’s vision at one time was “a Microsoft product on every desk.” Can you make your vision that clear and succinct? If not, don’t worry about it. Since you will be reviewing and refining this regularly, you’ll have more chances to do so!

BRAINSTORM IDEAS:

MY BEST SHOT AT A SUCCINCT, CLEAR SUMMARY OF MY VISION:

Where I Am Now

Use whatever tool(s) give you an honest assessment of right now.

This is what we will use to START creating a success plan. In the future, your NOW will most likely be your tracking results. It is always a good idea to come back to this to figure out what you may need to do differently to get better numbers. Do you need to read more books on selling? Do you need to improve your marketing skills? Do you need more experience making calls? (Maybe you need to call 100 or 200 the next week!) Have you been consistently working to raise the low numbers in the boxes below?

COMPONENTS OF EACH FACTOR BELOW:

Knowledge: the content side, knowing the facts and details to do it

Experience: the practice side, how much practice I have had doing it

Aptitude: the “natural” side, how easily I picked it up and learned it

Skill: the “competence” side, how GOOD I am at doing it

Motivation: the “drive” side, how passionate and excited I am about doing it, how willing I am to do whatever it takes to get good at it.

Ratings:
0 – little to none
1 – some or adequate
2 – good

ENTREPRENEURIAL SUCCESS FACTORS (Place the appropriate rating number in each box—DO NOT OVER-THINK IT! Jot down a number for each quickly. There are no right or wrong answers and this is JUST FOR YOU.)

	Knowledge	Experience	Aptitude	Skill	Motivation	TOTAL
Marketing						
Selling						
Time Management						
Self Management						
Real Estate Investing						
Private Money Lending						
Follow up, Follow Through						
Records/ Administration						
Tools						

Which of these factors would you characterize as your **strengths**? Your **weaknesses**? What will you do about it? (See following pages)

Goals

Make the short-term goals **ACTIVITY-oriented** results, not **EVENT-oriented** results. For example, instead of saying “I will close two loans in two months” (an event-oriented result), say, “I will aggressively find ways to add 25 new leads to call each week,” and “I will make at least 25 calls to leads each week.” If you find and call 100 leads per month, closing 1-2 loans in a month should come out as the event-oriented result almost as a byproduct. You will use the 1-2 loans per month as in-put to your evaluation process. If you are not getting 1-2, then you may need to change the 25 calls to 50, or learn more about selling or whatever it is you believe will make a difference in the **FLOW**. The **FLOW** is what is important, not so much the submitted loan at the end of one month. Go for the **FLOW!**

DAILY SHORT-TERM GOALS

WEEKLY SHORT-TERM GOALS

30-DAY GOALS

90-DAY GOALS

180-DAY GOALS

1-YEAR GOALS

COMMITMENTS: (The absolute minimums you will tolerate. You will move mountains to make these happen **NO MATTER WHAT!** It is not even an option to **NOT** meet these!)

Strategy and Plans

Are you going to attend meetings to get the leads you need each week? Buy lists? Place ads? Hold meetings? Send cards or letters? Go out to speak at groups? Establish relationships with conventional loan brokers, Realtors®, conventional banks? All of the above? (That is the “strategy” part.)

How will you go about executing that strategy? Be specific. (That is the “plan” part.) “Place two AdWords ads on Google, join six LinkedIn groups and participate daily, place and renew my three Craigslist ads every 48 hours, etc.” If the plans are not generating the number of leads you need per week, decide what you need to do to get more. Notice that these are ONGOING plans. The specific plan for next week and the weeks that follow come up in the next section.

WEAKNESS-RELATED:

STRENGTH-RELATED:

FLOW-RELATED:

Specific Activities

List the a) names of people to contact next week, the week after, and the week after that; b) the groups to visit over the next weeks; c) the sources of your ads; d) how you are going to find the names of all the loan brokers or Realtors® in your area next week, etc. This is your to-do list.

Each item below should be of the form: [who] - [what] - [when] - [where] - [why]. **DETAILS!**

Track, Monitor, Adjust

Whether you use an Excel spreadsheet, an Excel graph, marbles in frozen juice cans, or handwritten notes in your day planner is less important than the need to track your activities and the outcomes of each activity. You need to define some KPIs (Key Performance Indicators), that you will track and monitor consistently and regularly to allow you to adjust the goals and plans to get the FLOW you want.

For instance:

- _____ opt-ins / week
- _____ outbound dials / week
- _____ actual live calls / week
- _____ business cards collected / week
- _____ fundable deals discovered / week
- _____ loan applications received / week

You need to capture KPIs like these for a few weeks to get a feel for the “funnel” effect. 10-20 opt-ins may be enough...or not. 25-50 outbound dials may be enough to get 25 live conversations...or not. Collecting *five* business cards at events during a week may be enough...or not. All of the above may discover *four* fundable deals, *two* actual applications submitted to you, and one that actually goes all the way with supporting documents so you can submit it to COGO Capital...*or not*.

You need to adjust the “pipeline” factors to get the desired number of loan package submissions coming out the bottom. It will take a while to tune it to what you need. **DO NOT GET DISCOURAGED!** Every week that you track and adjust gets you closer to the tuned flow you need, no matter where the numbers start!

Minimum Standard—Rule of 54

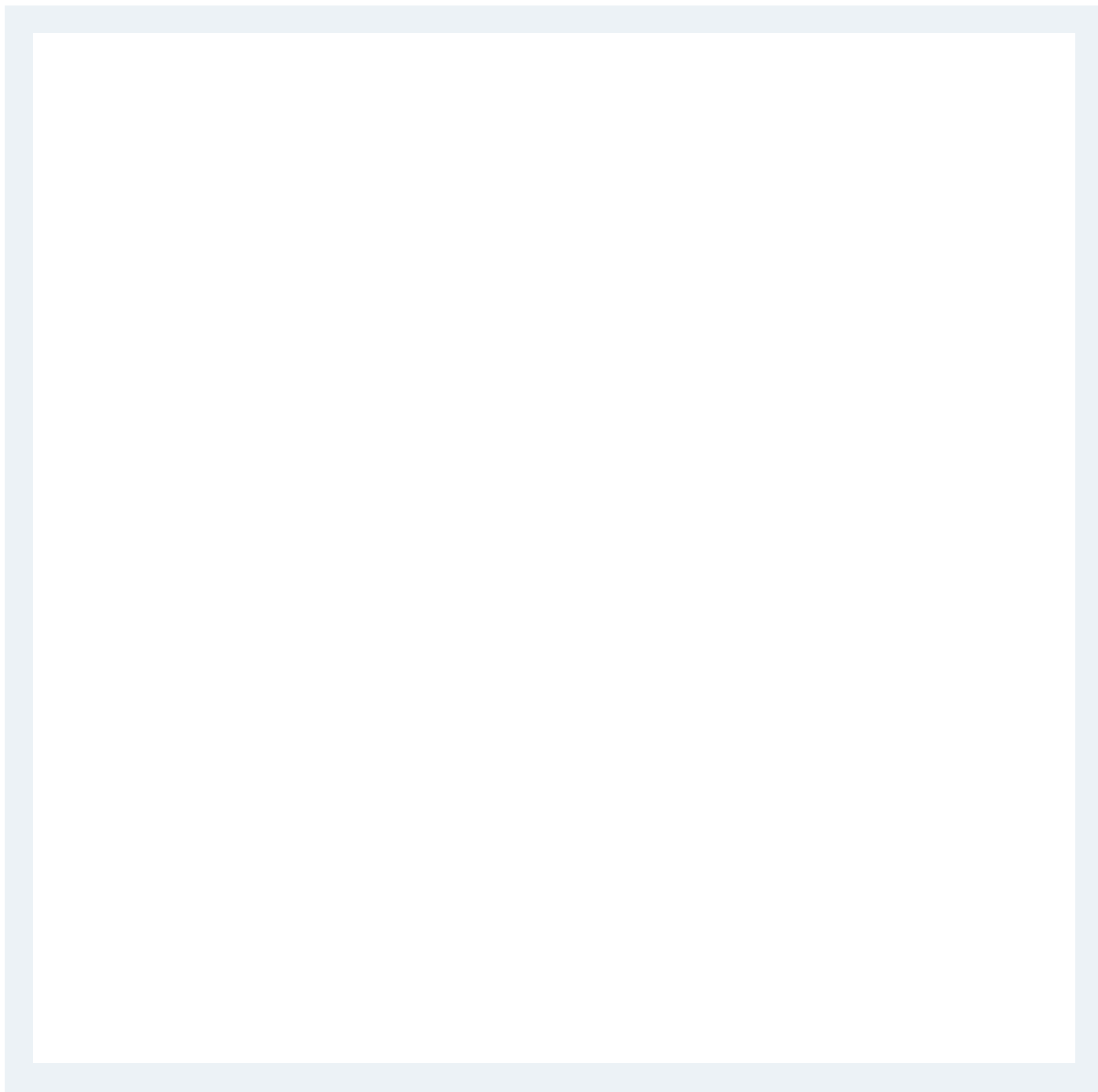
ACTIVITY:

- Number of letters mailed / week (25 target)
- Number of calls made / week (25 target)
- Number of networking events / week (2 target)
- Number of loan packages submitted to COGO Capital / week (2 target)

	QTR 1	QTR 2	QTR 3
Number of letters mailed / week (25 target)			
Number of calls made / week (25 target)			
Number of networking events / week (2 target)			
Number of loan packages submitted to COGO Capital / week (2 target)			

What will YOUR KPIs be? Rule of 54, plus what 5-7 others?

Accountability Plan



Challenges/Anxieties

It is important to know *yourself*. What challenges will be the biggest hurdles you will face in taking this journey, in doing these activities, in pursuing these goals, in achieving the results and success you want? What are you most anxious about? What do you believe will be the biggest risks you will face? Identifying your challenges and anxieties right now, up front, will allow you to construct contingency plans and to seek help.

Take some quiet time to review your whole plan and think about some or all of the above questions. Jot your answers below. The better you do this step, the more likely it will be that you can avoid them.

Describe risk	How I will prevent it	What I will do if it occurs	Impact

Success Plan Summary

(To be completed after the previous pages)

SUMMARY OF MY VISION

SUMMARY OF WHERE I AM NOW

MY GOAL SUMMARY

MY STRATEGIC AND PLANS SUMMARY

MY SPECIFIC ACTIVITIES AND ACTIONS SUMMARY

MY ACCOUNTABILITY SUMMARY

MY GREATEST CHALLENGES/ANXIETIES/RISKS SUMMARY

THE *Lee Arnold* SYSTEM



DISCOVERING YOUR CUSTOMER AVATAR

Discovering Your Customer Avatar

One of the biggest and most common mistakes people make early in their business is that they think they already understand their customers and know what they want--*wrong*. Until you actually sit down and spent the time to analyze who it is that your business will cater to, all you will do is flounder trying to attract everyone. So many businesses skip this step altogether and jump in without having the foggiest idea who their target market is and what they want.

You may have heard this before but...

If you try to attract everybody, your business attracts nobody.

What is a Customer Avatar?

A customer avatar is an individual with a name, a picture, a specific demographic, and other characteristics. An avatar is not a real specific person; it is a composite of characteristics of many real people.

You are describing your target market, the people that you want most as your customers and will most likely buy from you again and again. It needs to be specific and focused. A common mistake many people make is to create a customer avatar that is too broad and overly generalized.

What an Avatar is Not:

"My avatar is anyone who likes the topic X and wants to learn more about it."

What a Good Start to Defining Your Avatar Sounds Like:

"My avatar is 25-35 years of age, works a full-time 9-5 job, has a family with two kids and who finds themselves frustrated and feeling alone every day because they don't know where to find the knowledge that I'm going to provide them about X."

Notes:

A Really Good Avatar

My avatar is 32. Her name is Melissa, and she is a writer. She's been wanting to start a blog for months now, but she doesn't know where to start. She's a good writer, but she could really use some help on how to structure and format a blog post – plus, she's not really sure what exactly she wants to write about most of the time.

She is working part-time and earning her graduate degree online, so she's usually studying up on how she can start her blog on the weekends. Melissa lives with her boyfriend and they both want to travel more, hate their jobs and don't make enough money.

See how the example went from really, really broad in “What an avatar is not,” to very, very specific in “A really good avatar”?

Your avatar needs to represent your ideal customer so that when that customer *does* come upon your website or sees your other marketing, it's almost like you've read their mind. You've identified their pain points, fears, frustrations, desires, and dreams.



Information That Goes Into a Customer Avatar

A customer avatar brings together the facts you've gathered from watching and listening to the people you serve or come to your website. You need to really take the time to get into their heads and find:

- Key phrases or quotes they use
- Experience and expertise they have
- Emotions they experience
- Values they share
- Technology they use
- Social and cultural environments they frequent
- Demographics – age, sex, marital status, etc.
- Hair, eye color, you name it – yes that's right
- Objections they may have to buying your product

Why You Need a Customer Avatar

When you manage a business, the secret to attracting new customers or to even reconnect with old ones is to connect with them on an emotional level. You may be uncomfortable with getting all deep and meaningful about complete strangers, but this is what it takes to attract new customers like wildfire. Your avatar can help you to do this.

Once you have a customer avatar you can use it to do things like:

1. Market to and own a niche where you become “the one to go to”
2. Hone your marketing message so it appeals to a specific someone as opposed to a generic everyone
3. Increase conversion rates because you'll be able to say the sorts of things that will encourage your target customer to take action
4. Attract more of the right customer because the “wrong” people won't be attracted by your message
5. Avoid spending money on marketing that just doesn't work

With a detailed customer avatar in your business toolbox you'll be in the minority. That's because most business owners will not make the effort. As a result, you get to work a brilliant competitive advantage. Instead of creating advertising that is forgettable, generic, and blends in with what everyone else is saying, you can tightly tailor your message to your ideal customer.

For example:

- Creatively use the language your customers use
- Closely address their buying objections
- Design the sort of offer you know your avatar will respond to
- Filter out the sort of person you'd rather not work with

In addition, instead of guessing the most effective marketing media or simply using the format that everyone else is trying, you can choose the method you know your target customers are most likely to look at. As a result, you'll increase your conversion rate, attract more of the right customer, AND avoid burning money on advertising that simply doesn't work.

Notes:

Once finished, give your avatar a name. Even better, find an image that best represents the person you've described. Next, pin up your avatar somewhere prominent in your working space as a constant reminder of *who's the right who for you*. Then, every time you write a blog post, work on some new copy, or develop a new product or service you can make the effort to get into the shoes of this person and visualize their perspective.

- What do they need to know?
- What could they struggle to understand?
- What objections might they have?
- Etc...

As a result, the chances of your words hitting home will increase--what impact could that have on your bottom line? Now that's something to think about!



What will your avatar look like?

Customer Avatar Step-By-Step Guide

As a result of going through this process, you will come up with copy and sales messages that can be used on your website and in other marketing material.

Start by defining what it is that you sell.

Write down your product:

Figuring Out Your Customer's Profile

Think about your business and the best customers you've had or would like to have. You know those ideal customers. Now answer the questions below. Get specific. You want to be able to draw a mental picture in your mind of this customer. Some questions may be difficult to answer but do the best you can. You want to have a clear picture of your ideal customer. Get on the internet and do some research if you have to.

Who is your best customer?

Where are they located?

Are they male or female?

What is their name?

What do they look like? (Are they overweight, thin, have long hair, are balding--what kind of clothes do they wear?)

What is their age?

What is their occupation?

What is their income level?

What do they desire, want, and aspire to?

What are their fears, frustrations, and challenges?

What keeps them up at night?

What conversations are happening around their kitchen table?

What do they read?

How do they relax?

What are some other identifying traits? (Entertainment, books, movies, magazines, TV, hobbies, education, political views, having fun, food, drinks, vacation)

How do they make their decisions?

Understanding Your Market

If you took action and finished the previous section, you now have a clear picture of your ideal customer. Let's examine your market and the reasons why this customer is buying. Answer the following questions:

What are your customer's biggest desires?

What are your customer's biggest problem(s)?

What are their objections to purchasing your product(s)?

How can you help them now?

Now that you know who your customer avatar is, take the time to draw a detailed picture of him/her to hang in your office. Make it large. Make sure you label your avatar with character traits and the details that you have identified. When you sit down to write your marketing copy look at your avatar and use him/her to guide your content. You want to appeal directly to your avatar. After all, this is your ideal customer!

My Customer Avatar

Your USP:

Name of your avatar:

Age:

Occupation

Income:





YOUR CUSTOMER AVATAR

Notes:



FUND OPPORTUNITY

Real Estate-Backed Investment

With our expertise in finance and investment management, we make it possible for you to diversify your portfolio with one of the most attractive forms of alternative asset investment: real estate.

Funds II and III

By varying degrees we increase the value of each asset through hands-on management or by making loans to local real estate investors across the country. This approach continues to achieve a historical double-digit annual return for our investors.

Because of our approach and extensive underwriting processes, we believe our Fund portfolios, from a risk-adjusted-return standpoint, are well positioned to target yield with safety in many different economic climates across many different markets. On top of this, our funds are annually audited by a third-party firm.

High Yield Fund II

- Minimum Contribution: \$50,000
- Quarterly payouts with the option to roll back into the fund
- Minimum tie up period: 12 months
- Fully Audited Fund
- Open to Taxable and Non-Taxable Accounts
- Preferred Rate: 9%
- Open to Accredited Investors

Circle of Wealth Fund III

- Minimum Contribution: \$1,000
- Monthly payouts with the option to roll back into the fund
- Minimum tie up period: 12 months
- Fully Audited Fund
- Open to Taxable and Non-Taxable Accounts
- Preferred Rate: 6%
- Open to All Investors

Contact us at 800.971.5988 to schedule an appointment to learn more and start investing. Or, visit us at <https://securedinvestmentcorp.com/sec> and submit a web form to download our Fund Info Pack.

Notes:



FUND OPPORTUNITY

Mortgage Notes

For a more active strategy, invest in mortgage notes (trust deeds). Mortgage notes are an alternative asset class within active real estate investing. They have many benefits and present unique opportunities for people interested in real estate but lack the time to actively invest in properties. They can also earn higher-than-average returns. On average, investors in our platform have historically earned 8-12% by lending their money securely on real property in the United States.

Available notes are underwritten with our private lenders in mind. We use a four-pronged approach to make sure there is value:

- Each deal is structured to generate an attractive ROI
- Location of the property supports value
- Enough LTV to offer protection for the lender
- Loans structured to ensure the borrower has the ability to repay the debt

Visit us at <https://securedinvestmentcorp.com/mortgage-notes/> and browse our available mortgage notes. Click on any note for more details. Contact us at 800.898-2717 or fill out the web form to request information.

Notes:

Notes:



DISCOVERING YOUR UNIQUE SELLING PROPOSITION

Unique Selling Proposition

Let's start at the beginning. What is a USP - Unique Selling Proposition? Many definitions abound as can be seen by these examples from the internet:

“A unique selling proposition (USP, also seen as unique selling point) is a factor that differentiates a product from its competitors, such as the lowest cost, the highest quality or the first-ever product of its kind. A USP could be thought of as 'what you have that competitors don't.'”

-whatis.techtarget.com/definition/unique-selling-point-USP

“The factor or consideration presented by a seller as the reason that one product or service is different from and better than that of the competition.”

- Entrepreneur.com

“Each advertisement must make a proposition to the consumer—not just words, product puffery, or show-window advertising. Each advertisement must say to each reader: ‘Buy this product, for this specific benefit.’ The proposition must be one the competition cannot or does not offer. It must be unique—either in the brand or in a claim the rest of that advertising in that area does not make. The proposition must be strong enough to move the masses, i.e., attract new customers as well as potential customers.”

- https://en.wikipedia.org/wiki/Unique_selling_proposition

But what do these definitions mean, and how will a unique selling proposition help your business? Let's see if we can bring some understanding to these terms and extract meaning that we can apply to our businesses.

Notes:

The Real Definition of a Unique Selling Proposition

A unique selling proposition is what your business stands for. It's what sets your business apart from others because of what your business makes and how you position your services in the open marketplace. Instead of attempting to be known for everything, businesses with a unique selling proposition stand for something specific, *and it becomes what they are known for.*

Many businesses make the mistake of attempting to stand for everything when they first get started. They want to do everything well, and they want to be all things to all people. They want to be known for having the highest quality products AND the lowest prices. They want to have the best _____ (fill in the blank with anything that can be sold) AND the cheapest prices.

The problem is this:

**When you attempt to be known for everything,
you don't become known for anything.**



Notes:

What Will Your Business Stand For?

Before you can begin to sell your product or service to anyone else, you must know what it is you are selling. You must sell *yourself* on it. This is especially important when your product or service is like those around you. Your unique selling proposition will help you pinpoint what makes your business unique in a world of homogeneous competitors so you can target your sales efforts successfully.

Pinpointing your USP requires some hard soul-searching and creativity. One way to start is to analyze how other companies use their USPs to their advantage. This requires careful analysis of other companies' ads and marketing messages. If you analyze what they **say** they sell, not just their product or service characteristics, you can learn a great deal about how companies distinguish themselves from competitors.

For example, Charles Revson, founder of Revlon, said "perfume is made in the factory; 'hope' is sold in the store." Some airlines sell friendly service, while others sell on-time service. Neiman Marcus sells luxury, while Wal-Mart sells bargains.

Each of these is an example of a company that has found a USP "peg" on which to hang its marketing strategy. A business can peg its USP on product characteristics, price structure, placement strategy (location and distribution) or promotional strategy. These are what marketers call the "four P's" of marketing. They are manipulated to give a business a market position that sets it apart from the competition.

- Product Characteristics
- Price Structure
- Placement Strategy (location and distribution)
- Promotional Strategy

Notes:

Developing a Great USP Requires You to:

Put yourself in your customers' shoes

Developing a USP begins with your target audience. Too often, entrepreneurs fall in love with their product or service and forget that it is the customer's needs, not their own, that they must satisfy. What do you know about your target audience, and why do they purchase items from the market you are operating in? What needs does that market meet for them? In other words, are they looking for time saver, some expertise, a trustworthy supplier, or something else?

By consulting customers, colleagues, and friends, you should be able to make a list of all the reasons why someone might choose to buy your product or service. Remember, price is never the only reason people buy. If your competition is beating you on pricing because they are larger, you must find another sales feature that addresses the customers' needs and then build your sales and promotional efforts around that feature.

Know what motivates your customers' behavior and buying decisions

Effective marketing requires you to be an amateur psychologist. You need to know what drives and motivates customers. Go beyond the traditional customer demographics, such as age, gender, race, income, and geographic location that most businesses collect to analyze their sales trends.

Cosmetics and liquor companies are great examples of industries that know the value of psychologically-oriented promotion. People buy these products based on their desires (for attracting people, luxury, glamour, and so on), not on their needs.

Know your competitive advantage

You should be able to pull out one or two things that you believe your organization does well. Make a list of your competitors and see which needs they are meeting. Evaluate how well they meet those needs on a scale of 1-5. Just because someone currently has a position in a market doesn't mean that they're delivering on it. If you can do it better, that's a strong basis for market entry.

At the same time, you need to look at those needs that aren't being met and think about the key trends in the industry. These trends could include changes in legislation for example. Consider current trends and those issues that will be most important in five years' time. Now see if you can extend your advantage into these areas.

Test and Refine Your USP

Come up with a strong statement that conveys each USP. You could also give each idea an image to help bring the concept to life. Talk to five or ten potential customers to get their feedback on the different ways you are positioning your brand.

Communicating Your USP

Your USP should be driving the development of your company and your marketing strategy, whether you are creating a website or a logo or embarking on an online advertising campaign. Always ask yourself if your image and activity clearly communicates the benefit you are offering.

When it is all said and done, a great USP will answer these three questions:

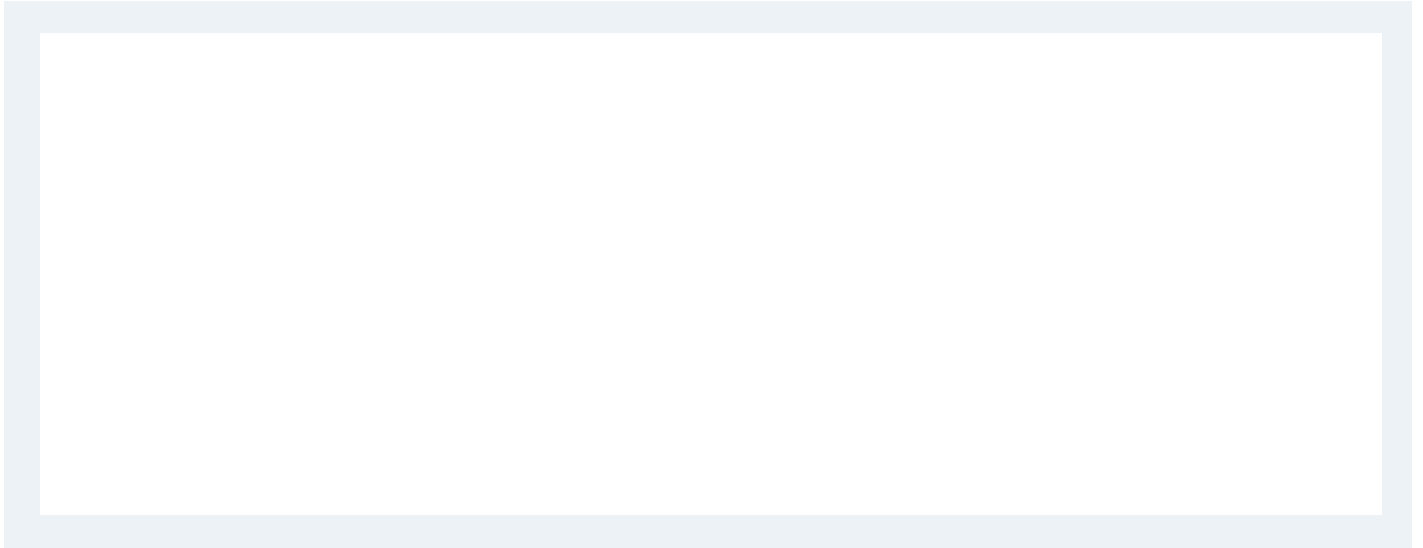
1. What features of your business jump out at you as something that sets you apart?
2. What can you promote that will make customers want to patronize your business?
3. How can you position your business to highlight your USP?

Don't get discouraged. Successful business ownership is not about having a unique product or service; it's about making your product stand out--even in a market filled with similar items. Use the following guide to write your very own USP now!

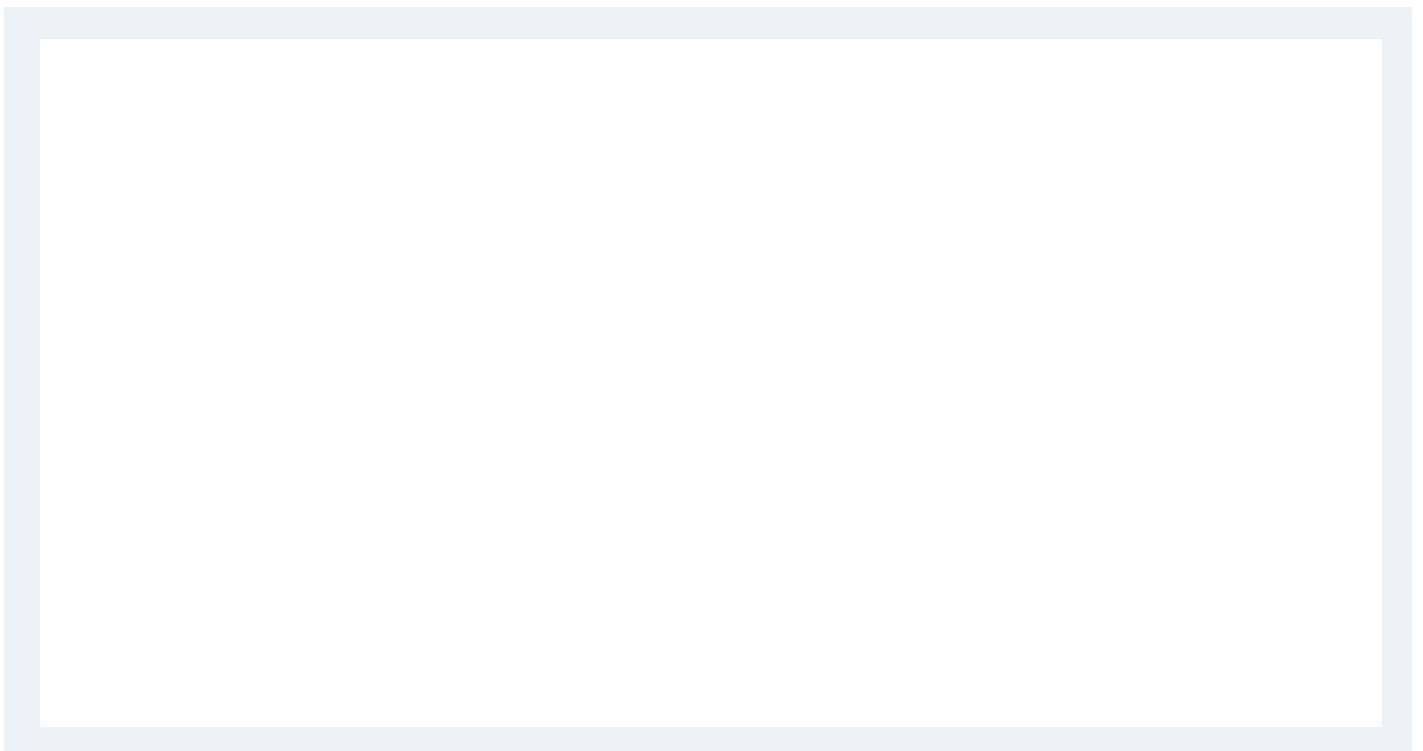
Notes:

Unique Selling Proposition Step-by-Step Guide

Start by defining what it is that you sell. Write down your product:



Make a list of what you know about your target audience:



Make a list of all the needs that your product or service could meet – these attributes are all potential USPs for your business.

Screen the potential USPs above against trends and competitors. Now remove the USPs that are already being well met by competitors. Don't forget that your USP is a unique selling proposition so you are looking for a gap in the market. Write the remaining potential USPs below.



DISCOVERING YOUR UNIQUE SELLING PROPOSITION

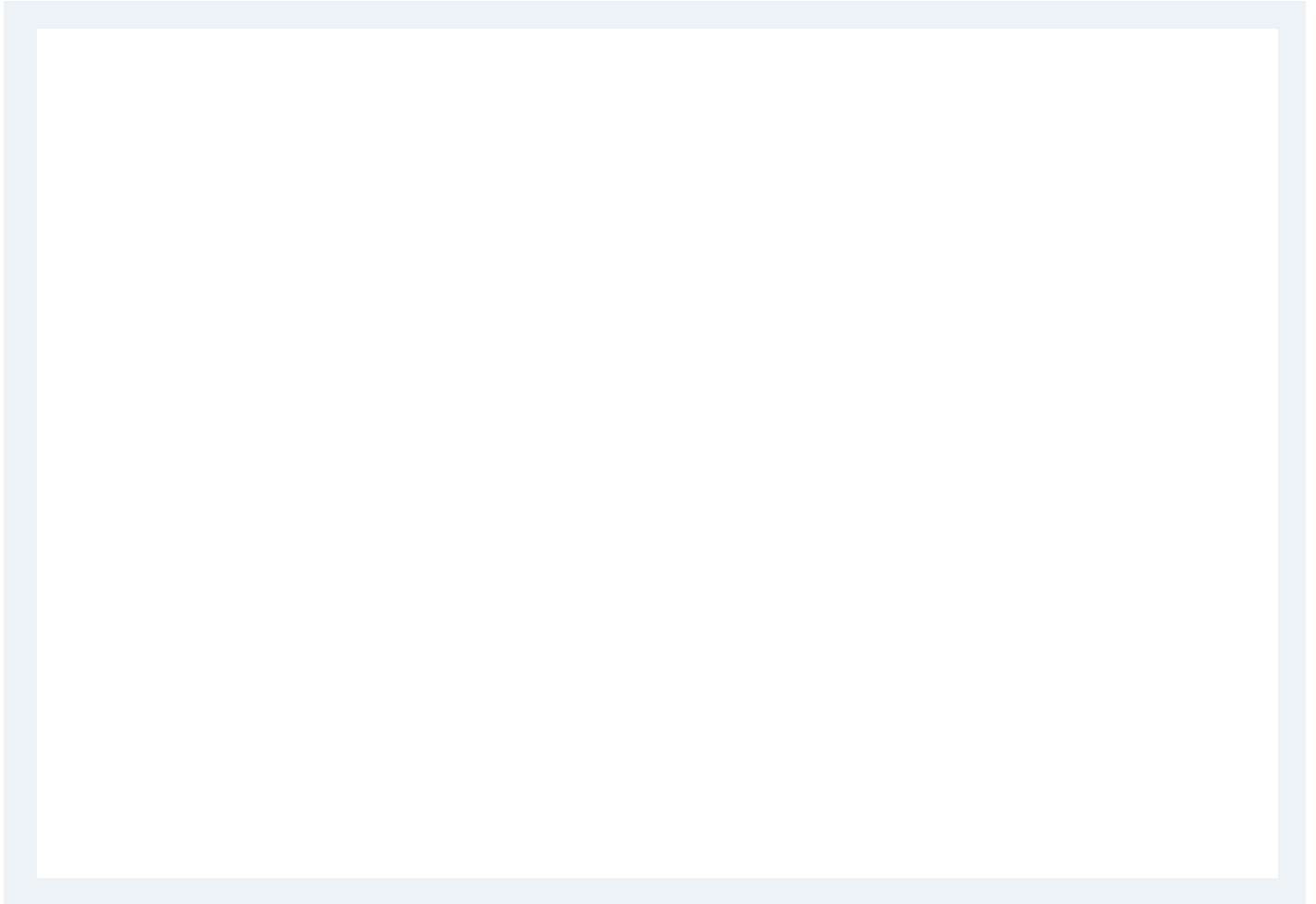
Match each USP above against what you and your business do well. Also think about how you want to be seen. Don't advertise yourself as always being available if you don't want to work a 60+ hour week! Write the remaining potential USPs below.

A large, empty rectangular box with a light blue border, intended for the user to write down potential Unique Selling Propositions (USPs) based on the instructions above.

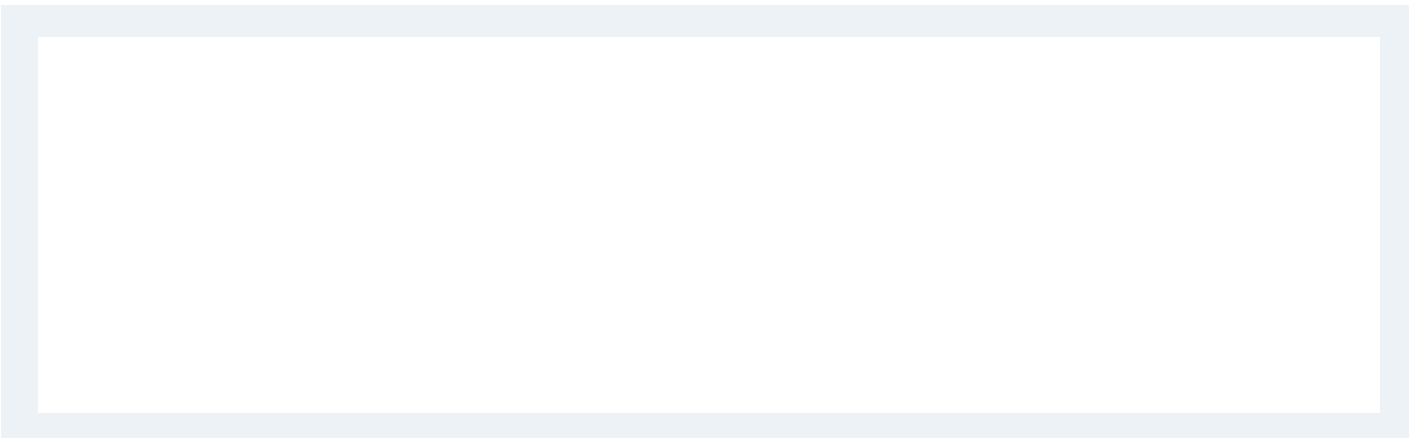
For this exercise take two of the above potential USPs and create a page with words and visuals to bring the idea to life. Use the blanks on the next two pages. (Later you can repeat this exercise with the remaining potential USPs if you need more options.)

Share your proposals with the others to get their feedback as to the strongest USP for your business. Write down the feedback you receive. (Alternately you could conduct short interviews with ten people in your target market to help you choose the best USP.)

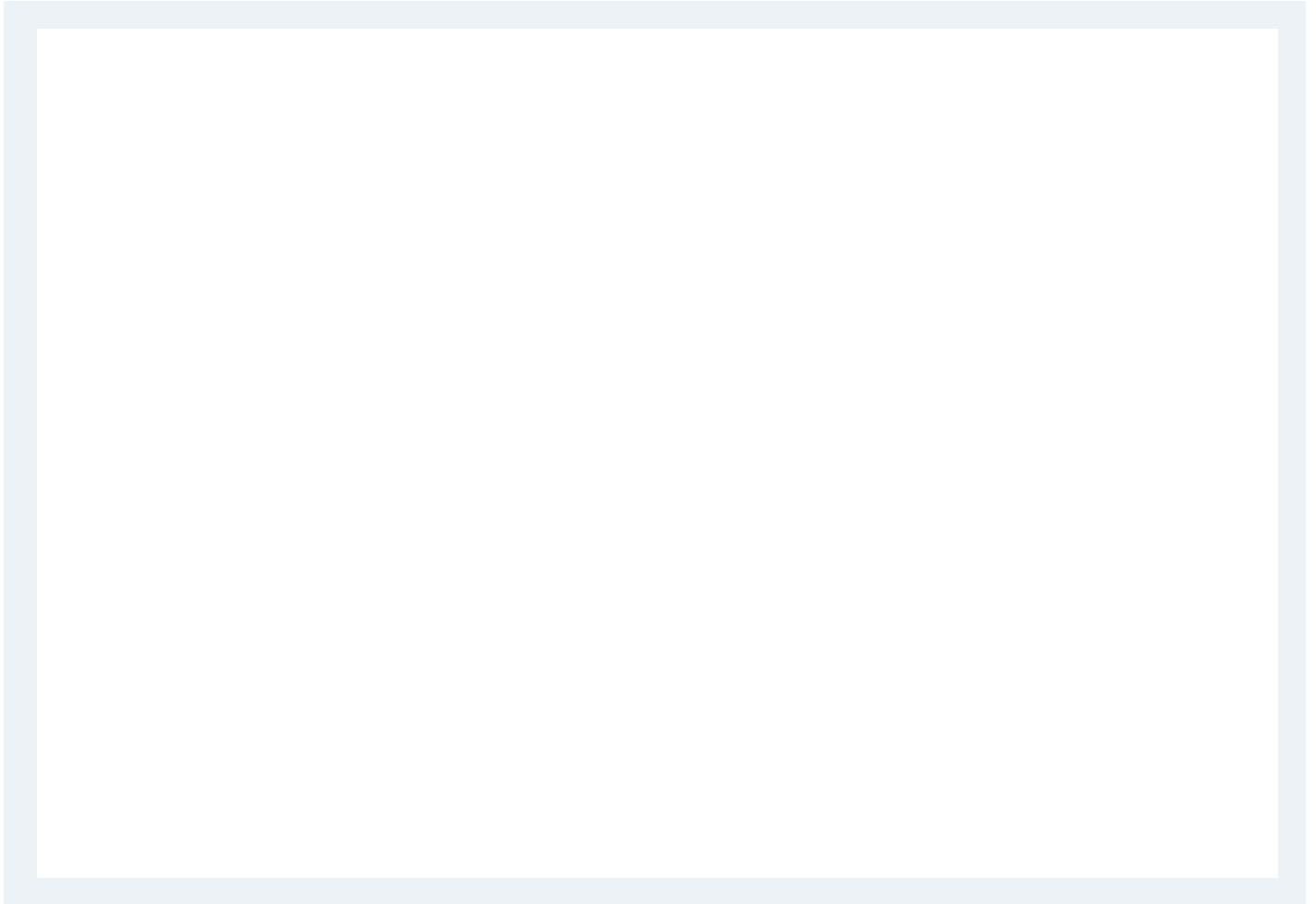
Proposal 1:



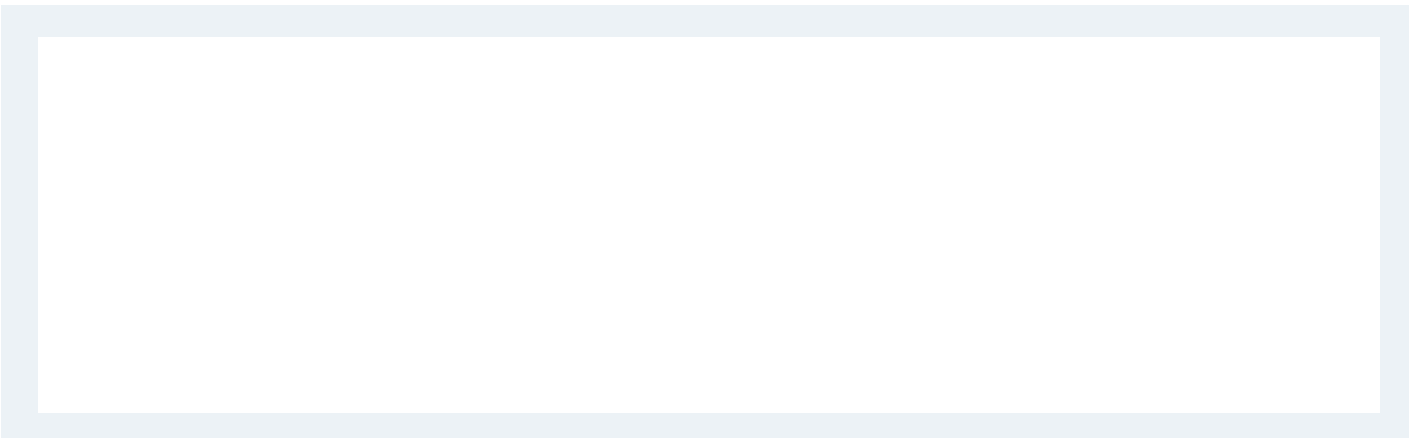
Feedback:



Proposal 2:

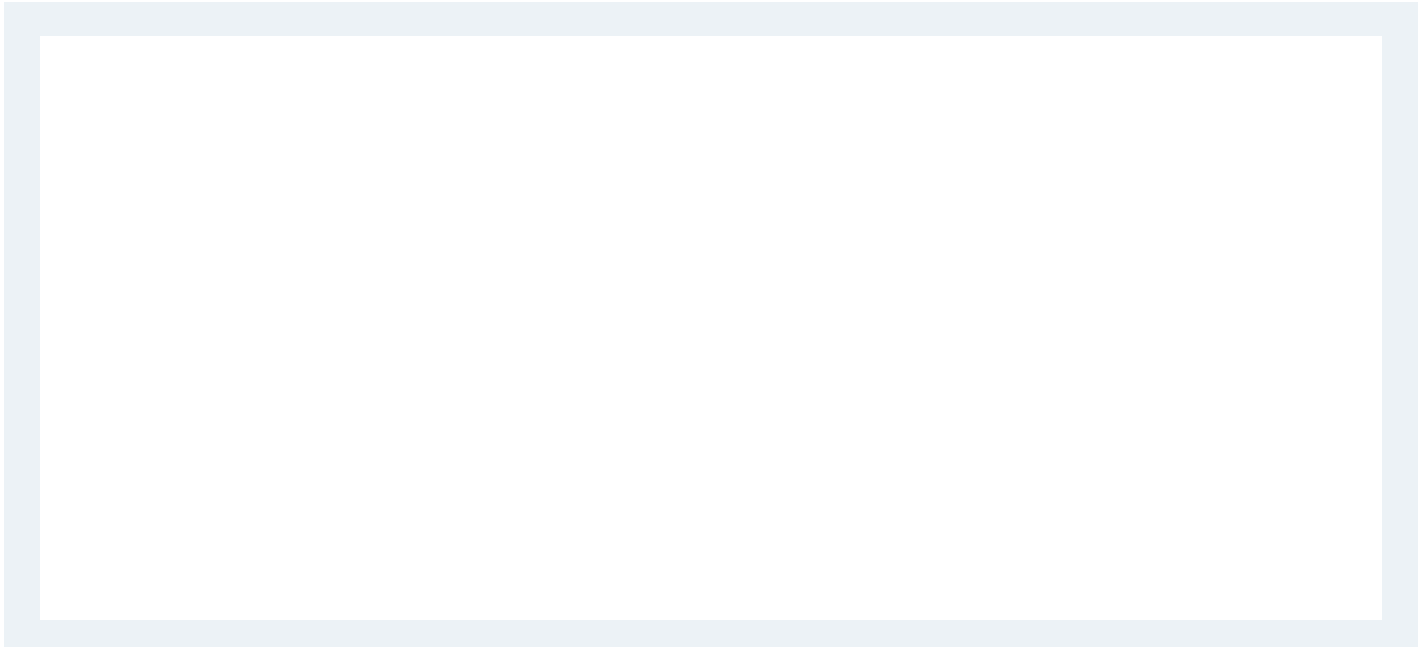


Feedback:



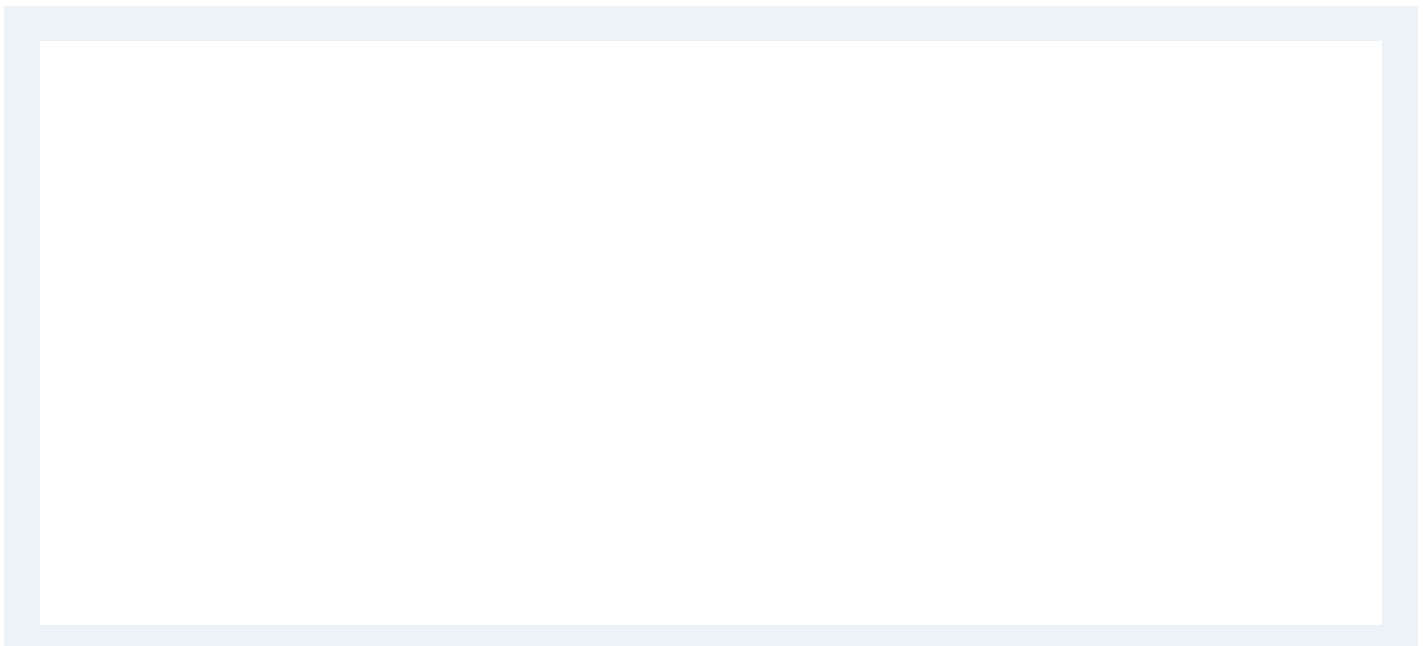
Potential USP 1:

Brainstorm with words and visuals below to bring the idea to life.



Potential USP 2:

Brainstorm with words and visuals below to bring the idea to life.



Choose the one with the best reviews and double-check that you have the right USP:

- Does it convey one strong benefit?
- Is it memorable?
- Is it clear who the brand is targeting?
- Can you deliver what it promises?
- Is it unique - or could a competitor claim the same thing?

Use this positioning to develop your business and your marketing strategy.

Evaluate your activities using your USP as a benchmark.

Monitor trends and new competitors that could affect how customers see your USP.

COMPANY	USP
DOMINO'S PIZZA	You get fresh, hot pizza delivered to your door in 30 minutes or less - or it's free
FEDEX	When your package absolutely, positively has to get there overnight
HEAD & SHOULDERS	You get rid of dandruff
M&M'S	Melts in your mouth, not in your hand
METROPOLITAN LIFE	Get Met. It Pays.
SOUTHWEST AIRLINES	We are the low-fare airline



GENERATING LEADS – KILLER COPY, RULE OF 54, BUILDING A LIST

Generating Leads

What Will We Learn?

- How to write copy that will sell!
- Rule of 54
- Building lists you can use

Generating Leads: Writing Killer Copy

Step #1: Who is Your Target Audience?

- Focus on your Customer Avatar

Step #2: Use Your USP

- Does your product or service do anything different or unique from similar businesses?
- How much experience does your company have in this field?
- What kind of expertise do *you* have?
- How will your product or service help your target customers? (benefits vs. features)

3 Things You Must Have to Sell

1. A product or service (obviously!)
2. A sales message or marketing message
3. A delivery system to get the word out

- Email
- Sales letter
- Newspaper ad
- Billboard
- Website



Step #3: Get Into Your Customer's Head

People buy because it makes them feel like:

- A person they wish they could be (a celebrity, wealthy)
- They are progressing (climbing the social ladder)
- They are proactive (improving their looks, their situation, their smarts, their status)

Tapping into the Buyer's Mind

People need to feel that they've made a great deal or that they have received a lot of value for their money.

You do this by offering:

- Dollars off
- Free add-on products
- Free information
- Free service

6 Most Powerful Advertising Words

1. *You* and *Your* - draws the reader in. The absolute most powerful words in sales and marketing. The issue you care most about is *you*. You're interested in your wants and needs, your family, your job, your future, your house, etc. Engage your prospect. Talk about what's important to them. Address their needs, desires, goals, concerns, priorities, challenges and so on. This makes your marketing seem personal. Learn how to "flirt" with and flatter the "you" in your audience. Then segue into how your product or service relates to and impacts them.

2. *Free* - it truly is the magic word with stopping power. Everybody loves *free*. Readers will instantly begin to read to see how "free" it is. People love free stuff so much they'll actually make different choices, even when the respective value of the item or service remains the same.

The danger of free: there is a certain inherent danger in trumpeting free things. Having something for free will attract more people. But that will most certainly include a fair share of "bargain hunters" who aren't likely to turn into the superstar customers that really grow your business. Remember that something you get for free has no value by definition.

Use free only when it makes sense, and only in the right context. Emphasizing the "freeness" of your free guides, courses, information, support, etc., can go a long way in attracting attention.

6 Most Powerful Advertising Words

3. Guarantee – as stated before, purchases are emotional, not logical. The word “guarantee” helps get over the “objections” to the product or service. One of the most important things you can do as a copywriter is make your prospects believe—beyond a doubt—that they’re going to get incredible results. Strong guarantees are almost sure to create more sales than refunds, so offering them makes sense (as long as your product is as good as it’s supposed to be) so go ahead and offer a guarantee.

4. New — human nature always wants the latest and greatest (just look at the iPhone & iPad). The word “new” conveys youthfulness, excitement, energy, vision, and daring. This one almost seems paradoxical. According to neuroimaging research, we respond more favorably to recognized brands, and can have a hefty amount of disdain for any drastic changes. (Remember New Coke? Oh, the horror ...)

On the other hand, it’s long been known that novelty plays an incredibly important role in activating our brain’s reward center and in keeping us content with our products. “Newness” is important to products, especially because research has shown that they age far more quickly than “experiential” purchases. Meaning you’ll hate your new headphones in two years, but that concert you went to five years ago is full of fond memories.

How can you achieve balance against these two contradictory sides of the same word? The important things to consider here are which parts of your business generate trust, and which parts generate utility. It’s your brand that creates trust, and as the saying goes, if it ain’t broke, don’t fix it.

Your core brand elements like your unique selling proposition, your dazzling customer service and your quality offering in the marketplace should be approached with excessive caution if things are going well.

With your products, it’s far easier to excite customers with new features and polish. Even if things don’t work out perfectly, a majority of customers will appreciate innovation attempts over no progression at all (unless you pull a Digg v4 and ruin everything in one fell swoop).

New fixes to old problems, new features and improvements, a fresh new design, or even new ways of getting your message out there (Red Bull anyone?) are all essential for keeping your customers “on their toes,” without losing the trust that has cemented you as an awesome brand in their mind.

6 Most Powerful Advertising Words

5. Because – People need a reason to do something, so give them one! Do “this” because...! A well-known principle of human behavior says that when we ask someone to do us a favor we will be more successful if we provide a reason. People simply like to have reasons for what they do.

6. Instantly — Everyone wants it yesterday. You have to figure out how to give them something NOW!. The subject of delayed gratification is an important one among neuroscientists, as many famous studies (such as the Stanford marshmallow experiment) showcase how being able to delay rewards to a later date is a skill needed to become successful.

Several MRI studies have shown just how fired up our mid-brain gets when we envision instant rewards, and how it's our frontal cortex that's activated when it comes to waiting for something (that's a no-no for sales).

Words like “instant,” “immediately,” or even “fast” are triggers for flipping the switch on that mid-brain activity. If you are in the business of selling web-based software, you already have an advantage here: “instant access” isn't a vague promise, it's often the reality. For those in the physical products or services business, reminding customers that they will receive their product quickly (or someone will get in touch with them ASAP) can go a long way in being the gentle push they need to buy.

We've seen how even “tightwad customers” can be swayed with these subtle changes in language to insinuate fast pain removal. It's a reliable tactic for converting more prospects into customers as long as you follow the one golden rule ...”Always deliver on your promises.”

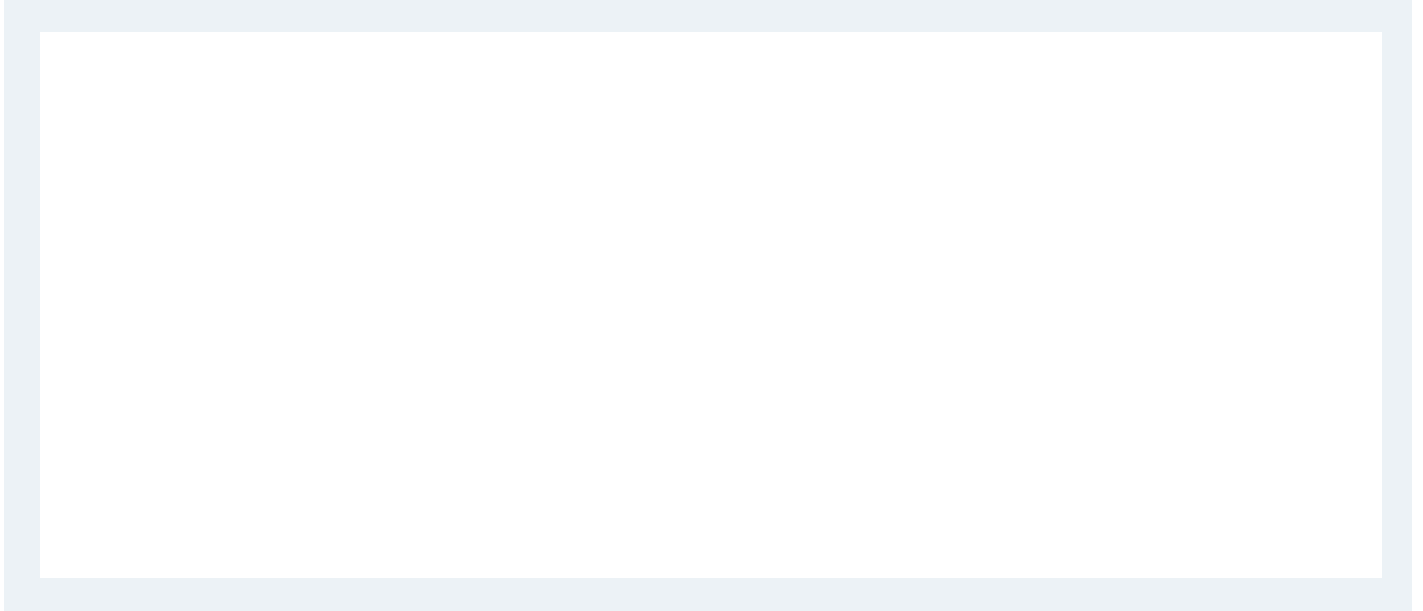
This is an area where many business get too optimistic, and although it's smart to emphasize these instant rewards, it's also always a good idea to under-promise and *over-deliver*, so be sure you can actually follow through on your promises or you may end up with a “tribe” that hates your guts.

Why Message is Important

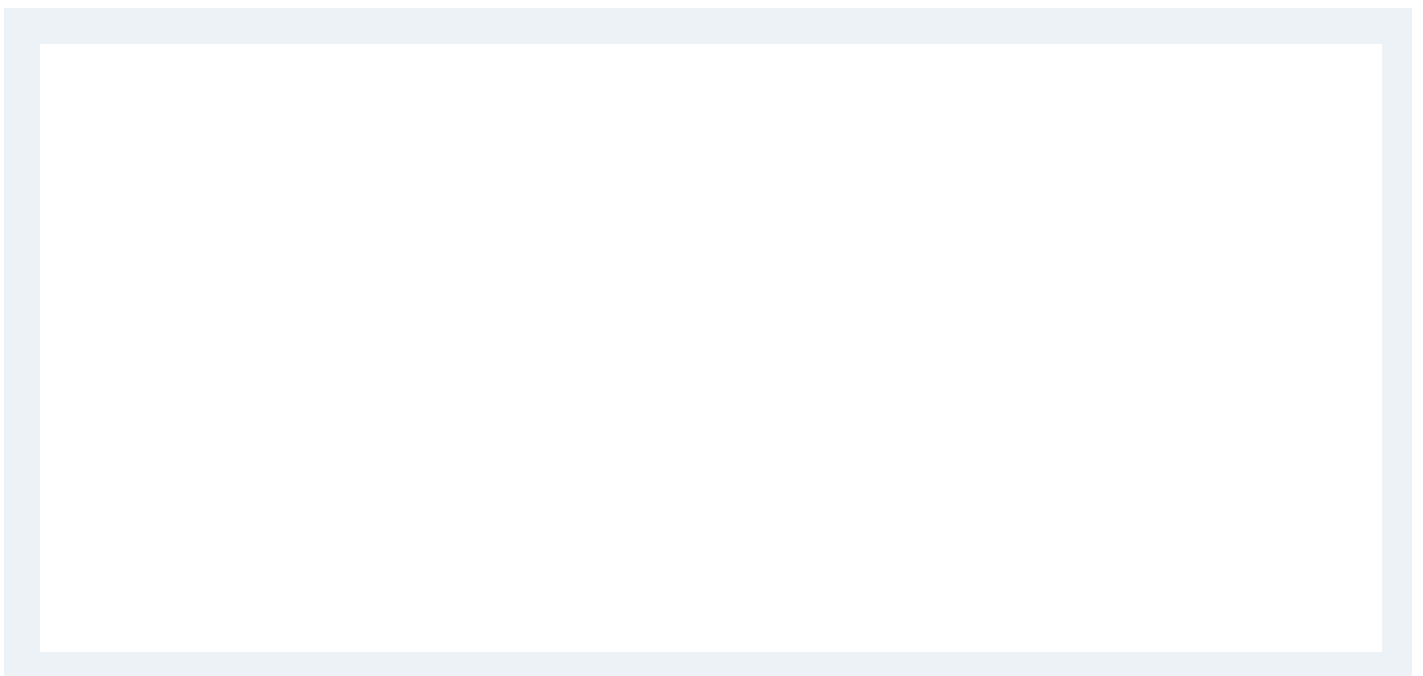


Using Your New Power Words

Write three sentences beginning with the word “You” or “Your” to explain three different reasons why a customer will love your product:

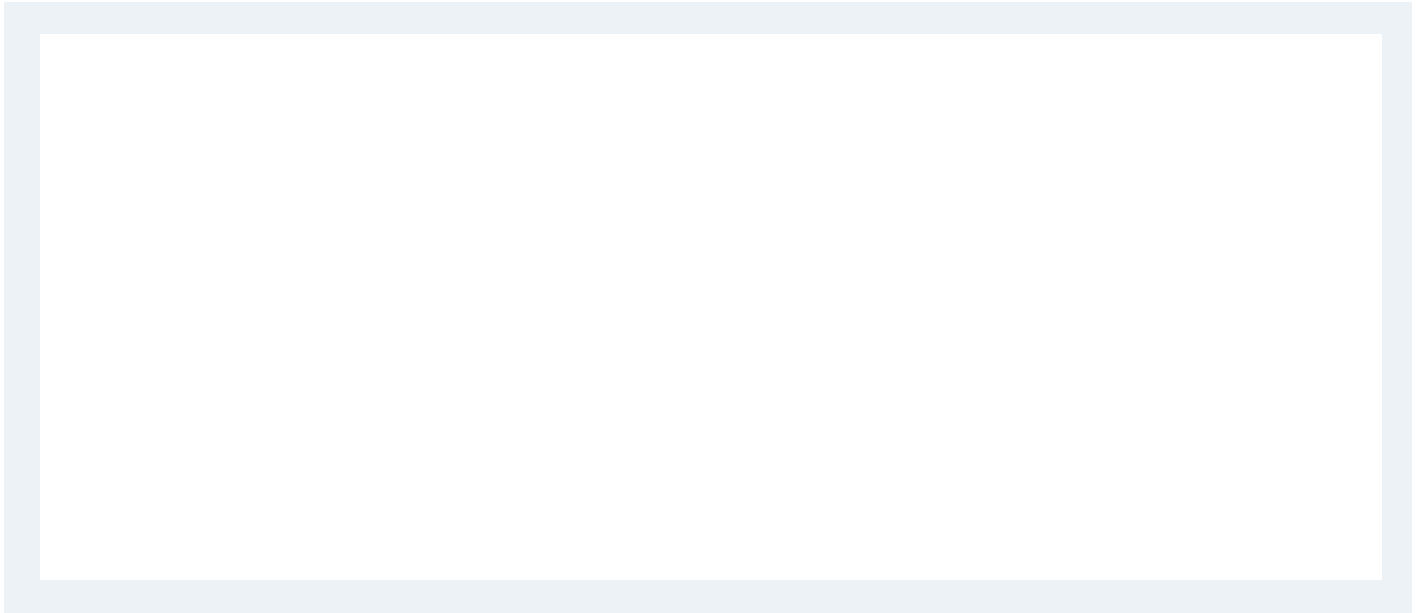


Use the word “Free” three different ways to promote something about your product:

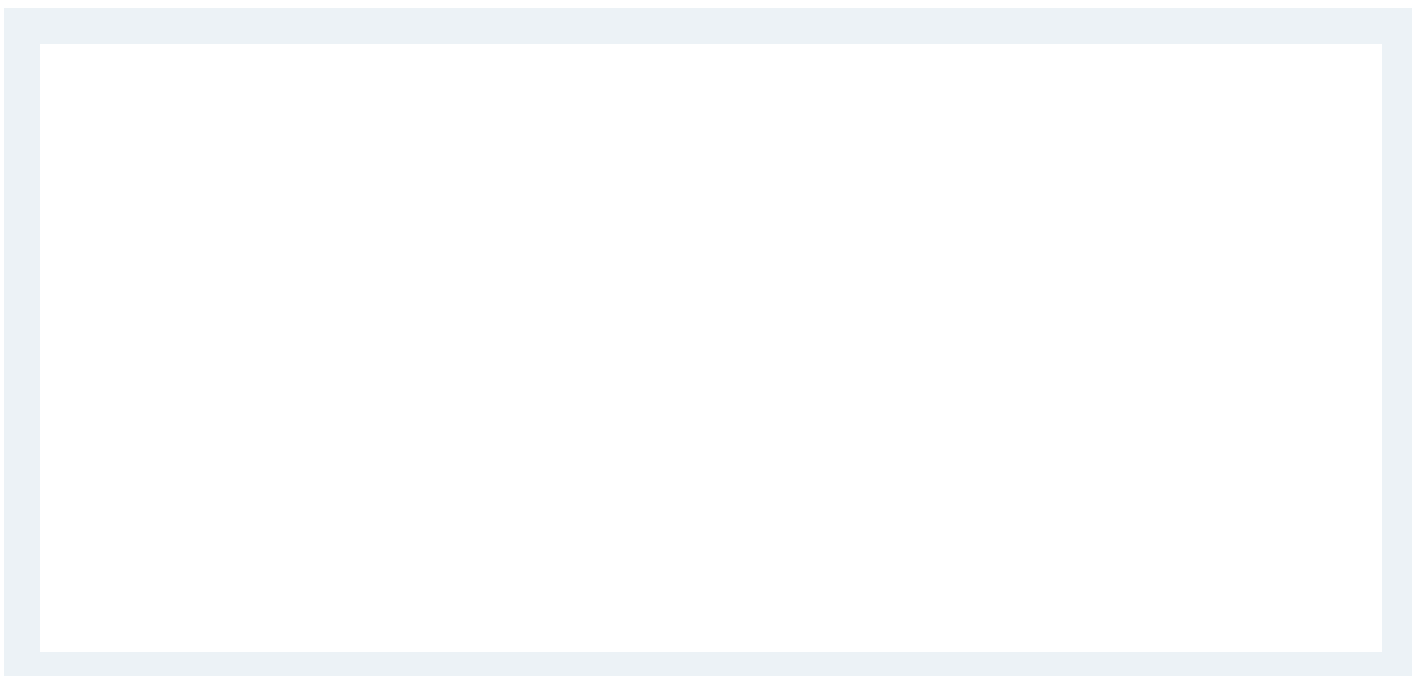


Using Your New Power Words

List as many different things as possible that you are willing to guarantee regarding your product, services, company, or the customer's satisfaction:

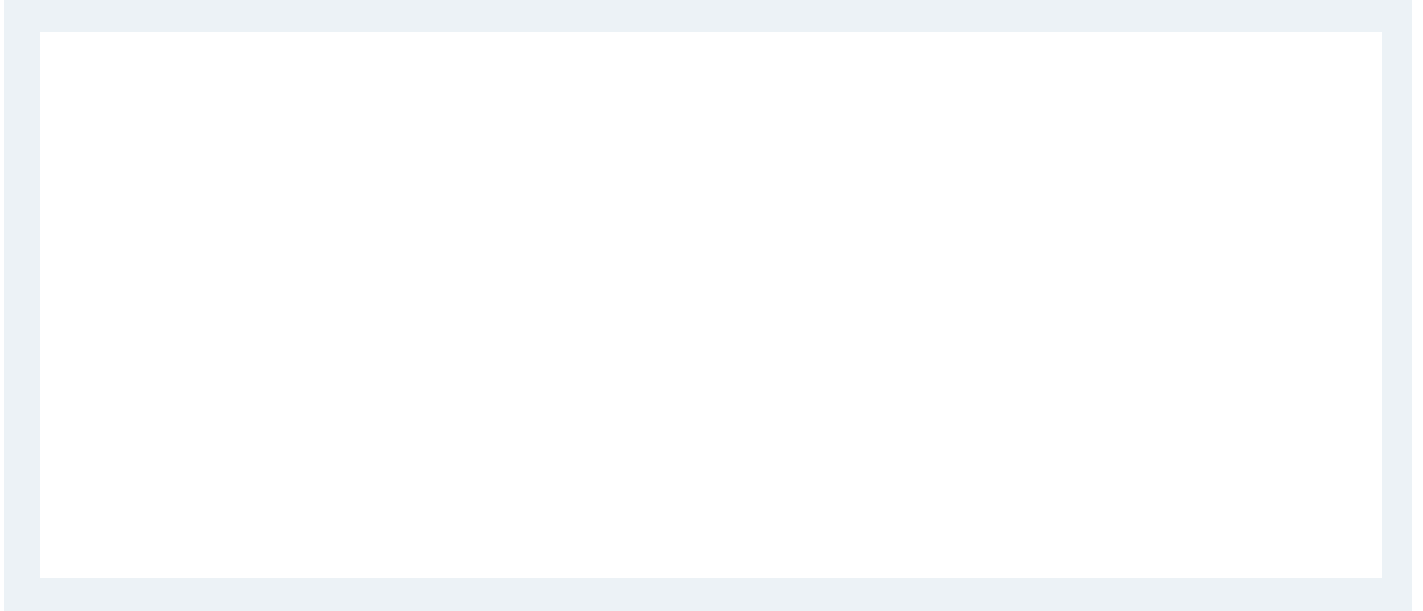


List as many different things as possible that are new about your product, service, or company:

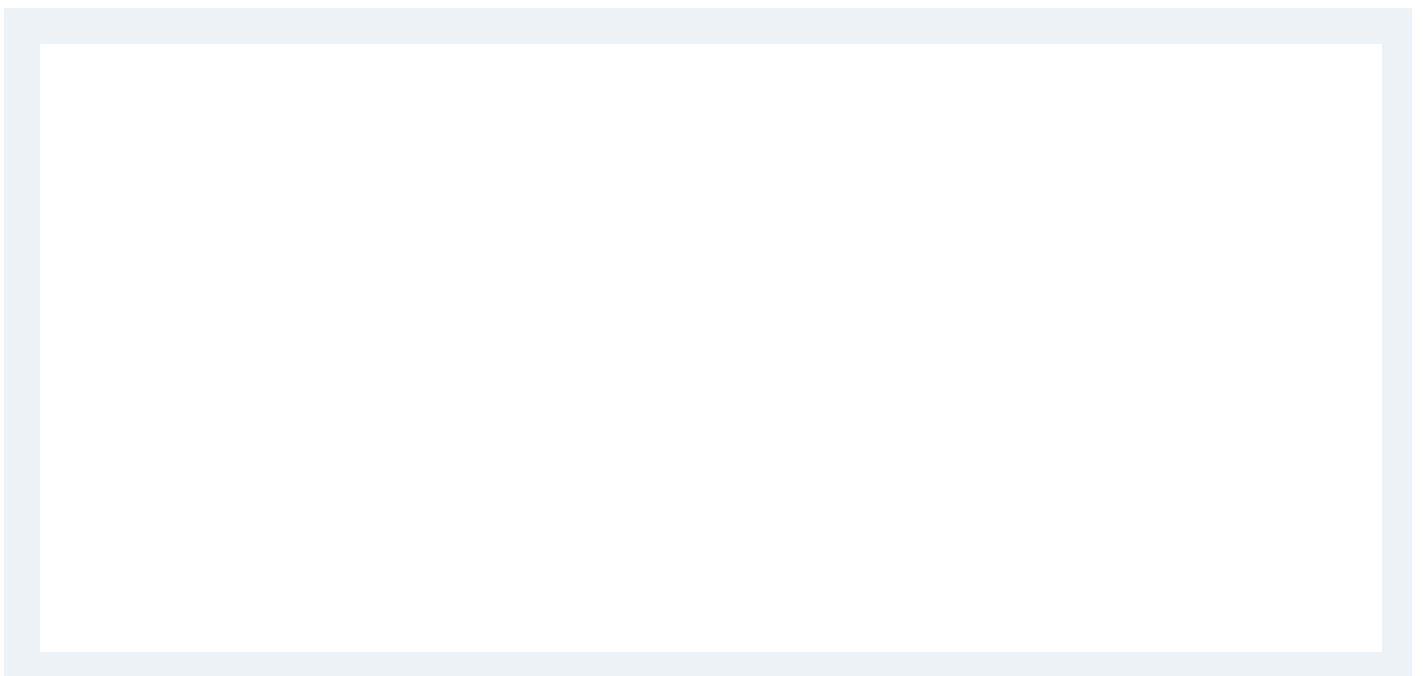


Using Your New Power Words

Use the word “Instantly” three different ways to promote something about your product or company:



Use the word “Because” three different ways to promote something about your product or company:



How People Read Print Ads

1. Headline
2. Call box and offer
3. Photos and captions
4. Body copy

People read from upper left to the lower right... in a diagonal fashion, so make sure your most important information is at the top.

Notes:

Step #4: Creating the Sales Letter

- **Headline** (an attention grabbing, driven message)
- **Who are you?** (create a human element to your sales letter...make people understand you're just like them)
- **Why should someone trust you?** (credibility and experience)
- **Who cares?** (testimonials)
- **Big promise** (what awesome benefit will they receive from buying your service or product)
- **Drama** (the before and after)
- **Guarantees** (pay only if you're pleased, money back when you get your first deal)
- **Offer** (can't just be "buy now"... but give the why to buy now, like a freebie)
- **Deadline** (time is of the essence)

How People Read Sales Letters

1. **Envelope:** Make sure this has a headline teaser.
2. **Headline:** Include the benefits of the offer.
3. **Subheads:** These go throughout the letter and signal logical breaks. They also make a long sales letter easier and more enjoyable to read.
4. **Personalization:** If you can use their name, do it! It does wonders to the friendliness and conversion of the letter.
5. **Type Changes:** Bolding words, changing colors and fonts, underlining, using italics, all draw attention to the words you want to stand out. They should be benefits and strong action words.
6. **Bulleted Lists:** Put product specs, freebies, and benefits into bulleted lists. Make it easy to read and attract the reader's attention.
7. **Call to Action:** After all that, don't go soft and write a sagging close! This isn't the time or the place for a "hey, call me if you're interested" close. Direct them to get out their credit card and order your product and service NOW!
8. **P.S.:** Restate the offer and the call to action. Never introduce new information here.

Writing the Headline

"If you can come up with a good headline, you are almost sure to have a good ad. But even the greatest writer can't save an ad with a poor headline."

- John Caples

Your first impression means EVERYTHING! You must appeal to their self-interest—"what's in it for me?" Describe news about your service—has it been upgraded or changed. Keep it upbeat and positive—people are more likely to read something that will help them... not depress them. Suggest the quick and easy in your headline.



Headline Examples

Self-interest: “Make \$150 an Hour Starting Today”

News: “Announcing the Brand New Way to Beat the IRS at Their Own Game”

Positive: “Retire and Grow Rich”

Quick and easy: “Reduce Your House Payment with One Single Phone Call”

Headline and Buzz Phrase Samples...

- FAST Financing Available
- No Down Payment Needed
- All Credit Accepted – Yes Even You!
- Call About Our 3 Steps To Funding Program
- Fast Funding for Real Estate
- Asset Lender has Funds for Real Estate
- Need Funding for Real Estate?
- Money for Real Estate HERE
- Must Place Millions of \$\$\$ Now!

Tips for Writing a Headline

- Emphasize the believability (give specifics like statistics to support it)
- Make the same “WOW” (big promise with backing)
- Add your company name for branding purposes
- Don't be clever (trying to be funny or using a pun will most likely backfire... so just don't do it!)
- Headlines are teasers...don't let the whole cat out of the bag

Notes:

Step #5: Creating the Sales Email

- Get to the point and stick to the point. Don't confuse the reader with multiple messages.
- Customize the message to include the person's name:
 - Include a call to action
 - For more information
 - To sign up for an event
 - Go to this website
 - Buy something
- Watch your stats. Monitor:
 - The opens
 - The clicks
 - The bounces
 - The unsubscribes
 - The complaints

How to Write the Magic Subject Line

- **Be a student:** What makes YOU read an email, an article, or a blog. Watch what others are doing and S&D what works!
- **Test, Test, Test** (watch the trends, see what works, change your approach)
- **Support** the "from" line
- **List key info first** - people read from left to right, so don't leave your important stuff to the far right (not a political statement!)
- **Open rates don't always measure subject-line success** - don't fall into the dumps if it doesn't work... it may work later!
- **Personalize**—Put their first name
- **Urgency** drives action
- **Avoid** the spam filters
- **Lead**, but don't mislead
- **Write and test** early and often
- **Review** subject-line performance over your last several campaigns or newsletters
- **Continue** the conversation



Content Tip! Be a Giver!

- Definitions = Wikipedia
- Content = Google search and YouTube
- Fast = Give credit to others (link back)
- Value = Consistency (value is earned)
- Secret = Use # steps or top 10's
- Secret = Divide and conquer (leverage)

Notes:

Writing Your Copy

Now that you have learned a few tricks to writing copy it is time to put your skills to work. In the proceeding text boxes write one Craigslist ad and one email. This email will become part of your auto responder that we set up in a later lesson.

Remember who your Avatar is when you write and write it to them.

Start with your subject line and then move on to the copy. If needed, pick one of the opens below to get yours started!

55 of the Most Powerful Opening Lines Imaginable

1. **Imagine...**
2. **This letter has one simple purpose.**
3. **Will you do me a favor?**
4. **Frankly, I'm puzzled...**
5. **Try this simple experiment to prove to yourself that...**
6. **Could you use an extra \$500 a week? How about \$1,000?**
7. **Yes, it is true...**
8. **I'm writing to you because I heard about your company through the grapevine.**
9. **Are you paying too much for _____? Here is how to find out...**
10. **I recently made a whopping \$ _____ by following some simple, yet powerful, concepts I'm about to share with you.**
11. **I thought I would have heard back from you by now.**
12. **If you are concerned about _____ then this letter is for you!**
13. **No doubt about it, when you choose to buy a _____, you made a smart decision.**
14. **You are among a very small group of _____ invited to use the Gift Certificate I've enclosed.**
15. **I am writing with valuable information about...**
16. **What is "business as usual?"**
17. **Anyone who tries to sell you a system to get rich quick _____ is not to be trusted.**
18. **Let's face it, no one cares more about your money than you do.**
19. **Please accept this invitation to...**
20. **Because you are a _____ customer, you can advantage of _____...**
21. **Now you can enjoy...**
22. **You spoke. We listened. Now I can't wait to tell you the good news!**

23. Did you ever think that you could...
24. Congratulations!
25. You are invited to...
26. It is astonishing.
27. Nobody knows better than you how much easier life is with _____!
28. I sure hope you want to make a ton of money!
29. You have been specially selected to _____.
30. Let me give it to you straight.
31. How to _____ in 30 days!
32. What if...
33. Isn't it nice to know [STROKING, FLATTERING RECIPIENT]?
34. Today I found out that you. . .
35. You want it. We have it.
36. In the time it took you to open this envelope. . .
37. I couldn't wait!
38. Do me a favor (I need a favor from you).
39. Get ready!
40. Time has passed since... (It's been a while since...)
41. We've all been waiting (striving) for this.
42. Who are we?
43. This gets my highest recommendation.
44. Do you have an exit plan for...
45. How long can you afford to go without a paycheck?
46. _____ recommended we talk.
47. What would it mean to you if your business was able to achieve _____?
48. I have an idea to address _____.
49. I've long been a fan of...
50. I recently came across this _____ and thought you'd find it valuable...
51. _____ is right around the corner, will you be prepared?
52. I've been following _____, and I'm curious to learn a bit more about _____
53. I don't know how you feel about _____, but to me it's...
54. I help companies like yours solve _____ by...
55. Is _____ a priority for you right now?"

Craigslist Ad 1:

Subject:

Email 1: Auto Email After Landing Page Submission

Subject:



Generating Leads: Rule of 54

Rule of 54

- 25 Marketing pieces each week to investors
- 25 Calls made each week to investors
- 2 Networking events, REI meetings, or seminars attended
- 2 Full loan packets submitted each week

Notes:

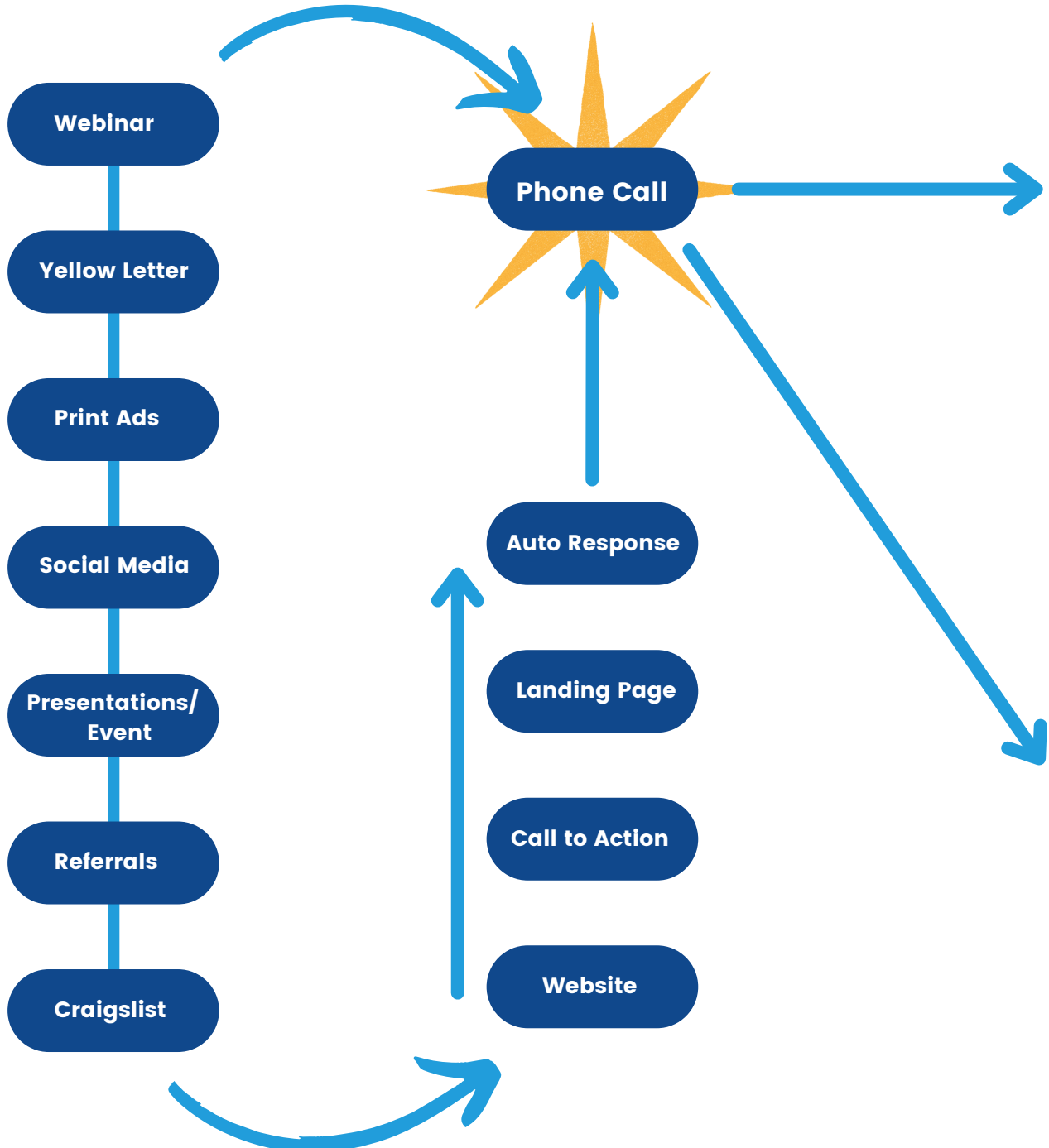
Notes:

First contact goals:

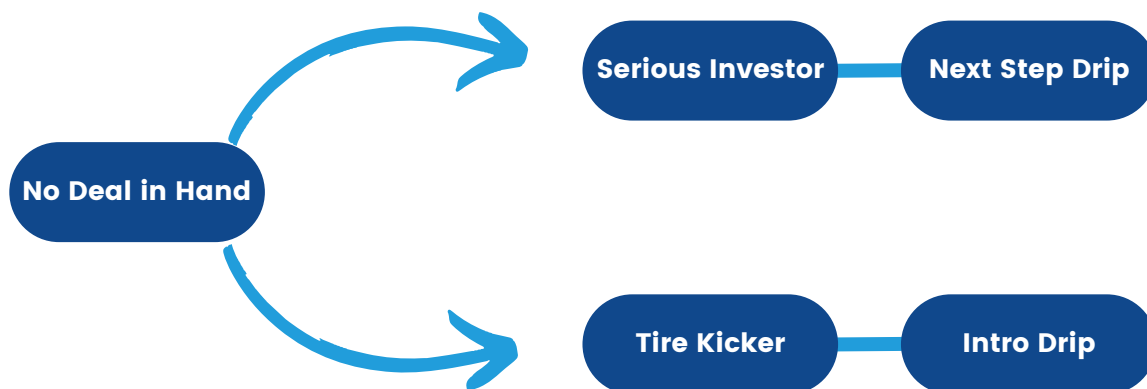
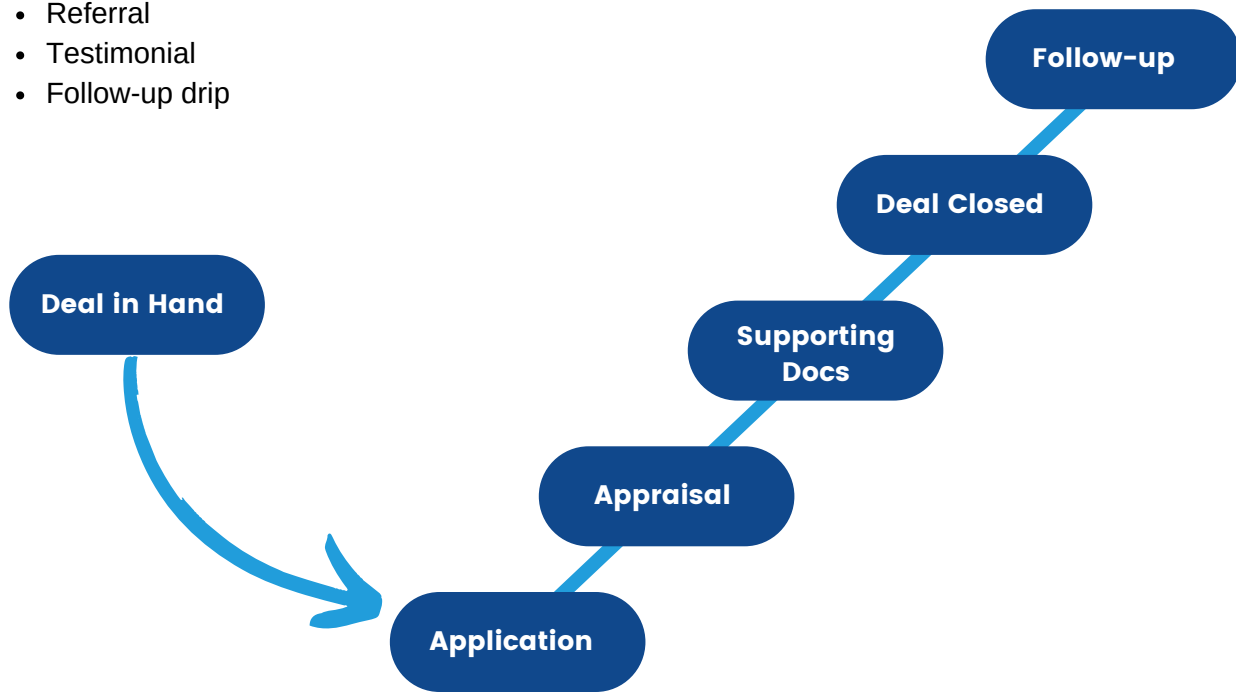
- Email address
- Phone number

Second contact goals:

- Vet the deal
- Do they have a P&S agreement?



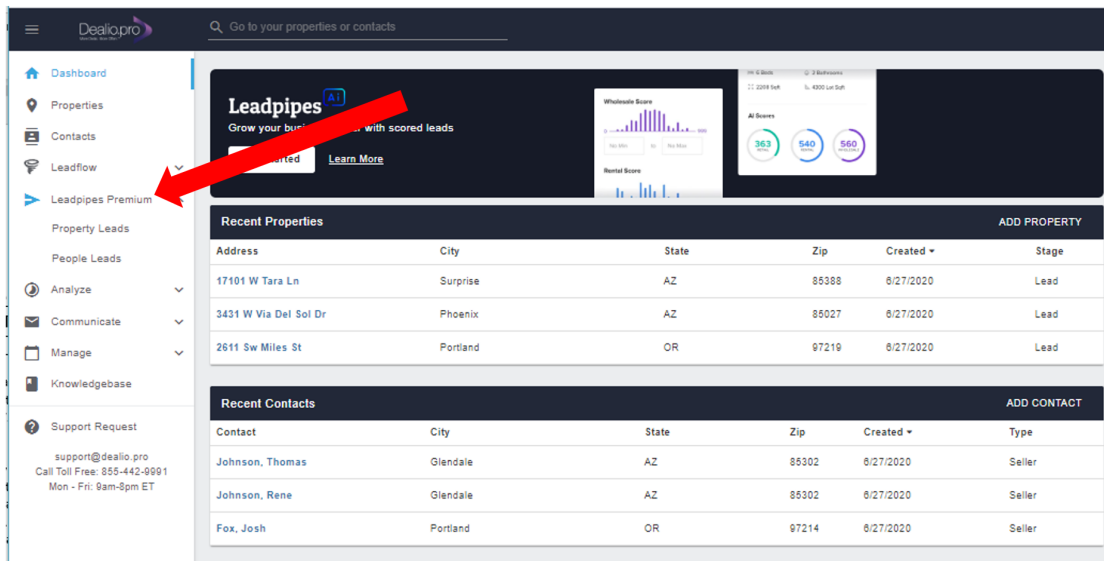
- Referral
- Testimonial
- Follow-up drip



Dealio.Pro

Options in Dealio:

Dealio.Pro will allow you to pull and market to multiple lists based either on the type of property you are looking for or the type of person you are seeking. All marketing lists in Dealio begin in the same place, under the **Leadpipes** tab on the left-hand side of your Dealio home page.



From here you can choose **Property Leads** or **People Leads**.

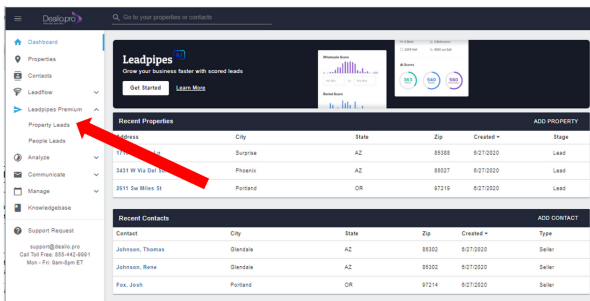
Below you will find step-by-step instructions on how to pull our basic real estate investor starter list. This is our go-to list that everyone should be working starting out. It has proven results if you follow the process and are consistent in your marketing. This is the non-owner-occupied, high-equity list.

Step by Step Pulling a List:

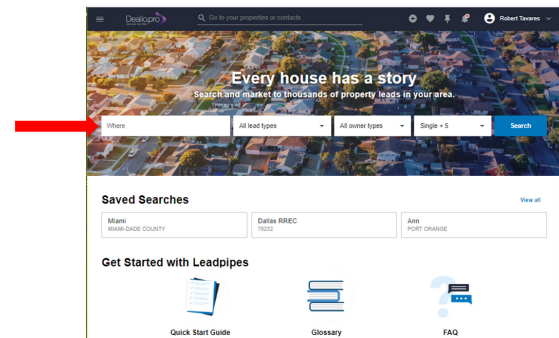
Our basic assumption in pulling the non-owner-occupied list is that the property is a rental. This makes the owner a landlord/investor. Keep this in mind as you pursue these leads. It should influence how you talk to the owners and how you market to them. Remember, that in marketing you always seek to have a good message to market match.

You want to try to tailor your message to an investor mindset.

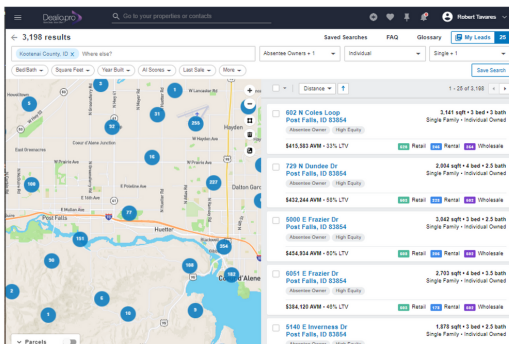
- Log into your Dealio.Pro account using your favorite browser.
- Click on the **Leadpipes** tab on the left-hand side and then click on the **Property Leads** tab.
- Follow the prompts in each of the search boxes to impute your search criteria.



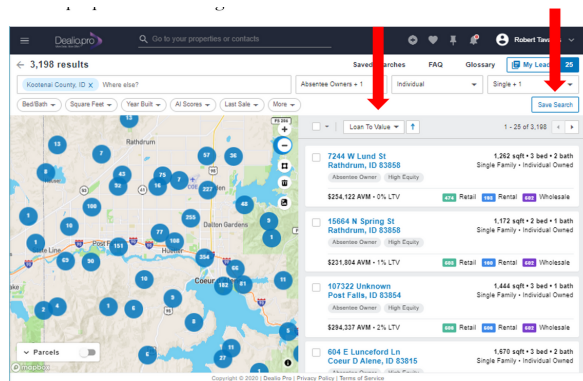
- In the **Where** box include the county name you want to invest in.
- In the **All Lead Types** box select **Absentee Owner** and **High Equity**.
- In the **All Owner Types** box select **Individual**.
- In the **Other** box select **Single**. (You may include others if you want to pursue these property types.)
- Now click the **Search Button**.



- You should now see a screen with a map of properties along with a list of the properties.
- At this point review the list to make sure it is what you want. You can always go back and adjust your criteria if you need to.
- Directly above the list of properties you will see a sort option. Sort by **Loan To Value** so that the largest equity properties are on top (0% LTV). Start working these leads first.

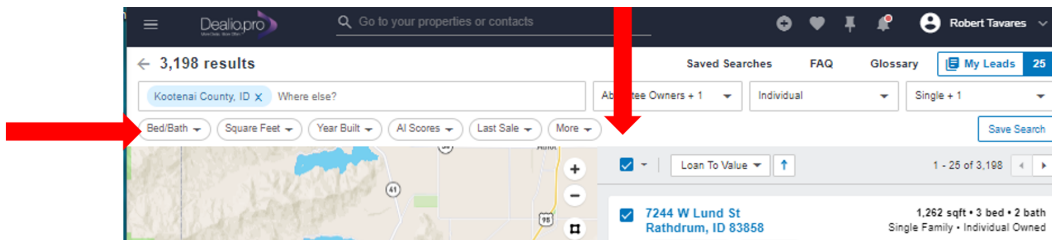


- Save this list by clicking the **Save Search** button above the list of properties on the right side.
- Make sure you name this search something you can remember.
- Now it is time to send some mail!

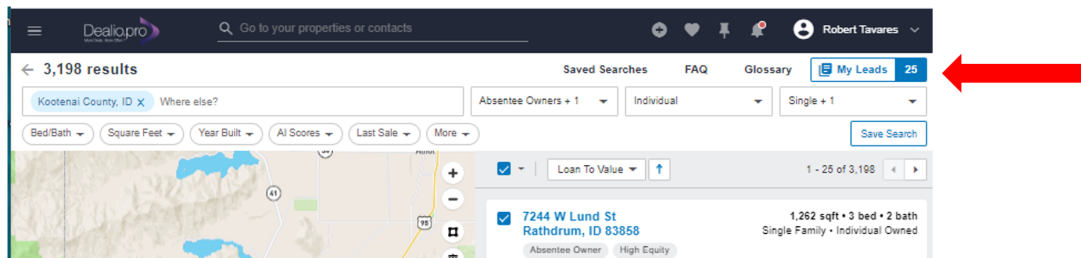


Step by Step Pulling a List:

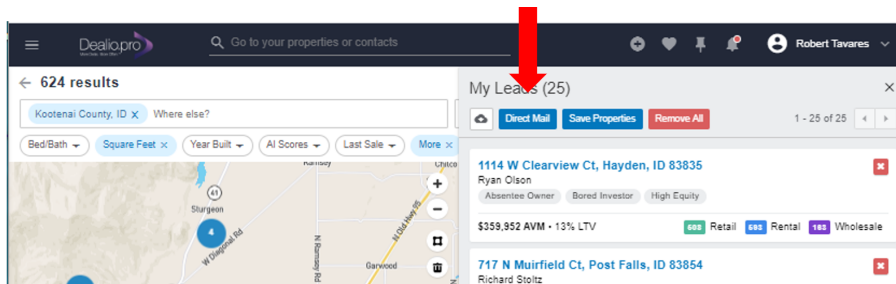
- Make adjustments to search criteria as needed by clicking on the buttons above the map.
- Click the box at the top left-hand corner of the lead list to select the first 25 leads.



- Note that the **My Leads** box will show how many leads you have selected and will be working with as we move forward.

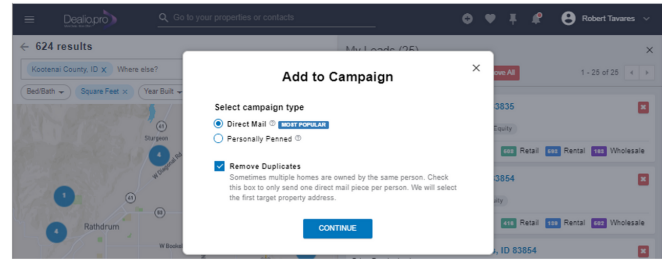


- Click on the **My Leads** box and then select **Direct Mail**.

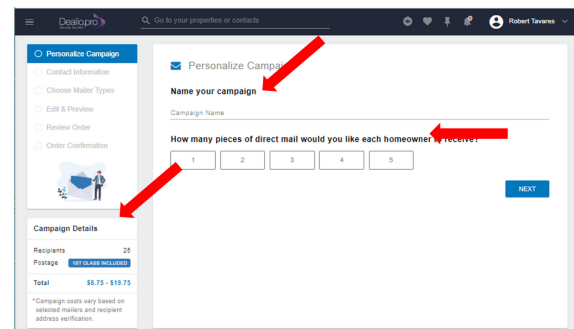


Step by Step Pulling a List:

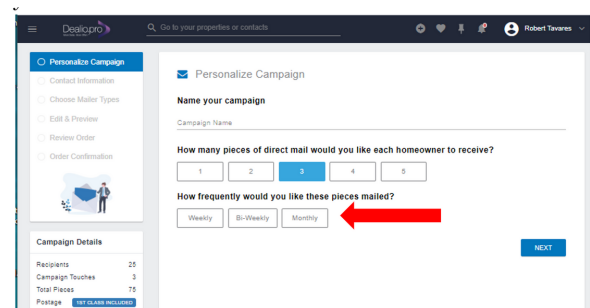
- The next screen will default to **Direct Mail**. Leave the default setting at this time.
- Select **Continue**.



- Name this campaign on the **Campaign Name** line.
- Indicate the number of pieces of mail you want to send to EACH property owner – 1 - 5 pieces.
- Watch the counter in the lower left corner that indicates your current campaign including costs.
- Select **Next**.

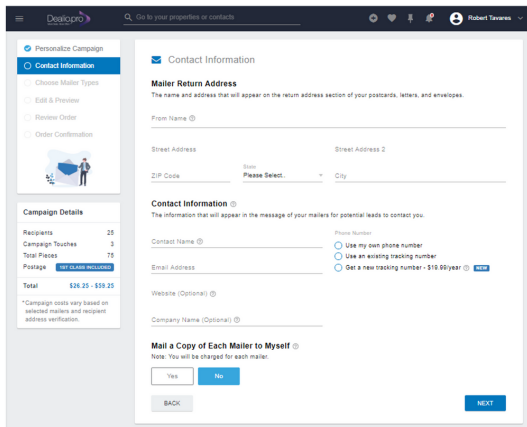


- Select the frequency you want the mail to go out – weekly, bi-weekly, or monthly.

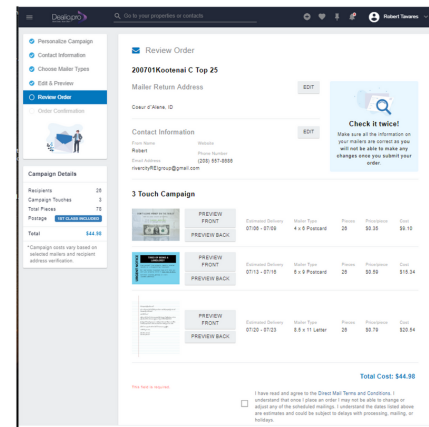


Step by Step Pulling a List:

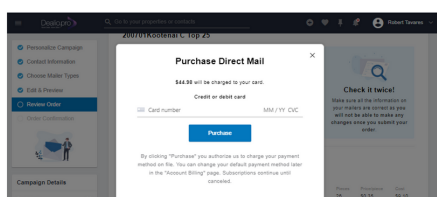
- Fill out the contact information you want to be printed on each mailer going out. Follow the prompts on the page.
- When completed, click **Next**.



- Follow the prompts to select who your target audience is. In this case **Absentee Owners**.
- When completed, click **Next**.
- Now follow the prompts to select the options you want to use for each of the mailers.
- Review each of your choices, adjust as desired, then click **Finish & Review Order**.



- Make sure you verify the cost of your order at this point in the lower left corner.
- After reviewing the **Review Order** page and checking it twice, click the **I Agree** box at the bottom of the page to place.
- If you do not have a credit card stored in your Dealio.Pro account, you will be asked to enter a card at this time.
- Once you enter your card information, click **Purchase**.



- **Congratulations! You have now completed your direct mail campaign to 25 owners of non-owner-occupied property in your farm area.**
- **These instructions have been for a basic campaign to get you started. Now that you have done it once, spend some time in Deal.Pro exploring your options. Pull different lists, get creative with your mailers by customizing them, harness the full power of Dealio.Pro!**



**GENERATING LEADS –
THE MESSAGE, TECHNOLOGY
& SOCIAL MEDIA
(CRAIGSLIST & LINKEDIN)**



GENERATING LEADS – THE MESSAGE, TECHNOLOGY & SOCIAL MEDIA

Generating Leads:

The Message, Technology & Social Media – Craigslist & LinkedIn

Marketing & Sales

Marketing should be nothing less than “salesmanship in print.” It should do the same job that a top salesperson would do face to face:

1. Advertising only in media that reaches a sufficiently large number of the kind of people you’re trying to reach
2. Focusing the entire thrust of your communication on your prospect’s interests, not your own
3. Giving your prospects enough information and education
4. Offering them something appealing that’ll get them to respond now

Word-of-Mouth Marketing

This is the most powerful, persuasive marketing weapon available to any business.

Networking

Most people you meet have hundreds of contacts, which means that virtually anyone you might want to contact or meet is only four to five people away from you.

Broker Back Office

Follow along as we take
you on a live tour!

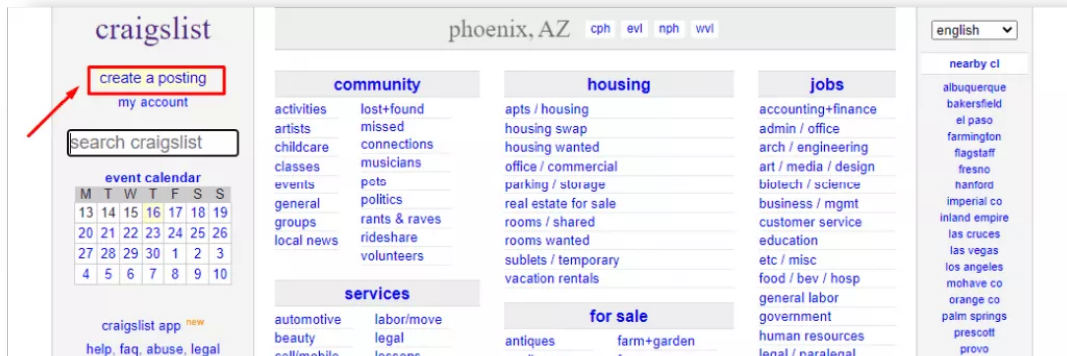
Go to: leearnoldsystem.com/member

Notes:

Generating Leads: Craigslist

Posting ads on Craigslist is a quick, free-to low-cost marketing and should be a part of a good broker's toolkit. Craigslist is the 7th highest internet traffic site in the U.S., getting a lot of eyes on your business, particularly if you post at the right times. Sunday and Monday are the best days and Fridays the least effective. On weekdays, post at 10am and 5pm; on weekends, post in the mornings.

To start, navigate to craigslist.org and verify you are in the city you wish to advertise. Click **create a posting**. Create a Craigslist account if you do not currently have one.



Select the category **services offered**, then continue to the subcategory **financial services**.

please limit each posting to a single area and category, once per 48 hours

what type of posting is this: (see [prohibited](#) list before posting.)

- job offered
- gig offered (I'm hiring for a short-term, small or odd job)
- resume / job wanted
- housing offered
- housing wanted
- for sale by owner
- for sale by dealer
- wanted by owner
- wanted by dealer
- service offered
- community
- event / class

please choose a category:

- automotive services (\$5 per post)
- beauty services (\$5 per post)
- cell phone / mobile services (\$5 per post)
- computer services (\$5 per post)
- creative services (\$5 per post)
- cycle services (\$5 per post)
- event services (\$5 per post)
- farm & garden services (\$5 per post)
- financial services (\$5 per post)

Generating Leads: Craigslist

When you are directed to the posting page, add your title, body text, and any details. Make your message catchy, but also clear and concise with no errors, and include all pertinent information for your potential customers to reach you. Add your contact and location info. Click **continue** to add images, preview your posting, and publish.

Please be certain your ad is legal, local, and conforms with our Terms of Use [\[?\]](#)

No URLs, links, or web addresses in your text or image please.

posting title city or neighborhood postal code

description

unlicensed licensed

licensure information

contact info

email

phone/text

show my phone number phone calls OK text/sms OK

phone number extension

contact name

email privacy options [\[?\]](#)

CL mail relay (recommended)

show my real email address

no replies to this email

location info

offered in person

offered virtually

show address

street cross street city

ok for others to contact you about other services, products or commercial interests

Notes:

Generating Leads: Craigslist

Another option is to select the category for **housing offered**, then continue to the subcategory **real estate - by owner**.

please limit each posting to a single area and category, one

what type of posting is this: (see [prohibited](#) list before po

- job offered
- gig offered (I'm hiring for a short-term, small or odd job)
- resume / job wanted
- housing offered
- housing wanted
- for sale by owner
- for sale by dealer
- wanted by owner
- wanted by dealer
- service offered
- community
- event / class

please choose a category: (see [prohibited](#) list b

- rooms & shares
- apartments / housing for rent
(no shares, roommates, or sublets please!)
- housing swap
- office & commercial
(\$5 per post)
- parking & storage
- real estate - by broker
- real estate - by owner
- sublets & temporary
- vacation rentals

In the **posting title**, choose something eye-catching like "Investor Special!" Add the details of your target neighborhood, Add a description such as "Do you have your eye on a fixer-upper that looks like this? Do you need capital for purchase or rehab? Give me a call; I have all the money you need." To complete the listing, add the required information (in green), your contact info with your preferred privacy options, your map location, a photo of an ugly house *from that neighborhood* (houses look different regionally!), and click **publish**.

posting title Investor Special!	city or neighborhood 	postal code
description Do you have your eye on a fixer-upper that looks like this? Do you need capital for purchase or rehab? Give me a call; I have all the money you need.		

Generating Leads: LinkedIn



What is LinkedIn? It is an online tool that allows you to:

Stay Connected

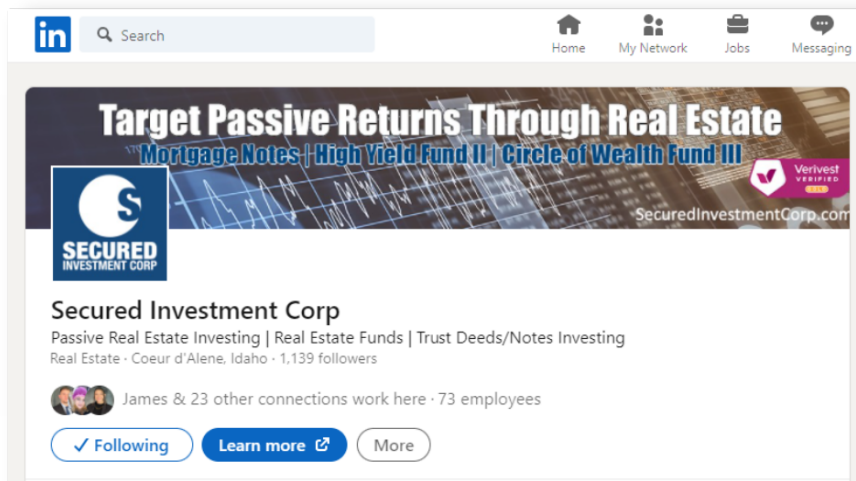
- Professional Profile
- Expand your network
- Join groups

Power Your Career

- New business
- Opportunities
- Qualified leads

Get Answers

- Ask industry experts
- Share advice
- Share ideas



Build relationships that drive results!

For businesses, relationships matter more than ever.

Why? Because people tune out irrelevant or promotional messages to focus on useful, engaging content.

Companies that inform and engage aren't just selling-- they're building relationships.

LinkedIn helps marketers forge relationships with the world's largest professional community. Members are almost 50% more likely to buy from a company they engage with on LinkedIn. A whopping 80% of LinkedIn members want to connect with companies because those connections provide them with opportunities to enhance their professional decision making.

Social media leaders employ a five-step model for establishing relationships with customers and prospects.

Apply this five-step model to your social media strategy on LinkedIn:

1. Establish your presence
2. Attract followers
3. Engage followers
4. Amplify through the network
5. Analyze and refine



PRESENTATION & CLOSING

Presentation & Closing

What Will We Learn?

- What you need to know to make the sale
- Why you need to train your clients
- Tips for closing the sale

Industry Knowledge You Should Know

- Learn real estate industry terms
- Recognize a variety of real estate industry abbreviations
- Know the laws governing brokering for your state

Process Knowledge You Should Know

- Develop a working knowledge of the forms & loan documents that you will be using.
- Know the “players” involved and what their role are.
 1. Borrower
 2. Broker
 3. Lender
 4. Servicer
- Be familiar enough with the Underwriting Guidelines to be able to explain them to your clients.

Product Knowledge You Should Know

For all lenders you expect to work with, you should know the following:

- What loan programs are available and what are the parameters of each
 - Check this often because loan programs tend to adjust regularly based on market conditions, competition, and company default rates. Also, lenders will add new programs as market conditions allow.
- What docs will each of your lenders expect from your borrower?
- What does the lender expect from the broker?
- Will the lender cap your broker fee? What is the cap?

Do your research. Know the products you represent so you talk with you clients.

Train Your Clients

1. How to treat *you*

- Be the professional.
- You define when and where.
- Train them to respond to you and not you to *them*.

2. About the Private Money Broker industry

- Your job is to help them borrow money
- The money comes from investors that expect a strong return
- This is short term money – you must have an exit strategy!

3. What is needed to complete the loan process

- Fewer hoops to jump through than a bank but paperwork still must get done!

4. What product is best for them – basic loan, ARV, etc.

- You are selling money! Know your products.
- Tell the borrower what options they have.

5. How they can make money working with you!

- You must sell the deal. Show the borrower why the deal makes sense. How do they still make money even with your fee and the cost of the private money?

Notes:

Why Trust COGO Capital?

- COGO Capital provides logic-based lending to investors looking for funding on non-owner-occupied residential and commercial investment deals.
- All COGO Capital loans are evaluated with logic- and asset-based standards, as opposed to the conventional standards utilized by banks and other institutions.
- That means that even if you don't meet the stringent requirements and guidelines of banks and more traditional lenders, you can still quickly and confidently make offers on real estate deals.



Obstacles You May Encounter

- What are your rates and terms? – “Where do I need to be to earn your business?”
- Wow! Those rates are kind of high! – “Put this in perspective. Remember this is a short-term interest only loan. If you are at 12% per annum then you only pay 1% a month over the life of the loan. It pays to pay off your loan as quick as you can! Savvy investors would rather pay that and make the profit than not pay it and not be able to fund the deal.”
- Can you fund nationwide? – “Yes, I am a broker. I work with several different companies.”
- Do you buy notes or tapes? – “No.”
- Can you provide up to 100% financing? – “I have products available that can provide up to 100% financing.”
- Are you the direct lender or are you a broker? “I work with direct lenders.”
- Do you lend to individuals? - “I lend to individuals who have business entities. My investors lend business-to-business.”
- Can you lend outside of the U.S.? - “Currently all properties must be in the US.”
- Do you lend on rehab? - “Yes, if your deal requires it.”
- Can you lend on multiple properties? - “Yes, up to 5 per loan.”
- Do you lend on commercial deals? - “Yes.”

“Real Clients” vs “Tire Kickers”

- Real clients will tell you what they want and when they want it.
- Tire kickers will tell you they are shopping around for lenders and aren't currently making offers on properties.
- Focus on the lowest hanging fruit, deals that will close within the next 30 days, not the next six months.

Closing the Sale

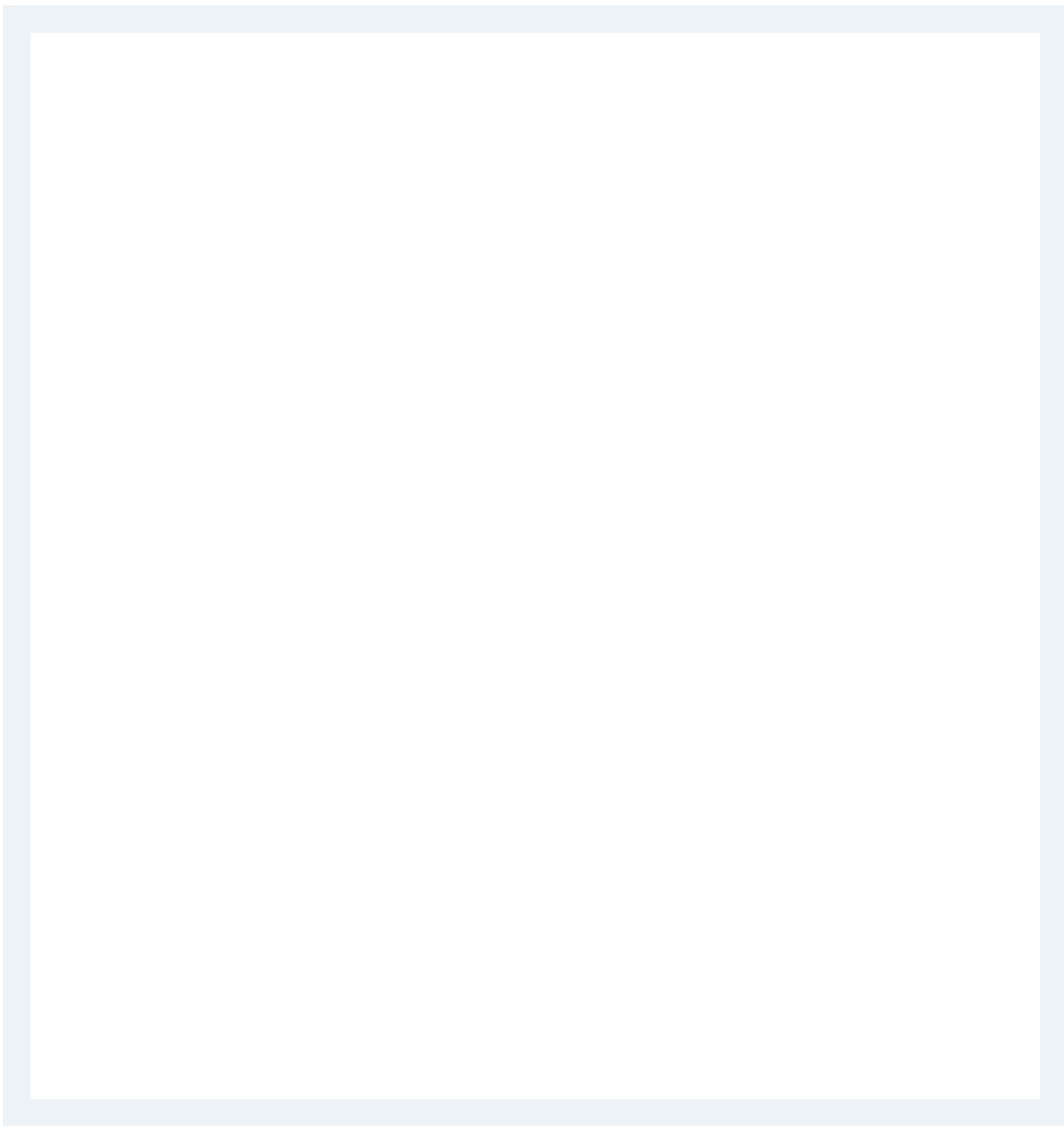
- If you have shown your client how to make money with you, then closing the sale should not be difficult.
- If you have not done a good job of clarifying their profitability and the value you bring, then all they will see are the fees!
- Assume the sale – let the client know that as soon as the initial paperwork is signed, you will begin working on their file.
- Get the Commission Fee Agreement signed

Summary

- Listen to your clients!
- People buy from salespeople who are CONFIDENT in what they are talking about! EDUCATE yourself before educating others. In other words, *know what you are talking about.*

Notes:

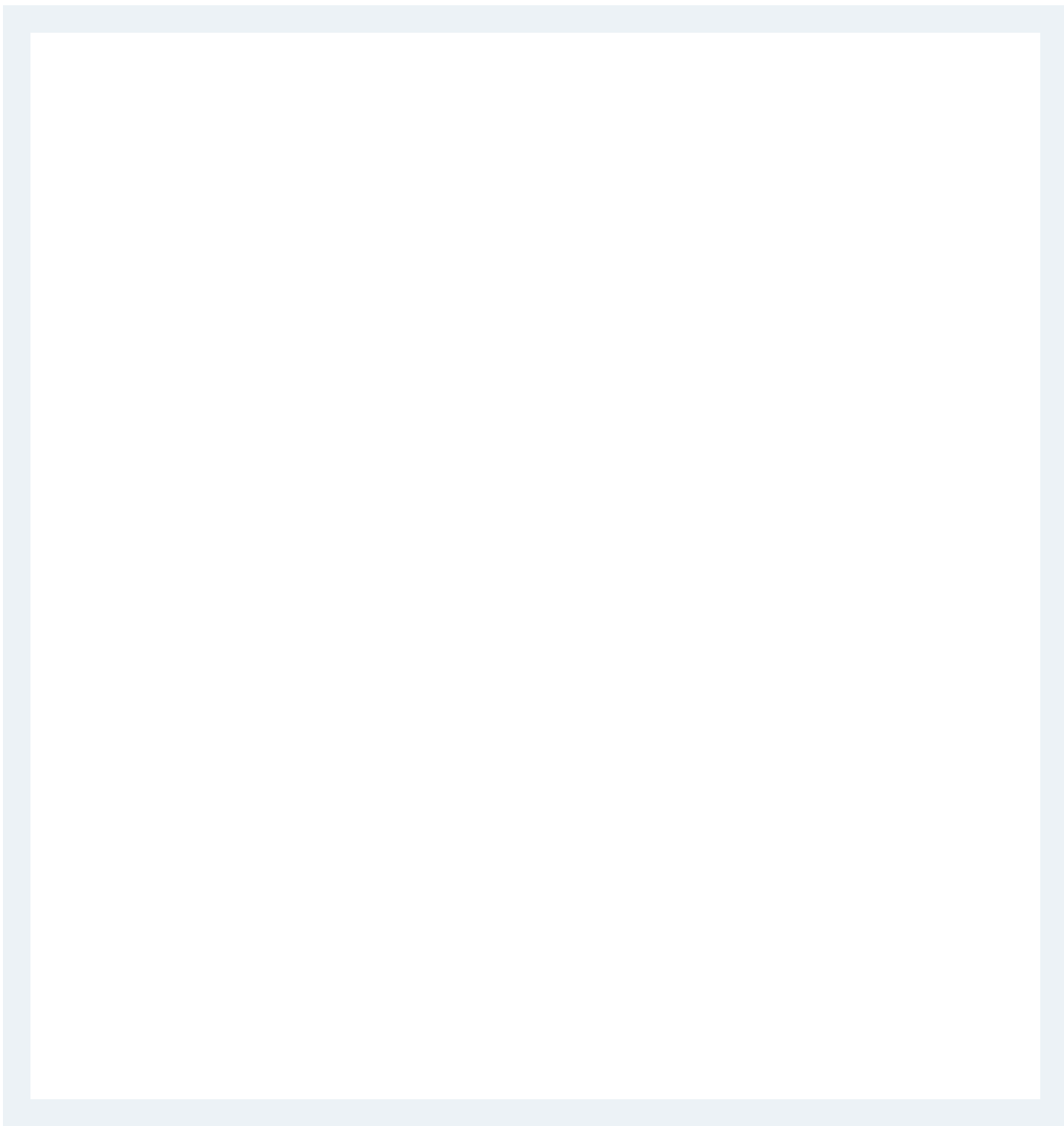
Notes:



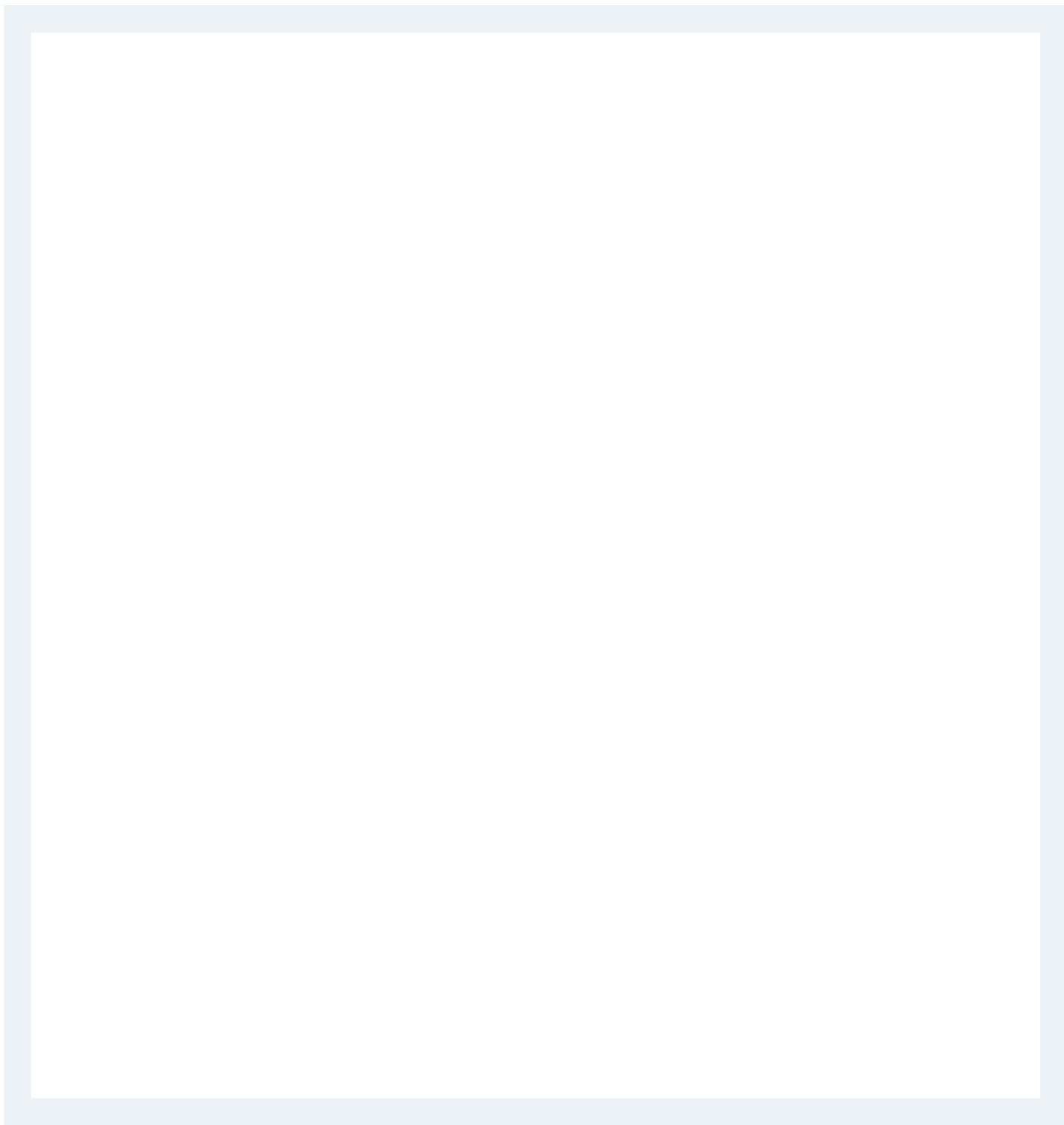


DOCUMENT PREPARATION

Notes:



Notes:

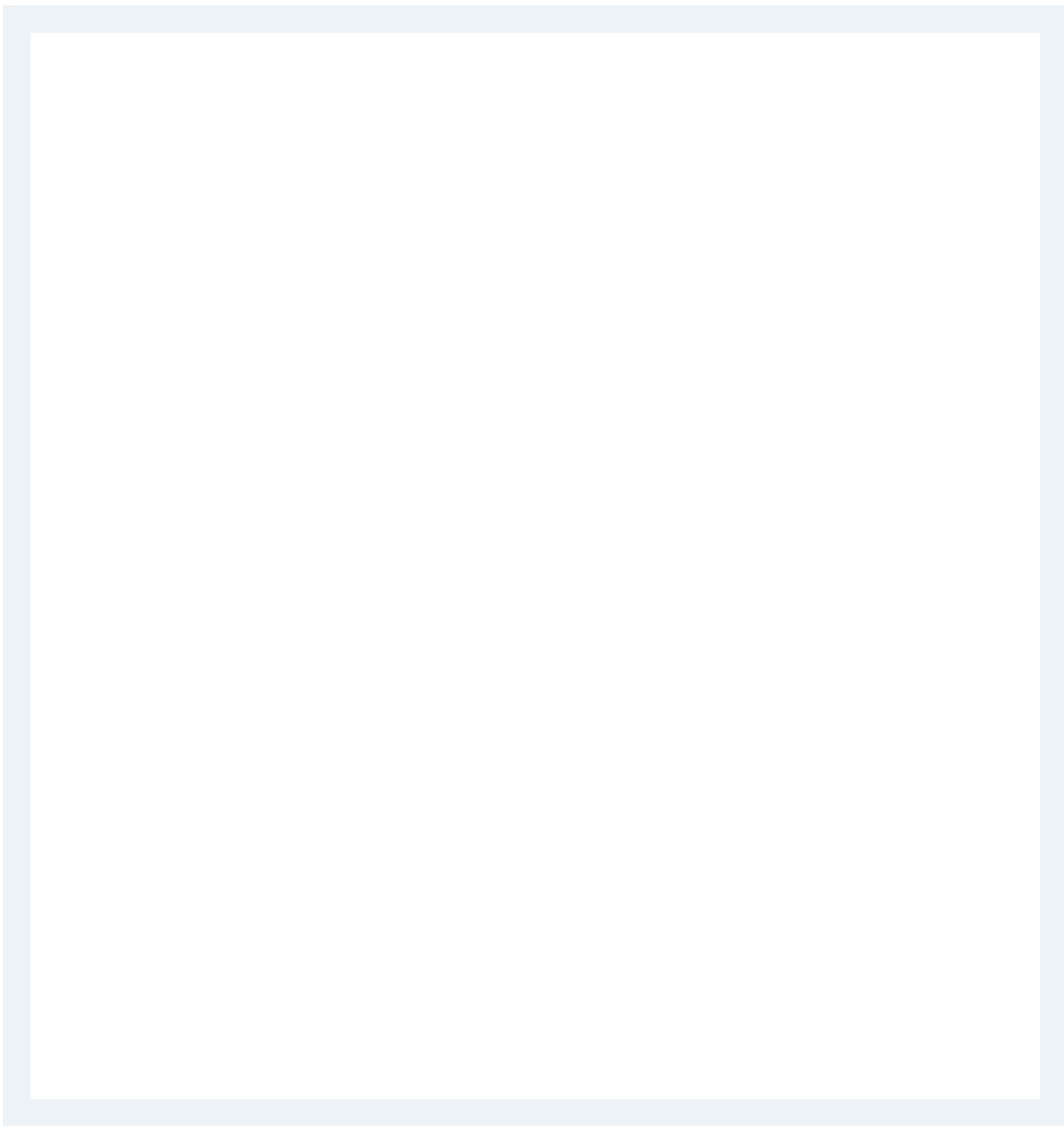


THE *Lee Arnold* SYSTEM



MEET THE UNDERWRITER

Notes:





MEET THE UNDERWRITER

Notes:

Property Dashboard

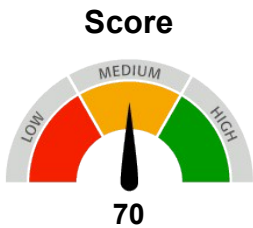
1518 E BROAD AVE SPOKANE, WA 99207

Flip Possibility: NO

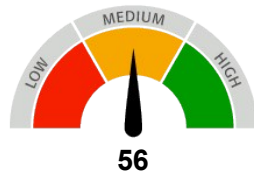


Subject Info	Est. Value: \$137,500	Bed/Bath: 2 / 1	GLA: 779	Lot Size: 5150 sqft/ 0.12 acres
Subject History	Currently Listed: NO	Listed w/in 12 Mo: NO	Sales Transactions: 12	
Area Sales	Sales Found: 30	Avg. Distance: 0.282	Avg. Sale Price: \$233,840	Avg. \$/SF: \$249
Recent Area Sales	High Sale Price: \$360,000	Low Sale Price: \$68,000	High \$/SF: \$341	Low \$/SF: \$106
Listings	Avg. List Price:	Avg DOM:	Open Listings:	Closed Listings:
Zip Code	Median Price: \$255,000	Price Trend: 17.7%	Foreclosure Count: 7	

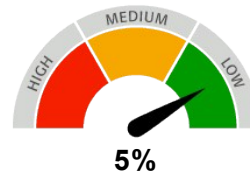
Housing Homogeneity



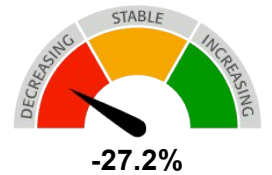
Conformity Score



Foreclosure Impact



Inventory Trend



Trailing 3 Month Median Price - Zip



Trailing 3 Month Count - Zip



Subject Info

LOCATION

Address: 1518 E BROAD AVE SPOKANE, WA 99207

Data Type: Blended

County: SPOKANE

Tract/Block/Lot: / 28 / 3

Neighborhood Name: Whitman		Section/Township/Range: 33 / 26N / 43E			
Subdivision Name:		Parcel ID: 36333.4002			
Community Name: SPOKANE		Census Tract: 3.00			
Map Reference: 12I		NCD ID: 53852704			
Legal Description: LIDGERWOOD PK 2 L3 B28					
OWNERSHIP AND ASSESSMENTS					
Owner: ARLENE NELSON		Public Record Last Updated: 1/22/2022			
Owner Spouse:		Assessor Roll Year: 2021			
Second Owner:		Property Tax Amount: \$1,821			
Seller: SWARTZ DEV LLC		Homeowner Exemption Requested: YES			
Estimated Value: \$137,500		Distressed Estimated Value: \$94,362			
ASSESSMENT VALUES					
<i>INFORMATION DERIVED FROM THE LOCAL PUBLIC RECORD FOR THIS PROPERTY. NOT ALL PUBLIC RECORD OFFICES PROVIDE ALL VALUES OR COMPUTE THE VALUES IN A SIMILAR MANNER.</i>					
Assessment Values	Land	Improvements	Total		
Assessed	\$35,000	\$117,600	\$152,600		
Market	\$35,000	\$117,600	\$152,600		
Appraised					
PROPERTY DESCRIPTION					
Year Built: 1949	Stories: 1	Total Rooms: 5	Age of Appraisal (yrs): 3		
Year Built Effective: 2004	NCD GLA (sqft): 779	Bedrooms: 2	Source: Appraisal-Full		
Land Use: Single Family Residence	Assessor GLA (sqft): 772	Total Bathrooms: 1	Construction Quality: Q4		
Manufactured House: No	Fuel: Natural Gas	Baths Full/Half: 1 / 0	Improvement Condition: C4		
Attached/Detached: Detached	Fireplace: 1	Roof: Comp/Asphalt Shingle	Parking Covered/Off-Street: 2 / 0		
Pool/Spa: None	Style: Ranch	Cooling: None	Basement (sqft): 764		
Other Improvements: Patio Slab / Fence / Deck	HOA Dues:	Heating: Forced Air	Basement % Finished: 75		
Comments: STOOP					
SITE					
Lot Size: 5150 sqft/ 0.12 acres	Assessor Lot Size: 5150 sqft/ 0.12 acres	Flood Zone: X	Zoning:		
Lot Dimensions: 50 X 103	Property Rights: Fee Simple	Flood Map: 53063C0535D			
Site Influence: NRResidential View	No of Units in Proj: 0	Flood Map Date: 7/6/2010			
Utilities: Elec:Public / Gas:Public / Water:Public / Sanitary Sewer:Public	Unit Floor: 0	Flood Hazard Area: NO			
Common Amenities:					
PRIOR SALE INFORMATION					
<i>DETAILS OF THE MOST RECENT SALE.</i>					
Date	Price	Sale Type	Doc #	Deed Type	Description
8/19/2021		Actual			
6/24/2019	\$199,900	Closed	6816208	Deed	REFINANCE
First Mort. Amt: \$173,159		Loan Type: V		Lender: VETERANS UNITED HM LNS VE	

Subject History								
#	Recording Date	Recording Price	Owner	Seller	Recording Doc No.	Deed Type	Description	Flip Possibility
1	11/16/2021	\$0	ARLENE NELSON		7150220	Trust Deed/Mortgage	REFINANCE	NO
2	8/10/2020	\$0	ARLENE NELSON		6954031	Trust Deed/Mortgage	REFINANCE	NO
3	6/24/2019	\$199,900	ARLENE NELSON	SWARTZ DEV LLC	6816208	Deed	RESALE	YES
4	2/27/2019	\$92,597	SWARTZ DEV LLC	SECURED INV HIGH YIELD FUND II	6784786	Deed	CONST LOAN(INST?)	NO
5	2/5/2019	\$75,601	SECURED INV HIGH YIELD FUND II	QUALITY LOAN SERVICE CORP	6780137	Foreclosure	RESALE	NO
6	9/14/2018	\$0	NICHOLAS MEIER		6744004	Notice of Default		NO
7	1/18/2017	\$120,000	NICHOLAS MEIER	ELIZABETH OBENLAND	6572040	Deed	RESALE	NO

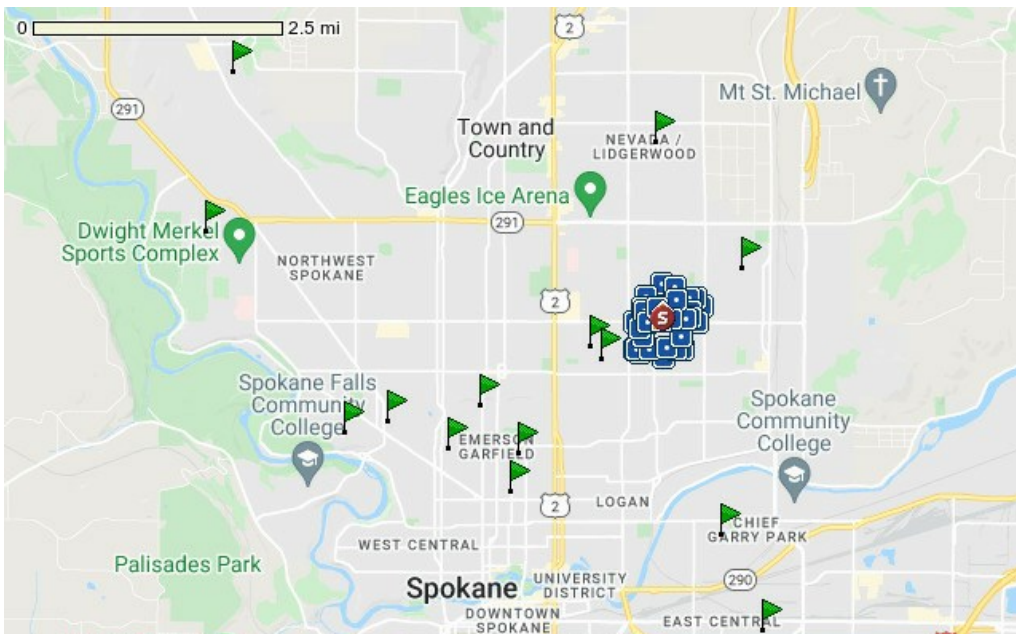
#	Recording Date	Recording Price	Owner	Seller	Recording Doc No.	Deed Type	Description	Flip Possibility
8	11/14/2012	\$0	ELIZABETH OBENLAND		6148208	Trust Deed/Mortgage	REFINANCE	NO
9	6/25/2007	\$105,000	ELIZABETH OBENLAND	JAMES GIES	5553731	Deed	RESALE	NO
10	6/25/2007	\$0	ELIZABETH OBENLAND	STEVEN OBENLAND	5553730	Quit Claim	NOMINAL(FAM)	NO
11	3/31/2003	\$0	JAMES GIES		4868742	Trust Deed/Mortgage	REFINANCE	NO
12	5/25/1989	\$29,950	J GIES		6523	Deed	RESALE	NO

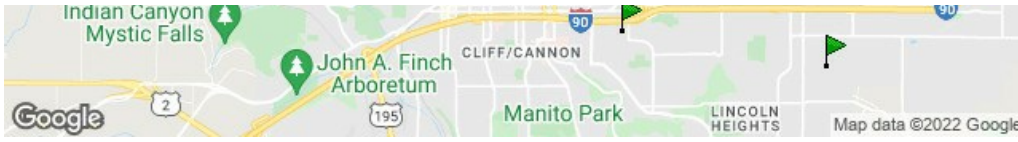
SUBJECT LISTING HISTORY NOT AVAILABLE.

SCHOOL INFORMATION

Miles	Name	Type	Grade	Enrollment	District	Student/Teacher Ratio
0.14	Rogers High School	High School	09-12	1514	Spokane School District	16:1
0.4	Whitman Elementary	Primary	PK-06	556	Spokane School District	13:1
0.81	Longfellow Elementary	Primary	PK-06	492	Spokane School District	13:1
0.81	Alternative Northeast Community Center Preschool	Other/Mixed Grades	PK-PK	22	Spokane School District	22:1
0.83	Spokane International Academy	Primary	KG-08	501	Spokane International Academy	16:1
0.84	Garry Middle School	Middle	07-08	600	Spokane School District	16:1
0.86	On Track Academy	High School	07-12	314	Spokane School District	12:1
0.96	Spokane Area Professional-Technical Skills Center	High School	09-12	0	Spokane School District	0:1
1.04	Gonzaga Preparatory School	Secondary	09-12	875	Private	13:1
2.1	St Aloysius Catholic School	Elementary	PK-08	430	Private	19:1
2.12	St Aloysius Catholic School	Elementary	PK-08	433	Private	19:1
2.3	SCCP Images	High School	12-12	65	Spokane School District	11:1
2.32	Shadle Park High School	High School	09-12	1218	Spokane School District	19:1
2.33	A-3 Multiagency Adolescent Prog	High School	06-12	25	Spokane School District	6:1
2.56	Enlightium Academy	Other/Mixed Grades	PK-12	1685	Private	63:1
2.68	Spokane Public Montessori	Primary	PK-08	473	Spokane School District	20:1
2.74	Glover Middle School	Middle	07-08	509	Spokane School District	14:1
2.98	St Michael's Academy	Other/Mixed Grades	KG-12	136	Private	10:1
3.11	Salk Middle School	Middle	06-08	732	Spokane School District	19:1
3.24	Spokane Regional Health District	Other/Mixed Grades	PK-PK	311	Spokane School District	
4.47	Highland Middle School	Middle	06-08	0	Mead School District	

Property Location Map (Subject & Area Sales*)





* All properties displayed have precise geocoding

Sales Activity










AREA SALES REPORT

No. Area Sales found: 30	Average Age: 82	Low Sale Price: \$68,000	High Price Per SqFt: \$341
Average Distance: 0.282 Miles	Average Sale Price: \$233,840	Average Gross Living Area: 965	Low Price Per SqFt: \$106
Maximum Distance: 0.434 Miles	Median Sale Price: \$245,000	Average Price Per SqFt: \$249	
Average Lot Size: 5,649	High Sale Price: \$360,000	Median Price Per SqFt: \$278	

RECENT AREA SALES 30

#	Miles	Address	City/Zip	Sale Date	Sale Price	Built	SqFt	\$/SF	Lot Size	Bed	Bath	DOM	Listed	Comments	Flip
	0.00	1518 E BROAD AVE	SPOKANE, 99207	6/24/2019	\$199,900	1949	779	\$257	5,150	2	1 / 0				
1	0.03	1507 E WELLESLEY AVE	SPOKANE, 99207	8/12/2021	\$225,000	1927	1,248	\$180	5,227	3	2 / 0	62		YES	YES
2	0.05	1518 E WABASH AVE	SPOKANE, 99207	7/6/2021	\$205,000	1953	720	\$285	5,150	3	1 / 0	36		YES	
3	0.09	1627 E WELLESLEY AVE	SPOKANE, 99207	7/9/2021	\$200,000	1914	944	\$212	5,227	2	1 / 0	54		YES	
4	0.10	1417 E WABASH AVE	SPOKANE, 99207	7/16/2021	\$360,000	1945	1,550	\$232	5,997	3	2 / 0	42		YES	YES
5	0.15	1308 E WELLESLEY AVE	SPOKANE, 99207	6/25/2021	\$225,000	1908	1,120	\$201	4,477	3	1 / 0	58		YES	
6	0.19	1218 E WABASH AVE	SPOKANE, 99207	4/5/2021	\$255,000	1953	1,004	\$254	5,150	2	1 / 0				
7	0.22	1207 E WABASH AVE	SPOKANE, 99207	7/22/2021	\$245,000	1907	1,568	\$156	5,950	3	1 / 1	42		YES	
8	0.22	1662 E QUEEN AVE	SPOKANE, 99207	5/27/2021	\$255,000	1945	853	\$299	5,950	2	1 / 0	35		YES	
9	0.23	1739 E WELLESLEY AVE	SPOKANE, 99207	6/25/2021	\$235,000	1943	847	\$277	5,150	3	1 / 0				
10	0.26	1127 E PRINCETON AVE	SPOKANE, 99207	6/11/2021	\$150,000	1950	804	\$187	5,100	2	1 / 0				
11	0.26	1303 E QUEEN AVE	SPOKANE, 99207	7/29/2021	\$241,500	1909	862	\$280	5,663	2	1 / 0	42		YES	
12	0.28	1717 E LONGFELLOW AVE	SPOKANE, 99207	4/23/2021	\$270,000	1949	930	\$290	6,749	2	1 / 0	56		YES	
13	0.28	1104 E WELLESLEY AVE	SPOKANE, 99207	4/30/2021	\$245,000	1939	718	\$341	4,607	3	2 / 0				
14	0.28	1214 E HEROY AVE	SPOKANE, 99207	5/26/2021	\$252,500	1949	800	\$316	5,450	2	1 / 0	37		YES	YES
15	0.29	4711 N NAPA ST	SPOKANE, 99207	7/12/2021	\$110,000	1911	800	\$138	6,350	2	1 / 0				
16	0.30	1818 E WABASH AVE	SPOKANE, 99207	7/23/2021	\$275,000	1953	896	\$307	6,300	5	2 / 0	70		YES	
17	0.31	1608 E RICH AVE	SPOKANE, 99207	4/19/2021	\$260,000	1952	888	\$293	4,998	3	1 / 0	32		YES	
18	0.32	1650 E EVERETT AVE	SPOKANE, 99207	3/24/2021	\$220,100	1952	720	\$306	6,000	2	1 / 0				
19	0.32	5018 N MAGNOLIA ST	SPOKANE, 99207	6/30/2021	\$215,000	1948	744	\$289	6,350	2	2 / 0	40		YES	
20	0.33	1523 E EVERETT AVE	SPOKANE, 99207	5/12/2021	\$245,000	1970	825	\$297	6,000	2	1 / 0	16		YES	
21	0.35	1653 E ROCKWELL AVE	SPOKANE, 99207	7/22/2021	\$250,000	1946	1,120	\$223	5,096	3	1 / 0	47		YES	

RECENT AREA SALES 30

#	Miles	Address	City/Zip	Sale Date	Sale Price	Built	SqFt	\$/SF	Lot Size	Bed	Bath	DOM	Listed	Comments	Flip
22	 0.35	1311 E ROCKWELL AVE	SPOKANE, 99207	7/26/2021	\$275,000	1947	814	\$338	5,100	2	1 / 0	47		YES	
23	 0.35	1934 E WELLESLEY AVE	SPOKANE, 99207	6/24/2021	\$260,000	1906	1,566	\$166	6,352	4	1 / 0	70		YES	
24	 0.38	5023 N MARTIN ST	SPOKANE, 99207	7/8/2021	\$243,000	1930	1,422	\$171	7,500	2	1 / 0	42		YES	
25	 0.39	1723 E ROCKWELL AVE	SPOKANE, 99207	7/22/2021	\$305,000	1956	969	\$315	6,000	3	1 / 0	42		YES	
26	 0.41	4911 N CRESTLINE ST	SPOKANE, 99207	7/22/2021	\$68,000	1908	641	\$106	6,400	2	1 / 0				
27	 0.41	4023 N HELENA ST	SPOKANE, 99207	8/13/2021	\$255,100	1977	1,115	\$229	5,879	2	1 / 0	31		YES	
28	 0.42	1111 E ROCKWELL AVE	SPOKANE, 99207	6/16/2021	\$235,000	1947	720	\$326	5,100	2	1 / 0				
29	 0.43	1103 E ROCKWELL AVE	SPOKANE, 99207	5/21/2021	\$135,000	1947	793	\$170	5,100	2	1 / 0				
30	 0.43	1128 E ROCKWELL AVE	SPOKANE, 99207	8/13/2021	\$300,000	1949	955	\$314	5,100	3	1 / 0	35		YES	


RECENT SALES













Has the subject property sold within 18 months? 6/24/2019, \$199,900 NO

Have any of the homes in the neighborhood sold twice within 18 months? YES

#	Address	City/Zip	Sale Date	Sale Price	Built	SqFt	\$/SF	Lot Size	Bed	Bath
1	1507 E WELLESLEY AVE	SPOKANE, 99207	8/12/2021	\$225,000	1927	1,248	\$180	5,227	3	2 / 0
4	1417 E WABASH AVE	SPOKANE, 99207	7/16/2021	\$360,000	1945	1,550	\$232	5,997	3	2 / 0
14	1214 E HEROY AVE	SPOKANE, 99207	5/26/2021	\$252,500	1949	800	\$316	5,450	2	1 / 0

Listing Information

 **ONLINE** 17

#	Miles	Address	Listing Date	Listing Price	Sale Date	Sale Price	Built	SqFt	Lot	Rooms	Bed	Bath	Assessed	\$/SF
	 0.00	1518 E BROAD AVE SPOKANE, WA 99207			6/24/2019	\$199,900	1949	779	5,150	5	2	1 / 0	\$152,600	\$257
1	 2.26	2322 E SHARP AVE SPOKANE, WA 99202	10/1/2021	\$335,000	4/27/2021	\$320,000	1972	988	7,100	5	5	2 / 0	\$120,400	\$324
2	 2.35	607 W SHANNON AVE SPOKANE, WA 99205	9/23/2021	\$285,000	5/10/2021	\$185,000	1902	1,364	6,000	9	6	2 / 0	\$158,500	\$136
3	 2.98	2417 W EUCLID AVE SPOKANE, WA 99205	10/1/2021	\$284,950	6/17/2021	\$180,000	1938	1,044	6,500	5	2	1 / 1	\$189,200	\$172
4	 3.30	121 S HAVEN ST SPOKANE, WA 99202	10/9/2021	\$229,900	4/12/2021	\$100,000	1912	752	6,400	4	2	1 / 0	\$86,400	\$133
5	 3.43	3103 W CLEVELAND AVE SPOKANE, WA 99205	10/1/2021	\$379,900	6/7/2021	\$255,000	1944	768	5,720	4	2	1 / 0	\$182,100	\$332
6	 4.69	6018 N WINDSOR ST SPOKANE, WA 99208	1/3/2022	\$729,300	6/29/2021	\$85,000	2021	1,869	8,625	6	3	2 / 0	\$77,000	\$45
7	 0.79	537 E WALTON AVE SPOKANE, WA 99207	9/23/2021	\$285,000	7/9/2021	\$260,000	1948	1,166	5,100	6	3	2 / 0	\$157,200	\$223
8	 0.90	2621 E ROWAN AVE SPOKANE, WA 99217	12/2/2021	\$289,900	5/21/2021	\$180,000	1908	1,427	6,250	7	5	1 / 0	\$119,300	\$126
9	 1.73	1407 E HOUGHTON CT SPOKANE, WA 99217	9/14/2021	\$450,000	6/8/2021	\$235,000	1998	1,989	9,806	5	2	2 / 0	\$267,800	\$118
10	 2.03	2517 N STEVENS ST SPOKANE, WA 99205	10/1/2021	\$365,000	4/27/2021	\$265,000	1909	1,821	7,100	7	4	2 / 0	\$175,600	\$146
11	 2.07	1024 W ALICE AVE SPOKANE, WA 99205	2/20/2022	\$280,000	4/22/2021	\$125,000	1907	720	4,780	3	1	1 / 0	\$94,700	\$174

#	Miles	Address	Listing Date	Listing Price	Sale Date	Sale Price	Built	SqFt	Lot	Rooms	Bed	Bath	Assessed	\$/SF
12	3.55	925 E HARTSON AVE SPOKANE, WA 99202	11/24/2021	\$259,900	6/11/2021	\$158,000	1909	1,578	5,400	6	3	1 / 0	\$102,430	\$100
13	4.19	3904 E 11TH AVE SPOKANE, WA 99202	9/23/2021	\$245,000	6/11/2021	\$185,000	1955	1,127	6,750	6	3	1 / 0	\$155,800	\$164
14	4.69	6014 N WINDSOR ST SPOKANE, WA 99208	1/6/2022	\$730,100	6/29/2021	\$85,000	2021	1,845	8,641	6	3	2 / 0	\$77,000	\$46
15	4.98	8611 N JAMES DR SPOKANE, WA 99208	1/14/2022	\$535,000	4/16/2021	\$389,000	2019	1,732	5,872	5	3	2 / 1	\$319,000	\$225
16	0.81	422 E RICH AVE SPOKANE, WA 99207	9/6/2021	\$239,900	5/14/2021	\$192,000	1923	676	5,100	4	2	1 / 0	\$112,500	\$284
17	2.56	1507 W CHELAN AVE SPOKANE, WA 99205	2/25/2022	\$219,900	6/9/2021	\$175,000	1910	576	6,000	4	1	1 / 0	\$80,900	\$304

Market Area Information

HOUSING HOMOGENEITY AND CONFORMITY SCORE REPORT

		Grs Lvg Sqft	Bed	Age	Lot/Acres
70	Housing Homogeneity Score	71	71	50	86
<i>The degree to which the area contains dwellings of similar physical attributes.</i>					
56	Conformity Score	62	51	13	100
<i>How well does the subject property conform to the neighborhood area?</i>					

Score Range is 0-100; lower scores indicate little or no similarity, higher scores indicate more similarity, housing homogeneity, and conformity. Blank or missing values indicate data required to compute a score is not available.

CONFORMITY ANALYSIS DETAILS FOR: GROSS LIVING AREA SQFT			
Gross Living Area Sqft	# of Properties	% of Distribution	Subject Information
594-966	58	55.2%	<< Subj GLA Sqft: 779
967-1339	30	28.6%	--
1340-1712	13	12.4%	--
1713-2086	4	3.8%	--
1.0% of properties observed have a 'Gross Living Area' same-as (=) the subject. 74.3% of properties observed have a 'Gross Living Area' greater-than (>) the subject. 24.8% of properties observed have a 'Gross Living Area' less-than (<) the subject.			
CONFORMITY ANALYSIS DETAILS FOR: BEDROOM			
Bedroom	# of Properties	% of Distribution	Subject Information
1-1	2	1.9%	--
2-2	43	41.0%	<< Subj Bedrooms: 2
3-3	40	38.1%	--
4-4	19	18.1%	--
5-10	1	1.0%	--
41.0% of properties observed have a 'Bedroom' same-as (=) the subject. 57.1% of properties observed have a 'Bedroom' greater-than (>) the subject. 1.9% of properties observed have a 'Bedroom' less-than (<) the subject.			
CONFORMITY ANALYSIS DETAILS FOR: AGE			
Age	# of Properties	% of Distribution	Subject Information
1-22	10	9.5%	<< Subj Age: 73
23-32	13	12.4%	--
33-42	16	15.2%	--
43-52	5	4.8%	--
53-62	3	2.9%	--
63-72	10	9.5%	--

CONFORMITY ANALYSIS DETAILS FOR: AGE

Age	# of Properties	% of Distribution	Subject Information
73-82	20	19.0%	--
83-232	28	26.7%	--

3.8% of properties observed have an 'Age' same-as (=) the subject.
 93.3% of properties observed have an 'Age' greater-than (>) the subject.
 2.9% of properties observed have an 'Age' less-than (<) the subject.

CONFORMITY ANALYSIS DETAILS FOR: LOT ACREAGE

Lot Acreage	# of Properties	% of Distribution	Subject Information
0-0.29	105	100.0%	<< Subj Lot/Acreage: 0.12
0.3-0.59	0	0.0%	--
0.6-1.09	0	0.0%	--
1.1-3.59	0	0.0%	--
3.6-6.09	0	0.0%	--
6.1-350.09	0	0.0%	--

71.4% of properties observed have a 'Lot Size' same-as (=) the subject.
 26.7% of properties observed have a 'Lot Size' greater-than (>) the subject.
 1.9% of properties observed have a 'Lot Size' less-than (<) the subject.

AREA LAND USE, PRICE AND AGE REPORT

The subject property land use category is: One Unit / Single Family Residence
 354 properties with a valid land use type detected within the area of the subject property.
 No properties with land use type "Commercial" detected within the area of the subject.
 3 or 0.8% of these properties are "Other" land use.

One-Unit: 93.2%		
Price (\$)		Age (yrs)
\$200,000	Low	3
\$200,000	10th-Percentile	66
\$260,000	50th-Percentile	76
\$350,000	90th-Percentile	113
\$414,000	High	117
\$270,687	Average	82

Sales Price statistics based on 16 observed cases within the last 12 months.
 Age statistics based on 330 observed cases with age/year built information.

2-4-Unit: 5.9%		
Price (\$)		Age (yrs)
--	Low	23
--	10th-Percentile	29
--	50th-Percentile	44
--	90th-Percentile	63
--	High	68
--	Average	45

Sales Price statistics not available.
 Age statistics based on 21 observed cases with age/year built information.

Multi-Family (5+): 0.0%		
Price (\$)		Age (yrs)
--	Low	--
--	10th-Percentile	--
--	50th-Percentile	--
--	90th-Percentile	--
--	High	--
--	Average	--

Sales Price statistics not available.
 Age statistics not available.

Filters applied:none

Report Date: 3/21/2022 8:26:34 AM

Version 2.0

Subject and Sales Data As Of: (Current) 3/21/2022

Property Characteristics contain most recent data available

Foreclosure Impact is measured by the percentage of foreclosure sales in a local market's total home sales during the most recent month. If the percentage of foreclosure sales is less than 15%, **LOW** value is assigned; if between 15-40%, **MEDIUM** value assigned; if more than 40%, then **HIGH** value is assigned. Housing Homogeneity Score is the degree to which the area contains dwellings of similar physical attributes. Conformity measures the degree to which a subject property's given characteristic conforms to those of the nearby housing stock. Flip Possibility identifies if a property has sold twice within 18 months.

Inventory Trend indicates the direction of change in the number of sales in the area.



VETTING WORKSHEET

VETTING WORKSHEET

Name	Name	Name
Phone	Phone	Phone
Email	Email	Email
Pur / Refi Closing Date:	Pur / Refi Closing Date:	Pur / Refi Closing Date:
State	State	State
Purchase Price	Purchase Price	Purchase Price
Rehab	Rehab	Rehab
ARV	ARV	ARV
Profit	Profit	Profit
Bank	Bank	Bank
Credit	Credit	Credit
Experience	Experience	Experience
Exit	Exit	Exit



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WORKING WITH COGO CAPITAL

Welcome!



We are excited to share a new and improved loan portal with you to help grow your business in the most professional manner possible, This quick "how to" will help you navigate the system with ease.

Step 1: Log in

To start your first loan in the Loan Portal, you will need to go to the following link: cogocapital.com

Click the drop-down **LOG IN** menu on the upper right, then select **Broker Portal Login**.

Are you an Existing User or a New User?

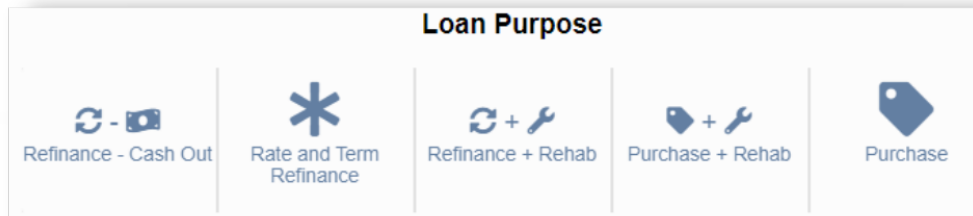


Not A Broker?

You will be given two options, **Existing User** and **New User**. If you are creating a loan for the first time with COGO you will start as a new user. Fill in the required new user information to create your account. (Once your account has been created, log in with the **Existing User** option).

Step 2: Create A Loan

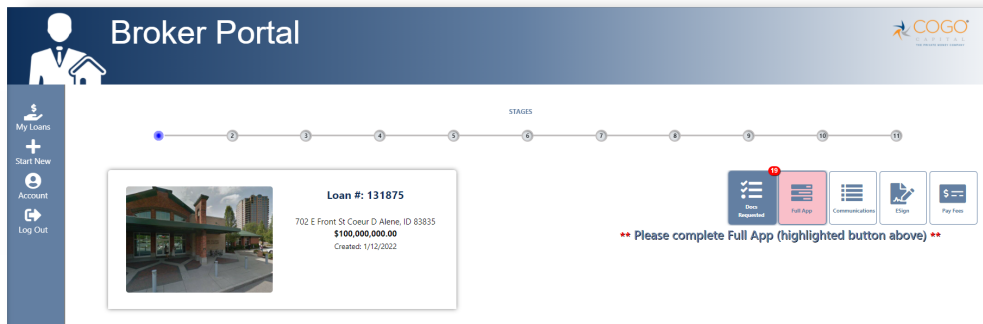
You will be directed to our easy Interactive App. Follow along with the prompts to set up your first loan.



When you have completed all the fields in your Interactive App, you will be directed to a Congratulations screen. Here you can start the next steps in getting your loan closed with COGO Capital.

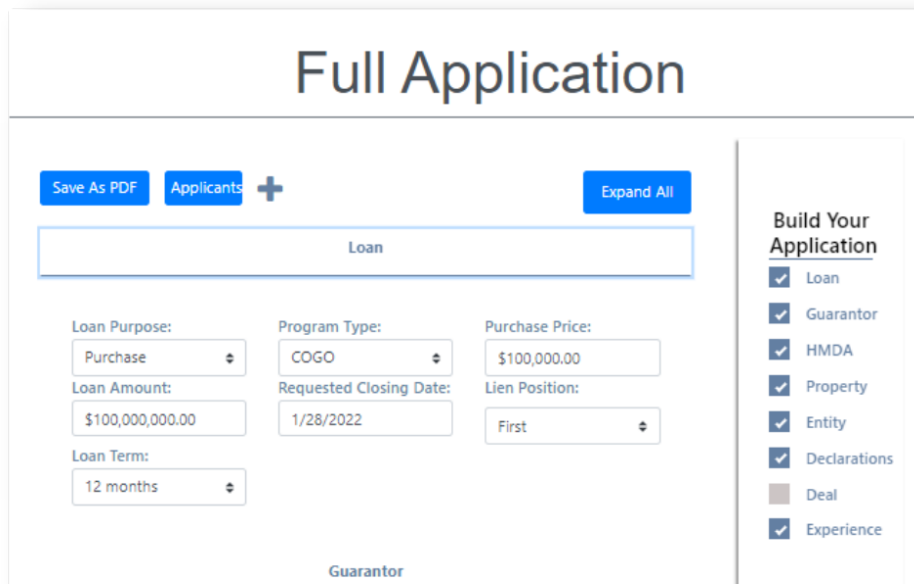
You can choose to finish the full application or upload documents needed by your new loan officer, If you do not know where to go next, give us a call or send an email We are here to help!

You can work on your loan without having to wait to be connected by our office. Simply log in and click your loan to review needed items (these will be highlighted in the right-hand menu).



Step 3: Work on Application

This is where you complete your client's full application. It will provide your loan officer with much needed information about the borrower, the deal, and the nature of the loan.



Step 4: Uploading Documents

All supporting documents can be uploaded directly into the **Documents Requested** section. Before your loan officer, processor, or COGO Capital can complete your loan file and submit it to underwriting, you will need to provide ALL the listed documentation. Simply drag and drop the files from your computer or click the **Upload Files** option to upload manually.

Upload Files	Description	Due Date	Docs	Status	Notes
Drag & drop Files or Click Here To Attach	MOST RECENT 1040 PERSONAL & BUSINESS TAX RETURNS - SIGNED ON PAGE 2	1/12/2022		Needed	
Drag & drop Files or Click Here To Attach	2 MONTHS BANK STATEMENTS - PLAID, CHECKING, SAVINGS, INVESTMENTS, RETIREMENT, STOCKS, ETC.	1/12/2022		Needed	
Drag & drop Files or Click Here To Attach	ACH FORM AND VOID CHECK	1/12/2022		Needed	
Property					
Drag & drop Files or Click Here To Attach	CONTACT INFORMATION FOR TITLE AND INSURANCE	1/12/2022		Needed	
Drag & drop Files or Click Here To Attach	PURCHASE & SALES AGREEMENT	1/12/2022		Needed	

Transfer documents

ICON GUIDE

- = Need to Sign
- = Signed
- = Uploaded Successfully
- = Approved by Underwriter
- = Approved by Loan Officer
- = Sample Doc
- = Expired Doc
- = Add Note
- = Message Thread

Step 5: My Loans

You can go back and view or work on any of your loans by clicking **My Loans** from the left-hand menu, then choose the desired loan from the list.

- My Loans
- Start New
- Account
- Log Out

My Loans

Loan ID: 131875
Maturity Date: N/A
Loan Amount:
\$100,000,000.00
702 E Front St
Coeur D Alene, ID, 83835



Step 6: Application Fees

One more thing! On the top right of your loan screen is a **Pay Fees** button. Once you start a loan and have spoken with a COGO representative, you can complete the process.

This is where you will pay the required application fee. It will appear **ONLY** after a loan analyst or loan officer has pre-qualified your loan. You will be informed when the fee is available to pay.

You can work on your loan from any device! No more guessing whether or not you provided information to your loan officer, You can also access the documents at any time if you need to refer back to anything previously updated.

Meeting All Your Needs!

COGO Capital has gone to great lengths to bring you the best quality system on the market. We hope you enjoy using the Loan Portal Interactive App. All of us here at COGO Capital look forward to meeting your loan needs now and in the future.

Notes:



WEBPAGES, ADWORDS, SEO

PPC Search Engine Advertising

PPC stands for *pay-per-click*, a form of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying exposure during an internet search that drives visits to your website. It allows advertisers to bid for ad placement in a search engine's sponsored links when someone searches on a keyword that is related to their business offering. If you are willing to pay enough for the placement, you can guarantee an ad about your business will appear in the top spot of any internet search that includes specific keywords you are willing to pay for.

Every time your ad is clicked, sending a visitor to your website, you will pay the search engine a small fee based on guidelines you predetermine. The more you are willing to pay for each click on your ad, the more often your ad will appear at the top of the search. You control your spending by setting a daily budget limit. When set up correctly, your ad investment will yield an ROI far beyond what it costs you. When done incorrectly, you can spend a large marketing budget very quickly.

There are several components to building a winning PPC campaign. It starts by researching and selecting the right keywords must be ordered into well-organized campaign and ad groups. Your PPC landing pages must be optimized for conversions. All play a part in a successful campaign.

Search engines reward advertisers who can create relevant, intelligently targeted pay-per-click campaigns by charging them less for ad clicks. If your ads and landing pages are useful and satisfying to users, Google charges you less per click, leading to higher profits for your business. So, if you want to start using PPC, it's important to learn how to do it right.

Notes:

Google AdWords

Google AdWords is the single most popular PPC advertising system in the world. The Google AdWords platform enables businesses to create ads that appear on Google's search engine and other Google sites. Every time a search is initiated, Google digs into the pool of Google AdWords advertisers and chooses a set of winners to appear in the ad space on its search results page. The "winners" are chosen based on a combination of factors, including the quality and relevance of their keywords and ad campaigns, as well as the size of their keyword bids.

More specifically, who gets to appear on the page is based on an advertiser's **Ad Rank**, a metric calculated by multiplying two key factors: CPC Bid (the highest amount an advertiser is willing to spend) and Quality Score (a value that takes into account your click-through rate, relevance, and landing page quality). This system allows winning advertisers to reach potential customers at a cost that fits their budget. It's essentially a kind of auction.

How Google AdWords Auction Works

How often your PPC ads appear depends on which keywords and match types you select. While a number of factors determine how successful your PPC advertising campaign will be, you can achieve a lot by focusing on:

- **Keyword Relevance:** Crafting relevant PPC - keyword lists, tight keyword groups, and proper ad text
- **Landing Page Quality:** Creating optimized landing pages with persuasive, relevant content, and a clear call-to-action tailored to specific search queries.
- **Quality Score:** Google's rating of the quality and relevance of your keywords, landing pages, and PPC campaigns. Advertisers with better Quality Scores get more ad clicks at lower costs.

Notes:

PPC Keyword Research

Your entire PPC campaign is built around keywords, and the most successful Google AdWords advertisers continuously grow and refine their PPC keyword list. If you only do keyword research once, when you create your first campaign, you are probably missing out on hundreds of thousands of valuable, highly relevant keywords that could be driving traffic to your site. An effective PPC keyword list should be:

- **Relevant:** You don't want to be paying for Web traffic that has nothing to do with your business. You want to find targeted keywords that will lead to a higher PPC click-through rate, effective cost per click, and increased profits. That means the keywords you bid on should be closely related to the offerings you sell
- **Exhaustive:** Your keyword research should include not only the most popular and frequently searched terms in your business, but also more specific niche words that may be used to find your product.
- **Expansive:** PPC should be iterative. You want to constantly refine and expand your campaigns and create an environment in which your keyword list is constantly growing and adapting.

Managing Your PPC Campaigns

Once you've created your new campaigns, you'll need to manage them regularly to make sure they continue to be effective. In the world of PPC, there is no such thing as one-and-done. You will find that what works today may not work a day, or a week, or a month down the road. You should be continuously analyzing the performance of your account and making the following adjustments to optimize your campaigns:

- **Add PPC Keywords:** Expand the reach of your PPC campaigns by adding keywords that are relevant to your business.
- **Add Negative Keywords:** Dictate the types of search terms for which you *do not want* to appear to improve campaign relevancy and reduce wasted spending.
- **Split Ad Groups:** Improve *click-through rate* (CTR) and Quality Score by splitting up your ad groups into smaller, more relevant ad groups, which help you create more targeted ad text and landing pages
- **Review Costly PPC Keywords:** Note under-performing keywords and shut them off if necessary.
- **Refine Landing Pages:** Modify the content and *calls-to-action* (CTAs) of your landing pages to align with individual search queries in order to boost conversion rates. Don't send all your traffic to the same page. By using multiple landing pages, you can test and measure the effectiveness of different CTAs.

Quality Score

Quality Score is Google's rating of the quality and relevance of both your keywords and PPC ads. It is used to determine your *cost per click* (CPC) and multiplied by your maximum bid to determine your ad rank in the ad auction process. Your Quality Score depends on multiple factors, including:

- Your *click-through rate* (CTR)
- The relevance of each keyword to its ad group
- Landing page quality and relevance
- The relevance of your ad text
- Your historical Google Ad Words account performance

No one outside of Google knows exactly how much each factor "weighs" in the Quality Score algorithm, but the click-through rate is the most important component. When more people who see your ad click it, that's a strong indication to Google that your ads are relevant and helpful to users. Accordingly, Google rewards you with:

- Higher ad rankings
- Lower costs

What Makes A Good Landing Page?

- **Compelling headline** - Create a striking headline that is relevant to your PPC keyword and compels prospective clients to remain on the page to fulfil your desired action.
- **Concise, targeted copy** - The content of your page should clearly communicate your offering and speak directly to the keywords associated with that ad group. Use bulleted lists to prevent copy from becoming too lengthy or overwhelming.
- **Eye-catching, clickable call-to-action (CTA)** - Make sure your CTA button stands out visually, appears clickable and uses short, gain-focused text.
- **User-friendly lead capture form** - A good form includes all the fields needed to fulfil your offer, but not so many that prospective clients are visually overwhelmed. Think carefully about what information is truly necessary to capture as you build your form.
- **Attractive overall design** - Landing pages should be clean and uncluttered, which conveys both trustworthiness and professionalism to prospective clients. Design should also be consistent with your brand in order to prevent a disjointed browsing experience for visitors. Adhering to these best practices will keep your landing pages relevant and high quality, which will lead to a valuable boost in Quality Score.
- **Google AdWords Help** - Google is anxious to help you get started using Google AdWords to market your business. They have many tools online to assist you and walk you through the process. Conduct a quick Google search on "Google AdWords," or visit their start page https://ads.google.com/intl/en_us/getstarted/

SEO

SEO stands for *search engine optimization*. It's the practice of increasing both the quality and quantity of website traffic, as well as exposure to your brand, through non-paid (also known as *organic*) search engine results. Despite the acronym, SEO is as much about people as it is about search engines themselves. It's about understanding what people are searching for online, the answers they are seeking, the words they're using, and the type of content they wish to consume. Knowing the answers to these questions will allow you to connect to the people who are searching online for the solutions you offer.

If knowing your audience's intent is one side of the SEO coin, delivering it in a way search engine crawlers can find and understand it is the other. The world of search engine optimization is complex and ever-changing, but you can understand the basics, and even a small amount of SEO knowledge can make a big difference. Free SEO education is also widely available on the web.

SEO Basics

Search engines are advanced tools that scour billions of pieces of content and evaluate thousands of factors to determine which content is the most likely desired response to your query. They accomplish this by discovering and cataloging all available content on the internet (web pages, PDFs, images, videos, etc.) via a process known as *crawling and indexing*, and then ordering it by how well it matches the query in a process we refer to as *ranking*.

The results are delivered to you on a web page that contains both ads (mostly PPC) and organic search results. Organic results are the ones that are earned through effective SEO, not paid for (i.e. not advertising). It's important to remember that search engines make money from advertising. While their goal is to better solve search queries, they will deliver both paid advertising and organic searches that the engine believes best matches your query.

While paid advertising, social media, and other online platforms can generate traffic to websites, the majority of online traffic is driven by search engines through organic search results. These results cover more digital real estate, appear more credible to savvy searchers, and receive way more clicks than paid advertisements. For example, of all US searches, only ~2.5% of people click on paid advertisements. SEO has ~20X more traffic opportunity than PPC on both mobile and desktop.

Search engines are getting smarter, but they still need our help. Optimizing your site will help deliver better information to search engines so that your content can be properly indexed and displayed within search results.



The Foundation of Good SEO:

1. Crawl accessibility so engines can read your website
2. Compelling content that answers the searcher's query
3. Keyword optimized to attract searchers & engines
4. Great user experience including a fast load speed
5. Share-worthy content that earns links, citations, and amplification
6. Title, URL, and description to draw high CTR in the rankings

Search engines want to help you succeed. They are also quite supportive of efforts by the SEO community. While webmaster guidelines vary from search engine to search engine, the underlying principles stay the same.

Don't try to trick search engines. Instead, provide your visitors with a great online experience. To do that, follow search engine guidelines and fulfill user intent.

Google Webmaster Guidelines

Basic principles:

- Make pages primarily for users, not search engines.
- Don't deceive your users.
- Avoid tricks intended to improve search engine rankings. A good rule of thumb is whether you'd feel comfortable explaining what you've done to a website to a Google employee. Another useful test is to ask "Does this help my users? Would I do this if search engines didn't exist?"
- Think about what makes your website unique, valuable, or engaging.

Things to avoid:

- Automatically generated content
- Participating in link schemes
- Creating pages with little or no original content (i.e. copied from somewhere else)
- Cloaking - the practice of showing search engine crawlers different content than visitors.
- Hidden text and links
- Doorway pages - pages created to rank well for specific searches to funnel traffic to your website.

It's good to be very familiar with Google's Webmaster Guidelines if you are going to be serious about your SEO:

<https://support.google.com/webmasters/answer/35769?hl=en>

Next Steps

When it comes to SEO, your next steps depend on whether you are energized by dealing with the computer and the internet or if just the thought of this drains your energy.

For those of you who find the geeky world of computers and the internet fascinating, use the Google Search Engine Optimizer (SEO) Starter Guide:

<https://developers.google.com/search/docs/beginner/seo-starter-guide>

For those of us who are less than excited about the possibility of hours on the computer tweaking things, it is best to hire this out and get someone else to do it for you!

Notes:

SEO Terms & Meanings

Amplification: Sharing or spreading the word about your brand; often used in the context of social media, paid advertisements, and influencer marketing.

Backlinks: Or "inbound links" are links from other websites that point to your website.

Bots: Also known as "crawlers" or "spiders," these are what scour the internet to find content.

Bounce Rate: The percentage of total visits that did not result in a secondary action on your site. For example, if someone visited your home page and then left before viewing any other pages, that would be a bounced session.

Citations: Also known as a "business listing" a citation is a web-based reference to a local business' name, address, and phone number (NAP).

Click-Through Rate: The ratio of impressions to clicks on your URLs.

Google Analytics Goals: What actions are you hoping people take on your website? Whatever your answer, you can set those up as goals in Google Analytics to track your conversion rate.

Google Quality Guidelines: Published guidelines from Google detailing tactics that are forbidden because they are malicious and/or intended to manipulate search results.

Link Accessibility: The ease with which a link can be found by human visitors or crawlers.

Link Building: While "building" sounds like this activity involves creating links to your website yourself, link building actually describes the process of earning links to your site for the purpose of building your site's authority in search engines.

Meta Descriptions: HTML elements that describe the contents of the page that they're on. Google sometimes uses these as the description line in search result snippets.

Organic: Earned placement in search results, as opposed to paid advertisements.

Pages Per Session: Also referred to as "page depth," pages per session describes the average number of pages people view of your website in a single session.

PageRank: A component of Google's core algorithm. It is a link analysis program that estimates the importance of a web page by measuring the quality and quantity of links pointing to it.

Personalization: Refers to the way a search engine will modify a person's results on factors unique to them, such as their location and search history.

Pruning: In an SEO context, pruning typically refers to removing low-quality pages in order to increase the quality of the site overall.

Purchased links: Exchanging money, or something else of value, for a link. If a link is purchased, it constitutes an advertisement and should be treated with a no follow tag so that it does not pass PageRank.

Qualified traffic: When traffic is "qualified," it usually means that the visit is relevant to the intended topic of the page, and therefore the visitor is more likely to find the content useful and convert.

Query: Words typed into the search bar.

Ranking: Ordering search results by relevance to the query.

Resource pages: Commonly used for the purpose of link building, resource pages typically contain a list of helpful links to other websites. If your business sells email marketing software, for example, you could look up marketing in title: "resources" and reach out to the owners of said sites to see if they would include a link to your website on their page.

Responsive Design: Google's preferred design pattern for mobile-friendly websites, responsive design allows the website to adapt to fit whatever device it's being viewed on.

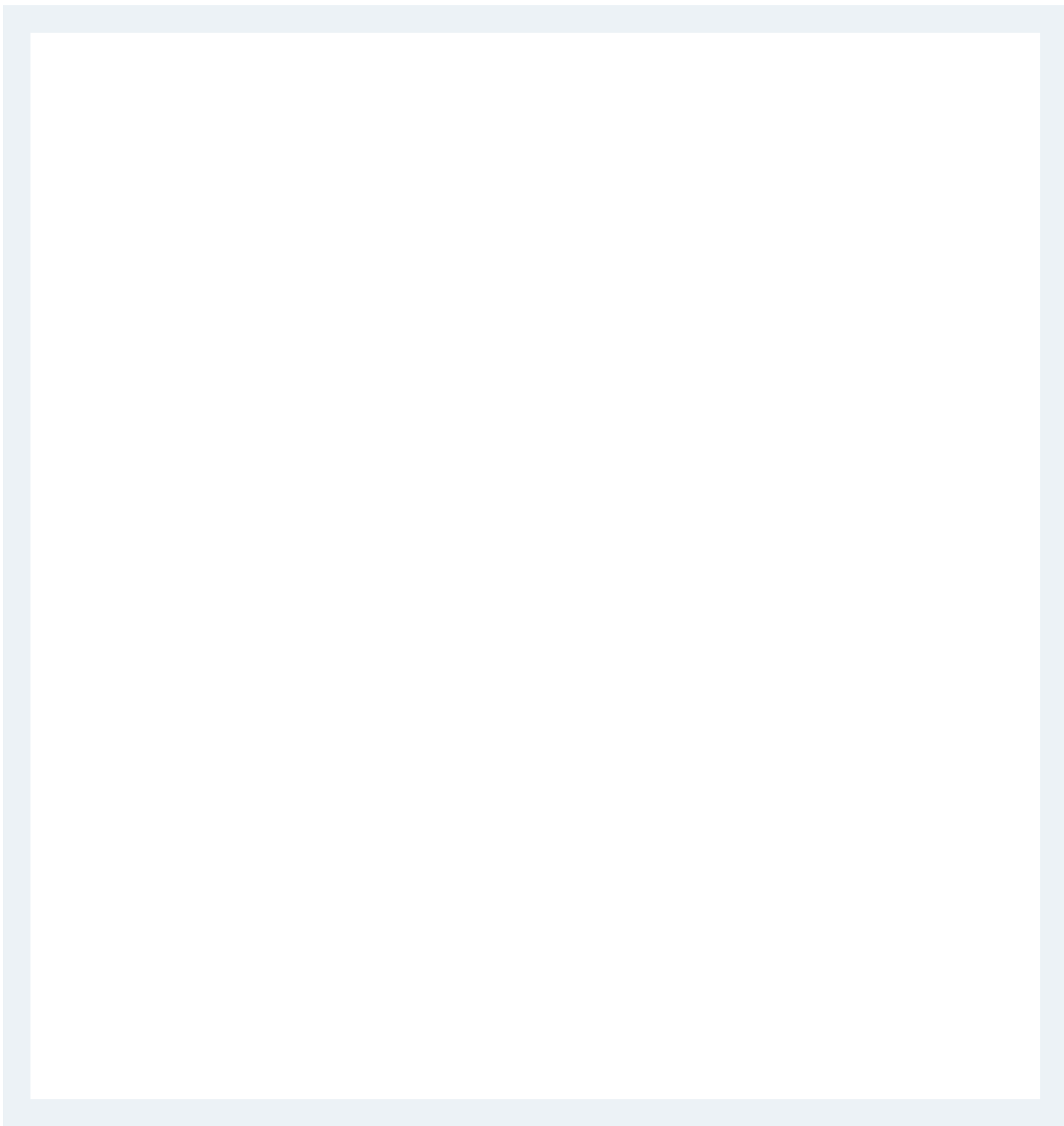
Scroll Depth: A method of tracking how far visitors are scrolling down your pages.

Search Traffic: Visits sent to your websites from search engines like Google.

Time On Page: The amount of time someone spent on your page before clicking to the next page. Because Google Analytics tracks time on page by when someone clicks your next page, bounced sessions will clock a time on page of 0.

Webmaster Guidelines: Guidelines published by search engines like Google and Bing for the purpose of helping site owners create content that will be found, indexed, and perform well in search results.

Notes:



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CLIENT BROKER FEE AGREEMENT

THIS CLIENT BROKER FEE AGREEMENT (the "Agreement") is made this ____ day of , 20____ ("Effective Date") by and between _____ ("Broker") and _____ (collectively, the "Client").

RECITALS

Client desires to obtain a real estate mortgage loan which will be secured by the Property (as defined below).

Broker, subject to the terms herein, will provide mortgage broker services to assist Client in obtaining and closing the desired real estate mortgage loan.

AGREEMENT

NOW, THEREFORE, the parties hereto, each in consideration of the covenants and agreements of the other, in consideration of the services to be performed, and for good and other valuable consideration, the receipt and adequacy of which are hereby acknowledged, agree as follows:

1. **Services** Client hereby contracts Broker to assist Client in obtaining a commitment for a mortgage loan (the "Loan") on either non-owner occupied residential property(ies) or a commercial property in the amount and terms acceptable to Client ("Loan Amount") secured by the following property(ies) (collectively, the "Property"):

2. **Best Efforts** Broker agrees to use reasonable commercial efforts to assist in securing the Loan; however, Broker does not guarantee the Loan can or will be obtained. Client agrees that Broker will not be liable to Client for any losses or damages whatsoever in the event Loan is not secured.
3. **Fee** If Client secures the Loan as a direct or indirect result of Broker's efforts, Client agrees to pay to Broker an amount equal to ____ % of the Loan Amount (the "Fee"). The Fee shall be earned upon issuance of a commitment with terms and conditions acknowledged in writing to be acceptable to the Client. The parties agree that the Fee shall be due and payable on the HUD at the Loan closing.
4. **Term** Broker and Client agree that this Agreement and authority of Broker by Client shall continue six (6) months from Effective Date, thereafter this Agreement shall continue until terminated in writing by either party.

This document is provided as a **SAMPLE** only. As with any **SAMPLE** document, you should consult an attorney as to its applicability for any particular purpose and for compliance with the laws of the state in which you reside. You acknowledge that no legal advice has been provided to you nor is any legal advice being provided to you by way of this **SAMPLE** document being provided to you. Secured Investment Corp, Cogo Capital and The Lee Arnold System of Real Estate Investing make no claims or warranties as to the **SAMPLE** document's fitness for any particular purpose whatsoever. By using this **SAMPLE** document, you are specifically assuming all liability for its use and agreeing to fully indemnifying Secured Investment Corp, Cogo Capital and The Lee Arnold System of Real Estate Investing from any liabilities, suits, claims, demands, causes of actions, damages, losses, costs and expenses result from your use of this **SAMPLE** document.

5. **No Circumvention** For a period of six (6) months following the termination of this Agreement, Client shall not circumvent Broker by directing, approaching, dealing, contacting or entering into a transaction with any funding source introduced to Client by the Broker during the term of this Agreement.

If Client does circumvent the Broker, Broker shall be entitled to the Fee described in Section 2, notwithstanding any other payments made by Client to other brokers concerning the subject circumvention. This Section 5 shall survive the termination of this Agreement.

6. **Relationship** The parties agree that the relationship of Broker and Client shall be that of an independent contractor. This Agreement is neither intended to, nor will it be construed as, an agreement to create a joint venture, partnership, or other form of business association between the parties. All parties recognize that this Agreement is non-exclusive with respect to the Broker.

7. **Miscellaneous** Each party specifically acknowledges and agrees that this Agreement and its interpretation and enforcement are governed by the laws of the State of _____ . Furthermore, each party irrevocably (i) submits to the jurisdiction of any court of the State of _____ located in _____ County for the purpose of any suit, action or other proceeding arising out of this Agreement or any of the agreements or transactions contemplated hereby (each, a "Proceeding"), (ii) agrees that all claims in respect of any Proceeding may be heard and determined in any such court, (iii) waives, to the fullest extent permitted by law, any immunity from jurisdiction of any such court or from any legal process therein, (iv) agrees not to commence any Proceeding other than in such courts and (v) waives, to the fullest extent permitted by law, any claim that such Proceeding is brought in an inconvenient forum. The substantially prevailing party will be entitled to recover its attorneys' fees from the substantially non-prevailing parties incurred in connection with the prevailing party's efforts to enforce this Agreement, regardless of whether any action or proceeding is commenced. Any purported assignment without the other party's prior written consent will be void ab initio. This Agreement sets forth the entire understanding of the Parties with respect to the subject matter of this Agreement and supersedes all prior agreements and understandings between the parties regarding the subject matter of this Agreement. This Agreement may not be amended except by a writing signed by each party. If for any reason any provision of this Agreement is determined by a tribunal of competent jurisdiction to be legally invalid or unenforceable, the validity of the remainder of the Agreement will not be affected and such provision will be deemed modified to the minimum extent necessary to make such provision consistent with applicable law and, in its modified form, such provision will then be enforceable and enforced. This Agreement is binding upon the parties and will bind their executors, personal representatives, legatees, heirs, successors and assigns. No waiver by any party of any right or default under this Agreement will be effective unless in writing and signed by the waiving party. No such waiver will be deemed to extend to any prior or subsequent right or default or affect in any way any rights arising by virtue of any prior or subsequent such occurrence. This Agreement may be executed in counterparts and via facsimile or PDF electronic transmission, and each such counterpart will be deemed to be an original instrument. All such counterparts together will constitute one and the same Agreement.

This document is provided as a **SAMPLE** only. As with any **SAMPLE** document, you should consult an attorney as to its applicability for any particular purpose and for compliance with the laws of the state in which you reside. You acknowledge that no legal advice has been provided to you nor is any legal advice being provided to you by way of this **SAMPLE** document being provided to you. Secured Investment Corp, Cogo Capital and The Lee Arnold System of Real Estate Investing make no claims or warranties as to the **SAMPLE** document's fitness for any particular purpose whatsoever. By using this **SAMPLE** document, you are specifically assuming all liability for its use and agreeing to fully indemnifying Secured Investment Corp, Cogo Capital and The Lee Arnold System of Real Estate Investing from any liabilities, suits, claims, demands, causes of actions, damages, losses, costs and expenses result from your use of this **SAMPLE** document.

[Remainder of page intentionally left blank]

**SIGNATURE PAGE
CLIENT BROKER FEE AGREEMENT**

IN WITNESS WHEREOF, this Agreement has been executed by the parties as of the Effective Date written above.

BROKER:

CLIENT:

(Entity Name & State of Incorporation, if applicable)

(Entity Name & State of Incorporation, if applicable)

(Print Name)

(Print Name)

(Signature)

(Signature)

(Print Title if applicable)

(Print Title if applicable)

Broker Contact Information:

Client Contact Information:

Phone: _____

Phone: _____

Fax: _____

Fax: _____

Email: _____

Email: _____



COGO Capital
701 E. Front Ave Fl 2
Coeur d' Alene, ID 83814
Phone: 1-800-473-6051

BORROWER'S LOAN PACKAGE SUBMISSION CHECKLIST

Cogo Capital can fund transactions quickly; however, the ability to fund transactions quickly is dependent upon receiving all necessary documentation quickly. To speed up the process of funding your loan transaction, please submit all the following information as quickly as possible. For some transactions, additional information may be requested.

- Cogo Capital Loan Application**
 - o Loan Application Fee paid at www.CogoCapital.com/loanapp
 - o Signed Zero Tolerance Fraud Policy
 - o Signed Broker Fee Agreement, ***if applicable.***
 - o Valid Photo ID of all guarantors
 - o Most recent Signed Tax Return for all guarantors
 - o THREE most recent bank statements for all bank accounts for borrowing entity and guarantor(s)
 - o Schedule of Real Estate Owned

- Business Entity information for Borrowing Entity**
 - o Recorded Articles of Incorporation or Certificate of Formation or Articles of Formation
 - o Bylaws or Operating Agreement
 - o Federal EIN Verification Letter AND state registration

- Hazard Insurance Binder**
 - o Must be a 12-month policy
 - o Insurance Company and agent contact information
 - o Policy must name business entity only
 - o Must show full premium due
 - o Mortgagee Clause:
Lake City Servicing, ISAOA
701 E. Front Ave. Fl 2
Coeur d' Alene, ID 83814

- Fully executed Purchase and Sale Agreement naming buyer as business entity**
 - o Terms of seller carry back financing, ***if applicable***
 - o Copy of earnest money deposit, ***if applicable***
 - o Current lease agreement(s) for subject property, ***if applicable***

- Title**
 - o Contact information for title office.
 - o Statement of authorization for Cogo Capital to request title commitment and supporting documentation.
 - o HOA CC&R's, Bylaws, Dues, and Master Fidelity Policy ***if applicable***
 - o Payoff letter stating mortgage balance and tax bills owed ***if applicable***

- ARV Loans Only**
 - o Cogo Rehab Scope of Work Spreadsheet and contractor bid, ***if applicable***
 - o Contractor's license and insurance, ***if applicable***
 - o Draw schedule filled out (100% Reimbursement Draws)

COMMITMENT

Issued by

Stewart Title Guaranty Company

SCHEDULE A

Agent's File No: [REDACTED]

Address Reference: [REDACTED]
Mobile, AL 36619

- 1. Effective Date: January 22, 2014 @ 8:00 a.m.
- 2. Policy or Policies to be Issued: AMOUNT
 - (X) ALTA OWNERS POLICY (2006) Policy Amount: \$80,000.00
PROPOSED INSURED: [REDACTED] LLC
 - (X) ALTA LOAN POLICY (2006) Policy Amount: \$64,000.00
PROPOSED INSURED: Cogo Capital , its successors and assigns as their interest
may appear, .
 - (X) ALTA LOAN POLICY (2006) Policy Amount: \$27,000.00
PROPOSED INSURED: Cogo Capital, its successors and assigns as their interest
may appear, .
- 3. Title to the fee simple estate or interest in said land is at the effective date hereof vested in:
Fannie Mae a/k/a Federal National Mortgage Association
- 4. The land referred to in this Commitment is described as follows:
See Attached Exhibit "A" for Legal Description

Dated this 27th day of January, 2014.

SIROTE & PERMUTT, P.C.
Business License # 0188496

BY 

AUTHORIZED SIGNATORY

Caroline E. Walker - License # 657437



COMMITMENT

Issued by

Stewart Title Guaranty Company

SCHEDULE B PART I

Agent's File No: 2013-001635

PART I: The following are the requirements to be complied with:

1. Payment to or for the account of the grantors and/or mortgagors of the full consideration for the estate or interest to be insured.
2. Payment of all taxes, assessments, levied and assessed against the property which are due and payable.
3. Payment of title insurance premiums and other applicable fees.
4. Proper documents creating the estate of interest to be insured must be executed and duly filed for record, to wit:
 - a) Execution and Recordation of a Warranty Deed from Fannie Mae a/k/a Federal National Mortgage Association to [REDACTED] LLC conveying the land described in Schedule A.
 - b) Mortgage from [REDACTED] LLC and spouse, if married, to Cogo Capital .Mortgage from [REDACTED] LLC and spouse, if married, to Cogo Capital.
5. We require satisfactory proof that there are no outstanding assessments, including without limitation municipal assessments, garbage dues or fire dues relating to subject property. It is settlement agent's responsibility to obtain such proof or to collect for any outstanding dues and/or assessments on the settlement statement. Company makes no representation as to the accuracy of county or municipality records.
6. We will require a written statement from the Homeowners Association stating that there are no unpaid association dues, if any, in favor of said association.
7. NOTE: Tax Assessor shows property as having Parcel Number [REDACTED] Unit Number Key No. [REDACTED] According to the Tax Assessor's Office 2013 taxes have been paid. Company makes no representation as to the accuracy of tax records.
8. Company must be provided a satisfactory resolution of the Board of Directors of [REDACTED] LLC authorizing the person signing the mortgage to execute the mortgage on behalf of the corporation.
9. If this is a purchase transaction, we require execution of an Affidavit of Residency or Exemption from Withholding Tax on Sale of Real Property by Nonresidents in compliance with Code of Alabama (1975) Section 40-18-86. If the Seller does not meet the requirement of the Affidavit of Residency or Exemption from Withholding Tax on Sale of Real Property by Nonresidents, a withholding tax will be required to be withheld from the proceeds of the sale and remitted to the Alabama Department of Revenue.
10. If the transaction contemplated by the Commitment is one to which Code of Alabama (1975) Section 40-22- 1, as amended by Act 2012-494, is applicable, Department of Revenue Form RT-1 (Real Estate Sales Validation Form) must be properly completed and executed by one of the parties to the transaction or, in the alternative, the conveyance required herein must contain the names and addresses of the grantor(s) and grantee(s), together with the property address, date of sale, total purchase price, and a statement describing the documentary evidence on which the purchase price can be verified.
11. Chain of Title: Foreclosure Deed to Fannie Mae a/k/a Federal National Mortgage Association filed 06-26-2013 in Book 7043, Page 379; Warranty Deed to Maurice A. Odle and Lisa E. Odle filed 11-07-2001 in Book 5063, Page 886.

COMMITMENT

Issued by
Stewart Title Guaranty Company

SCHEDULE B PART II

Agent's File No: 2013-001635

PART II: Schedule B of the policy or policies to be issued will contain exceptions to the following matters unless the same are disposed of to the satisfaction of the company:

1. (a) Taxes or assessments that are not shown as existing liens by the records of any taxing authority that levies taxes or assessments on real property or by the Public Records; (b) proceedings by a public agency that may result in taxes or assessments, or notices of such proceedings, whether or not shown by the records of such agency or by the Public Records.
2. Any facts, rights, interests, or claims that are not shown by the Public Records but that could be ascertained by an inspection of the Land or that may be asserted by persons in possession of the Land.
3. Easements, liens or encumbrances, or claims thereof, not shown by the Public Records.
4. Any encroachment, encumbrance, violation, variation, or adverse circumstance affecting the Title that would be disclosed by an accurate and complete land survey of the Land and not shown by the Public Records.
5. Minerals of whatsoever kind, subsurface and surface substances, including but not limited to coal, lignite, oil, gas, uranium, clay, rock, sand and gravel in, on, under and that may be produced from the Land, together with all rights, privileges, and immunities relating thereto, whether or not appearing in the Public Records or listed in Schedule B. The Company makes no representation as to the present ownership of any such interests. There may be leases, grants, exceptions or reservations of interests that are not listed.
6. Taxes and assessments for the year 2014 and subsequent years not yet due and payable.
7. The policy to be issued contains an arbitration clause. All arbitrable matters when the Amount of Insurance is \$2,000,000 or less shall be arbitrated at the option of either the Company or the Insured as the exclusive remedy of the parties. You may review a copy of the arbitration rules at <http://www.alta.org/>
8. Any and all rights of redemption on the part of those parties entitled to redeem under the laws of the State of Alabama and the United States of America by virtue of that certain foreclosure evidenced by Foreclosure Deed dated June 14, 2013 and recorded in BK: LR7043 page 379. The company does not attempt to set out the names of all parties entitled to redeem and by accepting this commitment/policy, the insured releases the company and its agent of any such duty or obligations. **SUBJECT TO THE POLICY AMOUNT HEREIN, COMPANY AGREES TO INSURE THE PROPOSED INSURED UNDER THE LOAN POLICY AGAINST LOSS ARISING OUT OF THE EXERCISE OF ANY OUTSTANDING RIGHT OF REDEMPTION UNDER ALABAMA LAW, PROVIDED THE MORTGAGE LOAN TO BE INSURED DOES NOT EXCEED THE REDEMPTION PRICE.**
9. Restrictive covenant as recorded in Book 227 page 668
10. Mineral and Mining Rights as recorded in Book 227 page 950.
11. All easements, rights of way, restrictions, exceptions, reservations and limitations referred to in deed executed by Emmett McFadyen, as Trustee, dated March 13, 1961 and recorded in Book 227, Page 950.
12. Restrictions as shown on recorded plat.
13. Easement and building lines as shown on recorded plat.
14. Less and except any part of subject property lying within a public road.

Stewart Title Guaranty Company
EXHIBIT A

Agent's File No: 2013-001635

LEGAL DESCRIPTION:

Lot 13, Block F, Cypress Shores Estates, Third Unit as recorded in Map Book 12, Page 114 of records in the Office of the Judge of Probate, Mobile County, Alabama.

10 Foster Ave, Suite C3
 Gibbsboro, NJ 08026
 Phone: 856-258-6977
 Fax: 856-385-7065
 Email:
 appraisals@onestopappraisals.com



INVOICE

INVOICE NUMBER

1 [REDACTED] 1

DATE

01/17/2014

REFERENCE

File #: [REDACTED]
 Loan #: [REDACTED]
 Federal Tax ID: 26-3048093

To: { _CLIENT_DISP_LABEL_ }
 Cogo Capital { _CLIENT_DISP_DETAIL_ }
 1121 E. Mullan Avenue
 Coeur d' Alene, ID 83814
 Telephone Number:
 Fax Number:
 E-Mail:

Borrower Information

Borrower: [REDACTED]
 Address: [REDACTED]
 Mobile, AL 36619

FEES

AMOUNT

1004 URAR Conventional - SFR Interior

\$ [REDACTED]

PAYMENTS

AMOUNT

Payment Status: Paid
 Credit Card#: [REDACTED] Date: 01-10-2014
 Paid By: [REDACTED]

\$ [REDACTED]

TOTAL DUE \$0



******Statement of Non-Influence and Appraiser Independence******

Subject Property: 3929 Blue Gill Cir Mobile, AL 36619
Appraisal Date: 01/14/2014 12:00:00 pm

-Nationwide Property & Appraisal Services, LLC (NPAS) - an independent, third party appraisal management company - certifies that the above referenced appraisal report was completed in compliance with the appropriate State and Federal regulations and Appraiser Independence Requirements and in strict adherence to our non-influence policy and process:

-The Lender/Client named on the appraisal report submitted the appraisal order to NPAS

-Appraiser selection was performed at the sole discretion of NPAS by utilizing selection criteria of proximity to the Subject Property, availability, and historical quality and performance metrics.

-The terms and conditions of the engagement contract between NPAS and the appraiser prohibit the appraiser from communicating with the Lender/Client, or attempting to obtain value/loan information from the borrower/property owner. Only factual evidence for any change to report will be considered after the appraisal is completed and sent to the client

-No estimation regarding the Subject Property's value, proposed loan amount, or proposed loan-to-value ratio, was provided or communicated by NPAS to the appraiser [For purchase transactions, the purchase agreement was provided to the appraiser as required by USPAP Standards Rule 1-5(a)]. FRAUD/TAMPERING PREVENTIONS:

Andy Lazev - CEO

Nationwide Property & Appraisal Services, LLC

Uniform Residential Appraisal Report

File # 2353NW14

The purpose of this summary appraisal report is to provide the lender/client with an accurate, and adequately supported, opinion of the market value of the subject property.

SUBJECT

Property Address [redacted] City Mobile State AL Zip Code 36619
 Borrower [redacted] Owner of Public Record FEDERAL NATIONAL MORTGAGE A County Mobile
 Legal Description LOT 13 BLK F UNIT 3 CYPRESS SHORES ESTS MBK 12 P 114 #SEC 39 T5S R2W #MP33 06 39 0 005
 Assessor's Parcel # [redacted] Tax Year 2013 R.E. Taxes \$ 1,077
 Neighborhood Name Cypress Shores Map Reference 33660 Census Tract 0070.00
 Occupant Owner Tenant Vacant Special Assessments \$ 0 PUD HOA \$ 0 per year per month
 Property Rights Appraised Fee Simple Leasehold Other (describe)
 Assignment Type Purchase Transaction Refinance Transaction Other (describe) Market Value
 Lender/Client Cogo Capital Address 1121 E. Mullan Avenue, Coeur d' Alene, ID 83814
 Is the subject property currently offered for sale or has it been offered for sale in the twelve months prior to the effective date of this appraisal? Yes No
 Report data source(s) used, offering price(s), and date(s). DOM 120;The subject is currently listed in the Mobile MLS # 256863 for \$84,500. It has been on the market on 120 days and is currently under contract.
 I did did not analyze the contract for sale for the subject purchase transaction. Explain the results of the analysis of the contract for sale or why the analysis was not performed.

CONTRACT

Contract Price \$ Date of Contract Is the property seller the owner of public record? Yes No Data Source(s)
 Is there any financial assistance (loan charges, sale concessions, gift or downpayment assistance, etc.) to be paid by any party on behalf of the borrower? Yes No
 If Yes, report the total dollar amount and describe the items to be paid.

NEIGHBORHOOD

Note: Race and the racial composition of the neighborhood are not appraisal factors.

Neighborhood Characteristics		One-Unit Housing Trends		One-Unit Housing		Present Land Use %	
Location <input type="checkbox"/> Urban <input checked="" type="checkbox"/> Suburban <input type="checkbox"/> Rural	Property Values <input type="checkbox"/> Increasing <input checked="" type="checkbox"/> Stable <input type="checkbox"/> Declining	PRICE	AGE	One-Unit	75 %		
Built-Up <input type="checkbox"/> Over 75% <input checked="" type="checkbox"/> 25-75% <input type="checkbox"/> Under 25%	Demand/Supply <input type="checkbox"/> Shortage <input checked="" type="checkbox"/> In Balance <input type="checkbox"/> Over Supply	\$ (000)	(yrs)	2-4 Unit	1 %		
Growth <input type="checkbox"/> Rapid <input checked="" type="checkbox"/> Stable <input type="checkbox"/> Slow	Marketing Time <input type="checkbox"/> Under 3 mths <input checked="" type="checkbox"/> 3-6 mths <input type="checkbox"/> Over 6 mths	53	Low 20	Multi-Family	1 %		
Neighborhood Boundaries The subject property is bound to the North by Interstate 10, to the East by Dog River, to the South by Hollingers Island Rd and to the West by Rangeline Rd.		350	High 70	Commercial	3 %		
Neighborhood Description The subject property is located in an established area of Mobile. It's location gives easy access to schools, employment, and recreation. The 20% other in the present land use section is vacant land.		125	Pred. 40	Other	20 %		

Market Conditions (including support for the above conclusions) Property values have remained mostly stable over the past few years. See attached 1004MC.
 Financing primarily consists of Conventional, FHA and Cash.

SITE

Dimensions 100x272.3x100.04x269.46 Area 27,086 sf Shape Rectangular View N,Res;
 Specific Zoning Classification R-1 Zoning Description R-1 Single Family Residential
 Zoning Compliance Legal Legal Nonconforming (Grandfathered Use) No Zoning Illegal (describe)
 Is the highest and best use of subject property as improved (or as proposed per plans and specifications) the present use? Yes No If No, describe

Utilities	Public	Other (describe)	Public	Other (describe)	Off-site Improvements - Type	Public	Private
Electricity	<input checked="" type="checkbox"/>		Water	<input checked="" type="checkbox"/>	Street Asphalt	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Gas	<input checked="" type="checkbox"/>		Sanitary Sewer	<input checked="" type="checkbox"/>	Alley None	<input type="checkbox"/>	<input type="checkbox"/>

FEMA Special Flood Hazard Area Yes No FEMA Flood Zone X FEMA Map # 01097C0657K FEMA Map Date 03/17/2010
 Are the utilities and off-site improvements typical for the market area? Yes No If No, describe
 Are there any adverse site conditions or external factors (easements, encroachments, environmental conditions, land uses, etc.)? Yes No If Yes, describe
 No survey was provided to the appraiser. The appraiser noted no apparent easements, encroachments or environmental conditions.

IMPROVEMENTS

General Description	Foundation	Exterior Description	materials/condition	Interior	materials/condition
Units <input checked="" type="checkbox"/> One <input type="checkbox"/> One with Accessory Unit	<input checked="" type="checkbox"/> Concrete Slab <input type="checkbox"/> Crawl Space	Foundation Walls	Concrete Slab/ Avg	Floors	Tile/LamHw/Cpt/Avg
# of Stories 1.5	<input type="checkbox"/> Full Basement <input type="checkbox"/> Partial Basement	Exterior Walls	Composite/Brick/Avg	Walls	SR/ Panel/ Avg
Type <input checked="" type="checkbox"/> Det. <input type="checkbox"/> Att. <input type="checkbox"/> S-Det./End Unit	Basement Area 0 sq.ft.	Roof Surface	Asphalt Shingle/ Avg	Trim/Finish	Wd Mldg/ Avg
<input checked="" type="checkbox"/> Existing <input type="checkbox"/> Proposed <input type="checkbox"/> Under Const.	Basement Finish 0 %	Gutters & Downspouts	None/ N/A	Bath Floor	Tile/ Avg
Design (Style) Ranch	<input type="checkbox"/> Outside Entry/Exit <input type="checkbox"/> Sump Pump	Window Type	SH DP Alum/ Avg	Bath Wainscot	Tile/ Avg
Year Built ~1968	Evidence of <input type="checkbox"/> Infestation	Storm Sash/Insulated	Insulated/ Avg	Car Storage	<input type="checkbox"/> None
Effective Age (Yrs) 30	<input type="checkbox"/> Dampness <input type="checkbox"/> Settlement	Screens	Yes/ Avg	<input checked="" type="checkbox"/> Driveway	# of Cars 1
Attic <input type="checkbox"/> None	Heating <input checked="" type="checkbox"/> FWA <input type="checkbox"/> HWBB <input type="checkbox"/> Radiant	Amenities	<input type="checkbox"/> Woodstove(s) # 0	Driveway Surface	Concrete
<input checked="" type="checkbox"/> Drop Stair <input type="checkbox"/> Stairs	<input type="checkbox"/> Other Fuel Electric	<input checked="" type="checkbox"/> Fireplace(s) # 1	<input checked="" type="checkbox"/> Fence Privacy	<input checked="" type="checkbox"/> Garage	# of Cars 3
<input type="checkbox"/> Floor <input type="checkbox"/> Scuttle	<input checked="" type="checkbox"/> Cooling <input checked="" type="checkbox"/> Central Air Conditioning	<input checked="" type="checkbox"/> Patio/Deck Patio	<input checked="" type="checkbox"/> Porch Porch	<input type="checkbox"/> Carport	# of Cars 0
<input type="checkbox"/> Finished <input type="checkbox"/> Heated	<input type="checkbox"/> Individual <input type="checkbox"/> Other	<input type="checkbox"/> Pool None	<input checked="" type="checkbox"/> Other Stor Bldg	<input checked="" type="checkbox"/> Att.	<input type="checkbox"/> Det. <input type="checkbox"/> Built-in

Appliances Refrigerator Range/Oven Dishwasher Disposal Microwave Washer/Dryer Other (describe)
 Finished area above grade contains: 7 Rooms 3 Bedrooms 2.1 Bath(s) 3,442 Square Feet of Gross Living Area Above Grade
 Additional features (special energy efficient items, etc.). The subject property has ceiling fans and smoke detectors throughout.

Describe the condition of the property (including needed repairs, deterioration, renovations, remodeling, etc.). C4;No updates in the prior 15 years;There is an addition with exposed electrical throughout the electrical. The deck is missing boards and a handrail. The brick from the original house was cut and is still exposed.

Are there any physical deficiencies or adverse conditions that affect the livability, soundness, or structural integrity of the property? Yes No If Yes, describe

Does the property generally conform to the neighborhood (functional utility, style, condition, use, construction, etc.)? Yes No If No, describe
 The subject has an addition, which causes the square footage to be much higher than other properties in the area. The subject is over built for the area.

Uniform Residential Appraisal Report

File # 2353NW14

There are 13 comparable properties currently offered for sale in the subject neighborhood ranging in price from \$ 120,000 to \$ 319,000	
There are 13 comparable sales in the subject neighborhood within the past twelve months ranging in sale price from \$ 53,499 to \$ 350,000	
FEATURE	SUBJECT
Address	4375 Cypress Shores Dr Mobile, AL 36619
Proximity to Subject	0.22 miles W
Sale Price	\$ 117,000
Sale Price/Gross Liv. Area	\$ 59.45 sq.ft.
Data Source(s)	MLS # 249896;DOM 119
Verification Source(s)	Tax Assessor
VALUE ADJUSTMENTS	DESCRIPTION
Sales or Financing Concessions	ArmLth FHA;2500 -2,500
Date of Sale/Time	s07/13;c06/13
Location	N;Res;
Leasehold/Fee Simple	Fee Simple
Site	27,086 sf
View	N;Res;
Design (Style)	DT1.5;Ranch
Quality of Construction	Q3
Actual Age	~45
Condition	C4
Above Grade	Total Bdrms. Baths
Room Count	7 3 2.1
Gross Living Area	3,442 sq.ft.
Basement & Finished Rooms Below Grade	0sf
Functional Utility	Average
Heating/Cooling	FWA/Central
Energy Efficient Items	Standard
Garage/Carport	3ga1dw
Porch/Patio/Deck	Porch/Patio
Fireplace	Fireplace
Fence/Pool	Fence
Workshop/Storage Bldg	Stor Bldg
Net Adjustment (Total)	\$ 16,740
Adjusted Sale Price of Comparables	\$ 133,740
I <input checked="" type="checkbox"/> did <input type="checkbox"/> did not research the sale or transfer history of the subject property and comparable sales. If not, explain	
My research <input checked="" type="checkbox"/> did <input type="checkbox"/> did not reveal any prior sales or transfers of the subject property for the three years prior to the effective date of this appraisal.	
Data Source(s) Mobile County Tax Assessor	
My research <input type="checkbox"/> did <input checked="" type="checkbox"/> did not reveal any prior sales or transfers of the comparable sales for the year prior to the date of sale of the comparable sale.	
Data Source(s) Mobile County Tax Assessor	
Report the results of the research and analysis of the prior sale or transfer history of the subject property and comparable sales (report additional prior sales on page 3).	
ITEM	SUBJECT
Date of Prior Sale/Transfer	06/14/2013
Price of Prior Sale/Transfer	\$0
Data Source(s)	Tax Assessor
Effective Date of Data Source(s)	01/14/2014
Analysis of prior sale or transfer history of the subject property and comparable sales The subject foreclosed on 06/14/2013.	
Summary of Sales Comparison Approach The comparable sales selected are located closest in proximity to the subject and are overall the most similar to the subject. See additional comments on Page 3.	
Indicated Value by Sales Comparison Approach \$ 135,000	
Indicated Value by: Sales Comparison Approach \$ 135,000 Cost Approach (if developed) \$ 150,255 Income Approach (if developed) \$	
The above sales reflect a market range of \$118,420 to \$146,110. Therefore, in my opinion, the market value of the subject property is \$135,000. The income approach was not developed as the subject property is located in a primarily owner occupied area.	
This appraisal is made <input checked="" type="checkbox"/> "as is", <input type="checkbox"/> subject to completion per plans and specifications on the basis of a hypothetical condition that the improvements have been completed, <input type="checkbox"/> subject to the following repairs or alterations on the basis of a hypothetical condition that the repairs or alterations have been completed, or <input type="checkbox"/> subject to the following required inspection based on the extraordinary assumption that the condition or deficiency does not require alteration or repair:	
Based on a complete visual inspection of the interior and exterior areas of the subject property, defined scope of work, statement of assumptions and limiting conditions, and appraiser's certification, my (our) opinion of the market value, as defined, of the real property that is the subject of this report is \$ 135,000, as of 01/14/2014, which is the date of inspection and the effective date of this appraisal.	

SALES COMPARISON APPROACH

RECONCILIATION

Uniform Residential Appraisal Report

File # 2353NW14

The subject has an addition, which causes the subject to be over built for the area. The subject is an REO and public records do not clearly indicate if a permit was pulled. Tax records do indicate the square footage is similar to the measured square footage, which means it is probable that a permit was pulled, however it could not be confirmed. **Due to the subject being over built for the area, a much lower adjustment was made for the difference in square footage.**

There is a significant amount of exposed electrical wiring throughout the addition, which is a safety concern. Additionally there is a deck on the property with missing boards and handrails, which is also a safety concern.

There was an across the board adjustment for the difference in condition based on the necessary repairs. There were no other comparable sales available that were similar in size and condition with similar necessary repairs. An across the board adjustment was unavoidable.

Comparables 1 and 4 are located in the neighborhood. They are significantly smaller in size, so large adjustments for the difference in size caused high line and gross adjustments.

Comparables 2 and 3 are located across Interstate 10, which is a different market area, however it was necessary to extend the search area to find comparable sales that are similar to the subject in size, age and condition.

Comparables 5 and 6 are active listings most similar to the subject. Comparable 5 is located in the neighborhood and significantly smaller in size. Comparable 6 is located in a competing neighborhood and closer in size, but still smaller in size.

A 10% adjustment was made to the list prices for Comparables 5 and 6 based on the list to sales price ratio from the market conditions report.

ADDITIONAL COMMENTS

The "as is" value of the subject is \$135,000. The "as repaired" value is \$140,000.

As per 2012 USPAP guidelines the conclusion of value in this report is based upon an exposure time of 3-6 months. The exposure time is the estimated length of time that the property interest being appraised would have been offered on the market prior to the hypothetical assumption of a sale at market value on the effective date of the appraisal.

I have not provided any other services for the subject property within the past 3 years.

COST APPROACH

COST APPROACH TO VALUE (not required by Fannie Mae)			
Provide adequate information for the lender/client to replicate the below cost figures and calculations.			
Support for the opinion of site value (summary of comparable land sales or other methods for estimating site value)		The appraiser researched the Multiple Listing System to determine current prices for lots in a reasonable distance of subject.	
ESTIMATED <input type="checkbox"/> REPRODUCTION OR <input checked="" type="checkbox"/> REPLACEMENT COST NEW	OPINION OF SITE VALUE = \$ 20,000		
Source of cost data Local Developers & Contractors	DWELLING	3,442 Sq.Ft. @ \$ 65.00	= \$ 223,730
Quality rating from cost service Average Effective date of cost data 01/14/2014		0 Sq.Ft. @ \$	= \$
Comments on Cost Approach (gross living area calculations, depreciation, etc.)			= \$
The cost approach is based on the Marshall & Shift cost guide and local cost abstracted from the market place.	Garage/Carport	1,339 Sq.Ft. @ \$ 20.00	= \$ 26,780
	Total Estimate of Cost-New		= \$ 250,510
	Less Physical	Functional	External
	Depreciation	125,255	= \$(125,255)
	Depreciated Cost of Improvements		= \$ 125,255
	"As-is" Value of Site Improvements		= \$ 5,000
Estimated Remaining Economic Life (HUD and VA only) 30 Years	INDICATED VALUE BY COST APPROACH		= \$ 150,255

INCOME

INCOME APPROACH TO VALUE (not required by Fannie Mae)		
Estimated Monthly Market Rent \$	X Gross Rent Multiplier	= \$ Indicated Value by Income Approach
Summary of Income Approach (including support for market rent and GRM)		

PUD INFORMATION

PROJECT INFORMATION FOR PUDS (if applicable)

Is the developer/builder in control of the Homeowners' Association (HOA)? Yes No Unit type(s) Detached Attached

Provide the following information for PUDS ONLY if the developer/builder is in control of the HOA and the subject property is an attached dwelling unit.

Legal Name of Project

Total number of phases Total number of units Total number of units sold

Total number of units rented Total number of units for sale Data source(s)

Was the project created by the conversion of existing building(s) into a PUD? Yes No If Yes, date of conversion.

Does the project contain any multi-dwelling units? Yes No Data Source

Are the units, common elements, and recreation facilities complete? Yes No If No, describe the status of completion.

Are the common elements leased to or by the Homeowners' Association? Yes No If Yes, describe the rental terms and options.

Describe common elements and recreational facilities.

Uniform Residential Appraisal Report

File # 2353NW14

This report form is designed to report an appraisal of a one-unit property or a one-unit property with an accessory unit; including a unit in a planned unit development (PUD). This report form is not designed to report an appraisal of a manufactured home or a unit in a condominium or cooperative project.

This appraisal report is subject to the following scope of work, intended use, intended user, definition of market value, statement of assumptions and limiting conditions, and certifications. Modifications, additions, or deletions to the intended use, intended user, definition of market value, or assumptions and limiting conditions are not permitted. The appraiser may expand the scope of work to include any additional research or analysis necessary based on the complexity of this appraisal assignment. Modifications or deletions to the certifications are also not permitted. However, additional certifications that do not constitute material alterations to this appraisal report, such as those required by law or those related to the appraiser's continuing education or membership in an appraisal organization, are permitted.

SCOPE OF WORK: The scope of work for this appraisal is defined by the complexity of this appraisal assignment and the reporting requirements of this appraisal report form, including the following definition of market value, statement of assumptions and limiting conditions, and certifications. The appraiser must, at a minimum: (1) perform a complete visual inspection of the interior and exterior areas of the subject property, (2) inspect the neighborhood, (3) inspect each of the comparable sales from at least the street, (4) research, verify, and analyze data from reliable public and/or private sources, and (5) report his or her analysis, opinions, and conclusions in this appraisal report.

INTENDED USE: The intended use of this appraisal report is for the lender/client to evaluate the property that is the subject of this appraisal for a mortgage finance transaction.

INTENDED USER: The intended user of this appraisal report is the lender/client.

DEFINITION OF MARKET VALUE: The most probable price which a property should bring in a competitive and open market under all conditions requisite to a fair sale, the buyer and seller, each acting prudently, knowledgeably and assuming the price is not affected by undue stimulus. Implicit in this definition is the consummation of a sale as of a specified date and the passing of title from seller to buyer under conditions whereby: (1) buyer and seller are typically motivated; (2) both parties are well informed or well advised, and each acting in what he or she considers his or her own best interest; (3) a reasonable time is allowed for exposure in the open market; (4) payment is made in terms of cash in U. S. dollars or in terms of financial arrangements comparable thereto; and (5) the price represents the normal consideration for the property sold unaffected by special or creative financing or sales concessions* granted by anyone associated with the sale.

*Adjustments to the comparables must be made for special or creative financing or sales concessions. No adjustments are necessary for those costs which are normally paid by sellers as a result of tradition or law in a market area; these costs are readily identifiable since the seller pays these costs in virtually all sales transactions. Special or creative financing adjustments can be made to the comparable property by comparisons to financing terms offered by a third party institutional lender that is not already involved in the property or transaction. Any adjustment should not be calculated on a mechanical dollar for dollar cost of the financing or concession but the dollar amount of any adjustment should approximate the market's reaction to the financing or concessions based on the appraiser's judgment.

STATEMENT OF ASSUMPTIONS AND LIMITING CONDITIONS: The appraiser's certification in this report is subject to the following assumptions and limiting conditions:

1. The appraiser will not be responsible for matters of a legal nature that affect either the property being appraised or the title to it, except for information that he or she became aware of during the research involved in performing this appraisal. The appraiser assumes that the title is good and marketable and will not render any opinions about the title.
2. The appraiser has provided a sketch in this appraisal report to show the approximate dimensions of the improvements. The sketch is included only to assist the reader in visualizing the property and understanding the appraiser's determination of its size.
3. The appraiser has examined the available flood maps that are provided by the Federal Emergency Management Agency (or other data sources) and has noted in this appraisal report whether any portion of the subject site is located in an identified Special Flood Hazard Area. Because the appraiser is not a surveyor, he or she makes no guarantees, express or implied, regarding this determination.
4. The appraiser will not give testimony or appear in court because he or she made an appraisal of the property in question, unless specific arrangements to do so have been made beforehand, or as otherwise required by law.
5. The appraiser has noted in this appraisal report any adverse conditions (such as needed repairs, deterioration, the presence of hazardous wastes, toxic substances, etc.) observed during the inspection of the subject property or that he or she became aware of during the research involved in performing the appraisal. Unless otherwise stated in this appraisal report, the appraiser has no knowledge of any hidden or unapparent physical deficiencies or adverse conditions of the property (such as, but not limited to, needed repairs, deterioration, the presence of hazardous wastes, toxic substances, adverse environmental conditions, etc.) that would make the property less valuable, and has assumed that there are no such conditions and makes no guarantees or warranties, express or implied. The appraiser will not be responsible for any such conditions that do exist or for any engineering or testing that might be required to discover whether such conditions exist. Because the appraiser is not an expert in the field of environmental hazards, this appraisal report must not be considered as an environmental assessment of the property.
6. The appraiser has based his or her appraisal report and valuation conclusion for an appraisal that is subject to satisfactory completion, repairs, or alterations on the assumption that the completion, repairs, or alterations of the subject property will be performed in a professional manner.

Uniform Residential Appraisal Report

File # 2353NW14

APPRAISER'S CERTIFICATION: The Appraiser certifies and agrees that:

1. I have, at a minimum, developed and reported this appraisal in accordance with the scope of work requirements stated in this appraisal report.
2. I performed a complete visual inspection of the interior and exterior areas of the subject property. I reported the condition of the improvements in factual, specific terms. I identified and reported the physical deficiencies that could affect the livability, soundness, or structural integrity of the property.
3. I performed this appraisal in accordance with the requirements of the Uniform Standards of Professional Appraisal Practice that were adopted and promulgated by the Appraisal Standards Board of The Appraisal Foundation and that were in place at the time this appraisal report was prepared.
4. I developed my opinion of the market value of the real property that is the subject of this report based on the sales comparison approach to value. I have adequate comparable market data to develop a reliable sales comparison approach for this appraisal assignment. I further certify that I considered the cost and income approaches to value but did not develop them, unless otherwise indicated in this report.
5. I researched, verified, analyzed, and reported on any current agreement for sale for the subject property, any offering for sale of the subject property in the twelve months prior to the effective date of this appraisal, and the prior sales of the subject property for a minimum of three years prior to the effective date of this appraisal, unless otherwise indicated in this report.
6. I researched, verified, analyzed, and reported on the prior sales of the comparable sales for a minimum of one year prior to the date of sale of the comparable sale, unless otherwise indicated in this report.
7. I selected and used comparable sales that are locationally, physically, and functionally the most similar to the subject property.
8. I have not used comparable sales that were the result of combining a land sale with the contract purchase price of a home that has been built or will be built on the land.
9. I have reported adjustments to the comparable sales that reflect the market's reaction to the differences between the subject property and the comparable sales.
10. I verified, from a disinterested source, all information in this report that was provided by parties who have a financial interest in the sale or financing of the subject property.
11. I have knowledge and experience in appraising this type of property in this market area.
12. I am aware of, and have access to, the necessary and appropriate public and private data sources, such as multiple listing services, tax assessment records, public land records and other such data sources for the area in which the property is located.
13. I obtained the information, estimates, and opinions furnished by other parties and expressed in this appraisal report from reliable sources that I believe to be true and correct.
14. I have taken into consideration the factors that have an impact on value with respect to the subject neighborhood, subject property, and the proximity of the subject property to adverse influences in the development of my opinion of market value. I have noted in this appraisal report any adverse conditions (such as, but not limited to, needed repairs, deterioration, the presence of hazardous wastes, toxic substances, adverse environmental conditions, etc.) observed during the inspection of the subject property or that I became aware of during the research involved in performing this appraisal. I have considered these adverse conditions in my analysis of the property value, and have reported on the effect of the conditions on the value and marketability of the subject property.
15. I have not knowingly withheld any significant information from this appraisal report and, to the best of my knowledge, all statements and information in this appraisal report are true and correct.
16. I stated in this appraisal report my own personal, unbiased, and professional analysis, opinions, and conclusions, which are subject only to the assumptions and limiting conditions in this appraisal report.
17. I have no present or prospective interest in the property that is the subject of this report, and I have no present or prospective personal interest or bias with respect to the participants in the transaction. I did not base, either partially or completely, my analysis and/or opinion of market value in this appraisal report on the race, color, religion, sex, age, marital status, handicap, familial status, or national origin of either the prospective owners or occupants of the subject property or of the present owners or occupants of the properties in the vicinity of the subject property or on any other basis prohibited by law.
18. My employment and/or compensation for performing this appraisal or any future or anticipated appraisals was not conditioned on any agreement or understanding, written or otherwise, that I would report (or present analysis supporting) a predetermined specific value, a predetermined minimum value, a range or direction in value, a value that favors the cause of any party, or the attainment of a specific result or occurrence of a specific subsequent event (such as approval of a pending mortgage loan application).
19. I personally prepared all conclusions and opinions about the real estate that were set forth in this appraisal report. If I relied on significant real property appraisal assistance from any individual or individuals in the performance of this appraisal or the preparation of this appraisal report, I have named such individual(s) and disclosed the specific tasks performed in this appraisal report. I certify that any individual so named is qualified to perform the tasks. I have not authorized anyone to make a change to any item in this appraisal report; therefore, any change made to this appraisal is unauthorized and I will take no responsibility for it.
20. I identified the lender/client in this appraisal report who is the individual, organization, or agent for the organization that ordered and will receive this appraisal report.

Uniform Residential Appraisal Report

File # 2353NW14

21. The lender/client may disclose or distribute this appraisal report to: the borrower; another lender at the request of the borrower; the mortgagee or its successors and assigns; mortgage insurers; government sponsored enterprises; other secondary market participants; data collection or reporting services; professional appraisal organizations; any department, agency, or instrumentality of the United States; and any state, the District of Columbia, or other jurisdictions; without having to obtain the appraiser's or supervisory appraiser's (if applicable) consent. Such consent must be obtained before this appraisal report may be disclosed or distributed to any other party (including, but not limited to, the public through advertising, public relations, news, sales, or other media).

22. I am aware that any disclosure or distribution of this appraisal report by me or the lender/client may be subject to certain laws and regulations. Further, I am also subject to the provisions of the Uniform Standards of Professional Appraisal Practice that pertain to disclosure or distribution by me.

23. The borrower, another lender at the request of the borrower, the mortgagee or its successors and assigns, mortgage insurers, government sponsored enterprises, and other secondary market participants may rely on this appraisal report as part of any mortgage finance transaction that involves any one or more of these parties.


24. If this appraisal report was transmitted as an "electronic record" containing my "electronic signature," as those terms are defined in applicable federal and/or state laws (excluding audio and video recordings), or a facsimile transmission of this appraisal report containing a copy or representation of my signature, the appraisal report shall be as effective, enforceable and valid as if a paper version of this appraisal report were delivered containing my original hand written signature.

25. Any intentional or negligent misrepresentation(s) contained in this appraisal report may result in civil liability and/or criminal penalties including, but not limited to, fine or imprisonment or both under the provisions of Title 18, United States Code, Section 1001, et seq., or similar state laws.

SUPERVISORY APPRAISER'S CERTIFICATION: The Supervisory Appraiser certifies and agrees that:

1. I directly supervised the appraiser for this appraisal assignment, have read the appraisal report, and agree with the appraiser's analysis, opinions, statements, conclusions, and the appraiser's certification.
2. I accept full responsibility for the contents of this appraisal report including, but not limited to, the appraiser's analysis, opinions, statements, conclusions, and the appraiser's certification.
3. The appraiser identified in this appraisal report is either a sub-contractor or an employee of the supervisory appraiser (or the appraisal firm), is qualified to perform this appraisal, and is acceptable to perform this appraisal under the applicable state law.
4. This appraisal report complies with the Uniform Standards of Professional Appraisal Practice that were adopted and promulgated by the Appraisal Standards Board of The Appraisal Foundation and that were in place at the time this appraisal report was prepared.
5. If this appraisal report was transmitted as an "electronic record" containing my "electronic signature," as those terms are defined in applicable federal and/or state laws (excluding audio and video recordings), or a facsimile transmission of this appraisal report containing a copy or representation of my signature, the appraisal report shall be as effective, enforceable and valid as if a paper version of this appraisal report were delivered containing my original hand written signature.

APPRAISER

Signature 
 Name Greg Maples
 Company Name The Maples Company, LLC
 Company Address P.O. Box 850416
Mobile, AL 36685
 Telephone Number (251) 634-0714
 Email Address appraisalorders@themaplescompany.com
 Date of Signature and Report 01/17/2014
 Effective Date of Appraisal 01/14/2014
 State Certification # R00967
 or State License # _____
 or Other (describe) _____ State # _____
 State AL
 Expiration Date of Certification or License 09/30/2015

ADDRESS OF PROPERTY APPRAISED

██████████
Mobile, AL 36619
APPRAISED VALUE OF SUBJECT PROPERTY \$ 135,000

LENDER/CLIENT

Name Nationwide Property & Appraisal Services
 Company Name Cogo Capital
 Company Address 1121 E. Mullan Avenue, Coeur d'Alene, ID 83814
 Email Address _____

SUPERVISORY APPRAISER (ONLY IF REQUIRED)

Signature _____
 Name _____
 Company Name _____
 Company Address _____
 Telephone Number _____
 Email Address _____
 Date of Signature _____
 State Certification # _____
 or State License # _____
 State _____
 Expiration Date of Certification or License _____

SUBJECT PROPERTY

- Did not inspect subject property
 Did inspect exterior of subject property from street
 Date of Inspection _____
 Did inspect interior and exterior of subject property
 Date of Inspection _____

COMPARABLE SALES

- Did not inspect exterior of comparable sales from street
 Did inspect exterior of comparable sales from street
 Date of Inspection _____

Uniform Residential Appraisal Report

File # 2353NW14

FEATURE	SUBJECT	COMPARABLE SALE # 4			COMPARABLE SALE # 5			COMPARABLE SALE # 6		
Address	Mobile, AL 36619	4435 Nicholl Dr Mobile, AL 36619			4100 Higgins Rd Mobile, AL 36619			3705 Scenic Dr Mobile, AL 36605		
Proximity to Subject		0.14 miles W			0.52 miles SW			1.29 miles E		
Sale Price	\$	\$ 105,000			\$ 105,000			\$ 149,900		
Sale Price/Gross Liv. Area	\$ sq.ft.	\$ 47.73 sq.ft.			\$ 71.33 sq.ft.			\$ 60.61 sq.ft.		
Data Source(s)		MLS # 252374;DOM 114			MLS # 259550;DOM 78			MLS # 240647;DOM 552		
Verification Source(s)		Tax Assessor			Tax Assessor			Tax Assessor		
VALUE ADJUSTMENTS	DESCRIPTION	DESCRIPTION	+(-) \$ Adjustment		DESCRIPTION	+(-) \$ Adjustment		DESCRIPTION	+(-) \$ Adjustment	
Sales or Financing Concessions		ArmLth Conv;0			Listing			Listing		
Date of Sale/Time		s12/13;c11/13			Active	-10,500		Active	-14,990	
Location	N;Res;	N;Res;			N;Res;			N;Res;		
Leasehold/Fee Simple	Fee Simple	Fee Simple			Fee Simple			Fee Simple		
Site	27,086 sf	21,201 sf	0		18,691 sf	0		33,371 sf	0	
View	N;Res;	N;Res;			N;Res;			N;Res;		
Design (Style)	DT1.5;Ranch	DT1;Ranch	0		DT1;Ranch	0		DT1;Ranch	0	
Quality of Construction	Q3	Q3			Q3			Q3		
Actual Age	~45	22	0		52	0		33	0	
Condition	C4	C3	-5,000		C3	-5,000		C3	-5,000	
Above Grade	Total Bdrms. Baths	Total Bdrms. Baths			Total Bdrms. Baths			Total Bdrms. Baths		
Room Count	7 3 2.1	7 4 2.0	+2,500		6 3 2.0	+2,500		8 3 2.1	0	
Gross Living Area	3,442 sq.ft.	2,200 sq.ft.	+12,420		1,472 sq.ft.	+19,700		2,473 sq.ft.	+9,690	
Basement & Finished Rooms Below Grade	0sf	0sf			0sf			0sf		
Functional Utility	Average	Average			Average			Average		
Heating/Cooling	FWA/Central	FWA/Central			FWA/Central			FWA/Central		
Energy Efficient Items	Standard	Standard			Standard			Standard		
Garage/Carport	3qa1dw	2qa2dw	+2,500		2dw	+7,500		2dw	+7,500	
Porch/Patio/Deck	Porch/Patio	Porch/Patio			Porch/Patio			Porch/Patio		
Fireplace	Fireplace	Fireplace			None	+1,000		Fireplace		
Fence/Pool	Fence	None	+500		Fence			Fence		
Workshop/Storage Bldg	Stor Bldg	None	+500		Wrkshp/StorBldg	-2,000		Stor Bldg		
Net Adjustment (Total)		<input checked="" type="checkbox"/> + <input type="checkbox"/> -	\$ 13,420		<input checked="" type="checkbox"/> + <input type="checkbox"/> -	\$ 13,200		<input type="checkbox"/> + <input checked="" type="checkbox"/> -	\$ -2,800	
Adjusted Sale Price of Comparables		Net Adj. 12.8 % Gross Adj. 22.3 %	\$ 118,420		Net Adj. 12.6 % Gross Adj. 45.9 %	\$ 118,200		Net Adj. 1.9 % Gross Adj. 24.8 %	\$ 147,100	
Report the results of the research and analysis of the prior sale or transfer history of the subject property and comparable sales (report additional prior sales on page 3).										
ITEM	SUBJECT	COMPARABLE SALE # 4			COMPARABLE SALE # 5			COMPARABLE SALE # 6		
Date of Prior Sale/Transfer	06/14/2013									
Price of Prior Sale/Transfer	\$0									
Data Source(s)	Tax Assessor	Tax Assessor			Tax Assessor			Tax Assessor		
Effective Date of Data Source(s)	01/14/2014	01/14/2014			01/14/2014			01/14/2014		
Analysis of prior sale or transfer history of the subject property and comparable sales										
Analysis/Comments										

UNIFORM APPRAISAL DATASET (UAD) DEFINITIONS ADDENDUM

(Source: Fannie Mae UAD Appendix D: UAD Field-Specific Standardization Requirements)

Condition Ratings and Definitions

C1

The improvements have been very recently constructed and have not previously been occupied. The entire structure and all components are new and the dwelling features no physical depreciation.*

**Note: Newly constructed improvements that feature recycled materials and/or components can be considered new dwellings provided that the dwelling is placed on a 100% new foundation and the recycled materials and the recycled components have been rehabilitated/re-manufactured into like-new condition. Recently constructed improvements that have not been previously occupied are not considered "new" if they have any significant physical depreciation (i.e., newly constructed dwellings that have been vacant for an extended period of time without adequate maintenance or upkeep).*

C2

The improvements feature no deferred maintenance, little or no physical depreciation, and require no repairs. Virtually all building components are new or have been recently repaired, refinished, or rehabilitated. All outdated components and finishes have been updated and/or replaced with components that meet current standards. Dwellings in this category either are almost new or have been recently completely renovated and are similar in condition to new construction.

C3

The improvements are well maintained and feature limited physical depreciation due to normal wear and tear. Some components, but not every major building component, may be updated or recently rehabilitated. The structure has been well maintained.

C4

The improvements feature some minor deferred maintenance and physical deterioration due to normal wear and tear. The dwelling has been adequately maintained and requires only minimal repairs to building components/mechanical systems and cosmetic repairs. All major building components have been adequately maintained and are functionally adequate.

C5

The improvements feature obvious deferred maintenance and are in need of some significant repairs. Some building components need repairs, rehabilitation, or updating. The functional utility and overall livability is somewhat diminished due to condition, but the dwelling remains useable and functional as a residence.

C6

The improvements have substantial damage or deferred maintenance with deficiencies or defects that are severe enough to affect the safety, soundness, or structural integrity of the improvements. The improvements are in need of substantial repairs and rehabilitation, including many or most major components.

Quality Ratings and Definitions

Q1

Dwellings with this quality rating are usually unique structures that are individually designed by an architect for a specified user. Such residences typically are constructed from detailed architectural plans and specifications and feature an exceptionally high level of workmanship and exceptionally high-grade materials throughout the interior and exterior of the structure. The design features exceptionally high-quality exterior refinements and ornamentation, and exceptionally high-quality interior refinements. The workmanship, materials, and finishes throughout the dwelling are of exceptionally high quality.

Q2

Dwellings with this quality rating are often custom designed for construction on an individual property owner's site. However, dwellings in this quality grade are also found in high-quality tract developments featuring residence constructed from individual plans or from highly modified or upgraded plans. The design features detailed, high quality exterior ornamentation, high-quality interior refinements, and detail. The workmanship, materials, and finishes throughout the dwelling are generally of high or very high quality.

Q3

Dwellings with this quality rating are residences of higher quality built from individual or readily available designer plans in above-standard residential tract developments or on an individual property owner's site. The design includes significant exterior ornamentation and interiors that are well finished. The workmanship exceeds acceptable standards and many materials and finishes throughout the dwelling have been upgraded from "stock" standards.

Q4

Dwellings with this quality rating meet or exceed the requirements of applicable building codes. Standard or modified standard building plans are utilized and the design includes adequate fenestration and some exterior ornamentation and interior refinements. Materials, workmanship, finish, and equipment are of stock or builder grade and may feature some upgrades.

UNIFORM APPRAISAL DATASET (UAD) DEFINITIONS ADDENDUM

(Source: Fannie Mae UAD Appendix D: UAD Field-Specific Standardization Requirements)

Quality Ratings and Definitions (continued)

Q5

Dwellings with this quality rating feature economy of construction and basic functionality as main considerations. Such dwellings feature a plain design using readily available or basic floor plans featuring minimal fenestration and basic finishes with minimal exterior ornamentation and limited interior detail. These dwellings meet minimum building codes and are constructed with inexpensive, stock materials with limited refinements and upgrades.

Q6

Dwellings with this quality rating are of basic quality and lower cost; some may not be suitable for year-round occupancy. Such dwellings are often built with simple plans or without plans, often utilizing the lowest quality building materials. Such dwellings are often built or expanded by persons who are professionally unskilled or possess only minimal construction skills. Electrical, plumbing, and other mechanical systems and equipment may be minimal or non-existent. Older dwellings may feature one or more substandard or non-conforming additions to the original structure

Definitions of Not Updated, Updated, and Remodeled

Not Updated

Little or no updating or modernization. This description includes, but is not limited to, new homes.

Residential properties of fifteen years of age or less often reflect an original condition with no updating, if no major components have been replaced or updated. Those over fifteen years of age are also considered not updated if the appliances, fixtures, and finishes are predominantly dated. An area that is 'Not Updated' may still be well maintained and fully functional, and this rating does not necessarily imply deferred maintenance or physical/functional deterioration.

Updated

The area of the home has been modified to meet current market expectations. These modifications are limited in terms of both scope and cost.

An updated area of the home should have an improved look and feel, or functional utility. Changes that constitute updates include refurbishment and/or replacing components to meet existing market expectations. Updates do not include significant alterations to the existing structure.

Remodeled

Significant finish and/or structural changes have been made that increase utility and appeal through complete replacement and/or expansion.

A remodeled area reflects fundamental changes that include multiple alterations. These alterations may include some or all of the following: replacement of a major component (cabinet(s), bathtub, or bathroom tile), relocation of plumbing/gas fixtures/appliances, significant structural alterations (relocating walls, and/or the addition of) square footage). This would include a complete gutting and rebuild.

Explanation of Bathroom Count

Three-quarter baths are counted as a full bath in all cases. Quarter baths (baths that feature only a toilet) are not included in the bathroom count. The number of full and half baths is reported by separating the two values using a period, where the full bath count is represented to the left of the period and the half bath count is represented to the right of the period.

Example:

3.2 indicates three full baths and two half baths.

FIRREA / USPAP ADDENDUM

Borrower/Client		File No. 2353NW14	
Property Address			
City	Mobile	County	Mobile
Lender	Cogo Capital	State	AL
		Zip Code	36619

Purpose
 The purpose of this appraisal was to estimate the market value of the fee simple interest as of the appraisal date based on the site's highest and best use.

Scope of Work
 The term "scope of work" means describing the extent of the process of collecting, confirming, and reporting data. The appraisal problem submitted to the appraiser was to furnish and "as is" market value based on the subject's present condition. I have inspected the subject site and the neighborhood, conducted a search for comparable market data for sales with parameters for location, size, construction and condition being given primary consideration. I have confirmed data through public records and with principals, managers, and real estate agents representing principals unless otherwise noted. The data was then analyzed to arrive at the value conclusion for the sales approach to value, and to estimate a reasonable exposure and marketing time for the subject property.

Intended Use / Intended User
 Intended Use: The intended use of the appraisal is to establish a basis for lending purpose.

Intended User(s): The client and intended user of this report is the lending institution listed above.

History of Property
 Current listing information: The subject is currently listed for sale in the Mobile MLS # 256863 for \$84,500.

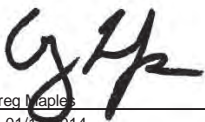
Prior sale: The subject foreclosed on 06/14/2013.

Exposure Time / Marketing Time
 The typical marketing time for the subject property is 3 to 6 months.

Personal (non-realty) Transfers
 Personal property was not included in the final valuation of the subject.

Additional Comments
 Digital signatures were used for signing of this report, and with such hold all legal and binding representation of traditional signatures.

- Certification Supplement**
1. This appraisal assignment was not based on a requested minimum valuation, a specific valuation, or an approval of a loan.
 2. My compensation is not contingent upon the reporting of a predetermined value or direction in value that favors the cause of the client, the amount of the value estimate, the attainment of a stipulated result or the occurrence of a subsequent event.
 3. This assignment was made subject to the regulations of the State of Alabama Real Estate Appraisers Board. The undersigned state licensed appraiser has met the requirements of the Board that allow this report to be regarded as a 'certified appraisal'.
 4. I have performed no services, as an appraiser or in any other capacity, regarding the property that is the subject of this report within the three-year period immediately preceding acceptance of this assignment.

Appraiser: 
 Signed Date: 01/17/2014
 Certification or License #: R00967
 Certification or License State: AL Expires: 09/30/2015
 Effective Date of Appraisal: 01/14/2014

Supervisory Appraiser: _____
 Signed Date: _____
 Certification or License #: _____
 Certification or License State: _____ Expires: _____
 Inspection of Subject: Did Not Exterior Only Interior and Exterior

Subject Photo Page

Borrower/Client	[REDACTED]				
Property Address	[REDACTED]				
City	Mobile	County	Mobile	State	AL Zip Code 36619
Lender	Cogo Capital				



Subject Front

Sales Price	[REDACTED]
Gross Living Area	3,442
Total Rooms	7
Total Bedrooms	3
Total Bathrooms	2.1
Location	N;Res;
View	N;Res;
Site	27,086 sf
Quality	Q3
Age	~45



Subject Rear



Subject Street

Subject Interior Photo Page

Borrower/Client	[REDACTED]				
Property Address	[REDACTED]				
City	Mobile	County	Mobile	State	AL Zip Code 36619
Lender	Cogo Capital				



Subject Side

[REDACTED]
Sales Price
Gross Living Area 3,442
Total Rooms 7
Total Bedrooms 3
Total Bathrooms 2.1
Location N;Res;
View N;Res;
Site 27,086 sf
Quality Q3
Age ~45



Subject Side



Subject Side

Subject Interior Photo Page

Borrower/Client	[REDACTED]				
Property Address	[REDACTED]				
City	Mobile	County	Mobile	State	AL Zip Code 36619
Lender	Cogo Capital				



Storage Building

Sales Price	[REDACTED]
Gross Living Area	3,442
Total Rooms	7
Total Bedrooms	3
Total Bathrooms	2.1
Location	N;Res;
View	N;Res;
Site	27,086 sf
Quality	Q3
Age	~45



Storage Interior



No handrail on Deck

Subject Interior Photo Page

Borrower/Client	[REDACTED]				
Property Address	[REDACTED]				
City	Mobile	County	Mobile	State	AL Zip Code 36619
Lender	Cogo Capital				

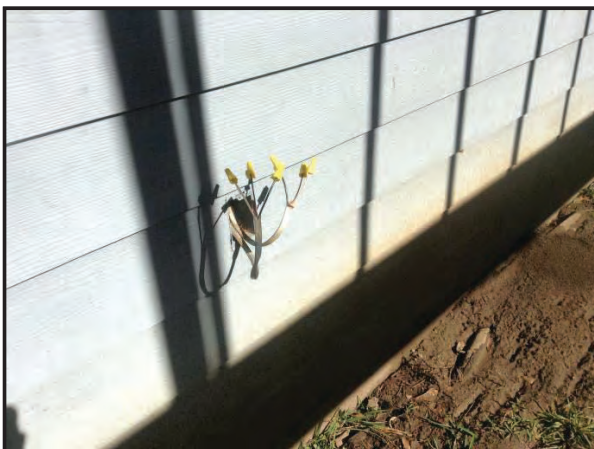


Missing Deck Boards

Sales Price	[REDACTED]
Gross Living Area	3,442
Total Rooms	7
Total Bedrooms	3
Total Bathrooms	2.1
Location	N;Res;
View	N;Res;
Site	27,086 sf
Quality	Q3
Age	~45



Exposed Electrical



Exposed Electrical

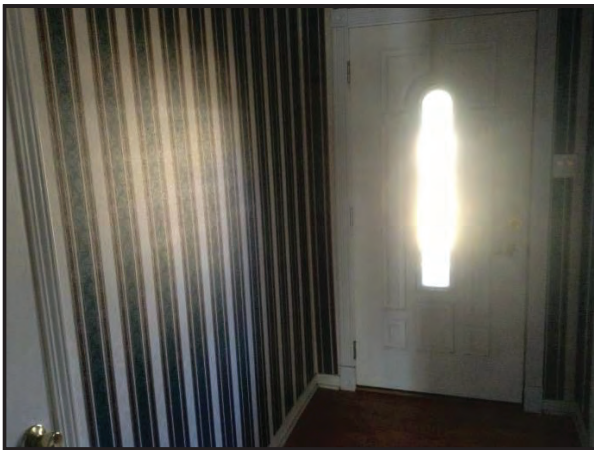
Subject Interior Photo Page

Borrower/Client	[REDACTED]				
Property Address	[REDACTED]				
City	Mobile	County	Mobile	State	AL Zip Code 36619
Lender	Cogo Capital				



Living

Sales Price	[REDACTED]
Gross Living Area	3,442
Total Rooms	7
Total Bedrooms	3
Total Bathrooms	2.1
Location	N;Res;
View	N;Res;
Site	27,086 sf
Quality	Q3
Age	~45



Foyer



Bathroom

Subject Interior Photo Page

Borrower/Client	[REDACTED]						
Property Address	[REDACTED]						
City	Mobile	County	Mobile	State	AL	Zip Code	36619
Lender	Cogo Capital						



Bedroom

[REDACTED]
 Sales Price
 Gross Living Area 3,442
 Total Rooms 7
 Total Bedrooms 3
 Total Bathrooms 2.1
 Location N;Res;
 View N;Res;
 Site 27,086 sf
 Quality Q3
 Age ~45



Bedroom



Master Bedroom

Subject Interior Photo Page

Borrower/Client	[REDACTED]				
Property Address	[REDACTED]				
City	Mobile	County	Mobile	State	AL Zip Code 36619
Lender	Cogo Capital				



Master Bathroom

Sales Price	[REDACTED]
Gross Living Area	3,442
Total Rooms	7
Total Bedrooms	3
Total Bathrooms	2.1
Location	N;Res;
View	N;Res;
Site	27,086 sf
Quality	Q3
Age	~45



Dining



Kitchen

Subject Interior Photo Page

Borrower/Client	[REDACTED]				
Property Address	[REDACTED]				
City	Mobile	County	Mobile	State	AL Zip Code 36619
Lender	Cogo Capital				



Laundry

Sales Price	[REDACTED]
Gross Living Area	3,442
Total Rooms	7
Total Bedrooms	3
Total Bathrooms	2.1
Location	N;Res;
View	N;Res;
Site	27,086 sf
Quality	Q3
Age	~45



Family



Garage Interior

Subject Interior Photo Page

Borrower/Client	[REDACTED]				
Property Address	[REDACTED]				
City	Mobile	County	Mobile	State	AL Zip Code 36619
Lender	Cogo Capital				



Garage Interior

Sales Price	[REDACTED]
Gross Living Area	3,442
Total Rooms	7
Total Bedrooms	3
Total Bathrooms	2.1
Location	N;Res;
View	N;Res;
Site	27,086 sf
Quality	Q3
Age	~45



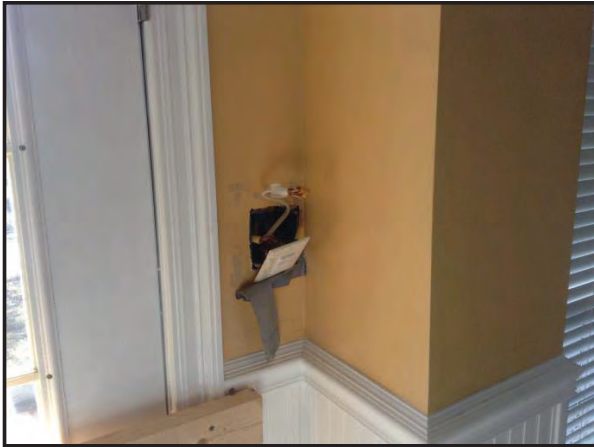
Half Bathroom



Bonus

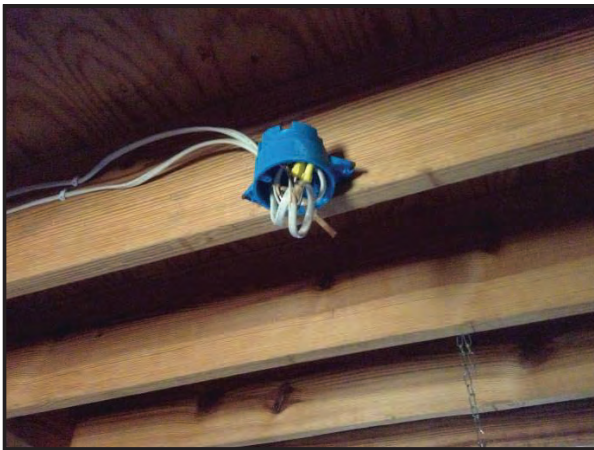
Subject Interior Photo Page

Borrower/Client	[REDACTED]				
Property Address	[REDACTED]				
City	Mobile	County	Mobile	State	AL Zip Code 36619
Lender	Cogo Capital				



Exposed Electrical

[REDACTED]
Sales Price
Gross Living Area 3,442
Total Rooms 7
Total Bedrooms 3
Total Bathrooms 2.1
Location N;Res;
View N;Res;
Site 27,086 sf
Quality Q3
Age ~45



Exposed Electrical



Exposed Electrical

Subject Interior Photo Page

Borrower/Client	[REDACTED]				
Property Address	[REDACTED]				
City	Mobile	County	Mobile	State	AL Zip Code 36619
Lender	Cogo Capital				

**Cut Brick from Original House**

Sales Price	[REDACTED]
Gross Living Area	3,442
Total Rooms	7
Total Bedrooms	3
Total Bathrooms	2.1
Location	N;Res;
View	N;Res;
Site	27,086 sf
Quality	Q3
Age	~45

Comparable Photo Page

Borrower/Client	[REDACTED]				
Property Address	[REDACTED]				
City	Mobile	County	Mobile	State	AL
				Zip Code	36619
Lender	Cogo Capital				



Comparable 1

4375 Cypress Shores Dr
 Prox. to Subject 0.22 miles W
 Sales Price 117,000
 Gross Living Area 1,968
 Total Rooms 7
 Total Bedrooms 3
 Total Bathrooms 2.0
 Location N;Res;
 View N;Res;
 Site 20,072 sf
 Quality Q3
 Age 39



Comparable 2

1633 Apex Dr
 Prox. to Subject 1.71 miles NW
 Sales Price 119,000
 Gross Living Area 3,038
 Total Rooms 8
 Total Bedrooms 3
 Total Bathrooms 2.0
 Location N;Res;
 View N;Res;
 Site 13,848 sf
 Quality Q3
 Age 35



Comparable 3

1398 Azalea Rd
 Prox. to Subject 2.08 miles N
 Sales Price 165,400
 Gross Living Area 4,331
 Total Rooms 9
 Total Bedrooms 4
 Total Bathrooms 3.1
 Location N;Res;
 View N;Res;
 Site 22,967 sf
 Quality Q3
 Age 31

Comparable Photo Page

Borrower/Client	[REDACTED]				
Property Address	[REDACTED]				
City	Mobile	County	Mobile	State	AL Zip Code 36619
Lender	Cogo Capital				



Comparable 4

4435 Nicholl Dr
 Prox. to Subject 0.14 miles W
 Sales Price 105,000
 Gross Living Area 2,200
 Total Rooms 7
 Total Bedrooms 4
 Total Bathrooms 2.0
 Location N;Res;
 View N;Res;
 Site 21,201 sf
 Quality Q3
 Age 22



Comparable 5

4100 Higgins Rd
 Prox. to Subject 0.52 miles SW
 Sales Price 105,000
 Gross Living Area 1,472
 Total Rooms 6
 Total Bedrooms 3
 Total Bathrooms 2.0
 Location N;Res;
 View N;Res;
 Site 18,691 sf
 Quality Q3
 Age 52



Comparable 6

3705 Scenic Dr
 Prox. to Subject 1.29 miles E
 Sales Price 149,900
 Gross Living Area 2,473
 Total Rooms 8
 Total Bedrooms 3
 Total Bathrooms 2.1
 Location N;Res;
 View N;Res;
 Site 33,371 sf
 Quality Q3
 Age 33

MULTI-PURPOSE SUPPLEMENTAL ADDENDUM FOR FEDERALLY RELATED TRANSACTIONS

Greg Maples

Borrower/Client	[REDACTED]			
Property Address	[REDACTED]			
City	Mobile	County	Mobile	State AL Zip Code 36619
Lender	CoGo Capital			

This Multi-Purpose Supplemental Addendum for Federally Related Transactions was designed to provide the appraiser with a convenient way to comply with the current appraisal standards and requirements of the Federal Deposit Insurance Corporation (FDIC), the Office of the Comptroller of Currency (OCC), The Office of Thrift Supervision (OTS), the Resolution Trust Corporation (RTC), and the Federal Reserve.

This Multi-Purpose Supplemental Addendum is for use with any appraisal. Only those statements which have been checked by the appraiser apply to the property being appraised.

PURPOSE & FUNCTION OF APPRAISAL

The purpose of the appraisal is to estimate the market value of the subject property as defined herein. The function of the appraisal is to assist the above-named Lender in evaluating the subject property for lending purposes. This is a federally related transaction.

EXTENT OF APPRAISAL PROCESS

- The appraisal is based on the information gathered by the appraiser from public records, other identified sources, inspection of the subject property and neighborhood, and selection of comparable sales within the subject market area. The original source of the comparables is shown in the Data Source section of the market grid along with the source of confirmation, if available. The original source is presented first. The sources and data are considered reliable. When conflicting information was provided, the source deemed most reliable has been used. Data believed to be unreliable was not included in the report nor used as a basis for the value conclusion.
- The Reproduction Cost is based on Cost Estimates gathered & researched from local contractors & builders supplemented by the appraiser's knowledge of the local market.
- Physical depreciation is based on the estimated effective age of the subject property. Functional and/or external depreciation, if present, is specifically addressed in the appraisal report or other addenda. In estimating the site value, the appraiser has relied on personal knowledge of the local market. This knowledge is based on prior and/or current analysis of site sales and/or abstraction of site values from sales of improved properties.
- The subject property is located in an area of primarily owner-occupied single family residences and the Income Approach is not considered to be meaningful. For this reason, the Income Approach was not used.
- The Estimated Market Rent and Gross Rent Multiplier utilized in the Income Approach are based on the appraiser's knowledge of the subject market area. The rental knowledge is based on prior and/or current rental rate surveys of residential properties. The Gross Rent Multiplier is based on prior and/or current analysis of prices and market rates for residential properties.
- For income producing properties, actual rents, vacancies and expenses have been reported and analyzed. They have been used to project future rents, vacancies and expenses.

SUBJECT PROPERTY OFFERING INFORMATION

- According to Mobile Multiple Listing Service the subject property:
- has not been offered for sale in the past: 30 days 1 year 3 years.
 - is currently offered for sale for \$ 84,500.
 - was offered for sale within the past: 30 days 1 year 3 years for \$ _____.
 - Offering information was considered in the final reconciliation of value.
 - Offering information was not considered in the final reconciliation of value.
 - Offering information was not available. The reasons for unavailability and the steps taken by the appraiser are explained later in this addendum.

SALES HISTORY OF SUBJECT PROPERTY

- According to Mobile MLS and public records the subject property:
- Has not transferred in the past twelve months. in the past thirty-six months. in the past 5 years.
 - Has transferred in the past twelve months. in the past thirty-six months. in the past 5 years.
 - All prior sales which have occurred in the past _____ are listed below and reconciled to the appraised value, either in the body of the report or in the addenda.

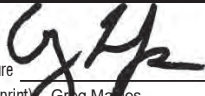
Date	Sales Price	Document #	Seller	Buyer

FEMA FLOOD HAZARD DATA

- Subject property is not located in a FEMA Special Flood Hazard Area.
- Subject property is located in a FEMA Special Flood Hazard Area.

Zone	FEMA Map/Panel #	Map Date	Name of Community
X	01097C0657K	03/17/2010	

- The community does not participate in the National Flood Insurance Program.
- The community does participate in the National Flood Insurance Program.
- It is covered by a regular program.
- It is covered by an emergency program.

<input checked="" type="checkbox"/> CURRENT SALES CONTRACT									
<input type="checkbox"/> The subject property is <u>currently not under contract</u> . <input type="checkbox"/> The contract and/or escrow instructions <u>were not available for review</u> . The unavailability of the contract is explained later in the addenda section. <input type="checkbox"/> The contract and/or escrow instructions <u>were reviewed</u> . The following summarizes the contract: <table border="1" style="width:100%; margin-top: 5px;"> <thead> <tr> <th style="text-align: left;">Contract Date</th> <th style="text-align: left;">Amendment Date</th> <th style="text-align: left;">Contract Price</th> <th style="text-align: left;">Seller</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>		Contract Date	Amendment Date	Contract Price	Seller				
Contract Date	Amendment Date	Contract Price	Seller						
<input type="checkbox"/> The contract indicated that personal property <u>was not included</u> in the sale. <input type="checkbox"/> The contract indicated that personal property <u>was included</u> . It consisted of _____ _____ Estimated contributory value is \$ _____ <input type="checkbox"/> Personal property <u>was not included</u> in the final value estimate. <input type="checkbox"/> Personal property <u>was included</u> in the final value estimate. <input type="checkbox"/> The contract indicated <u>no financing concessions</u> or other incentives. <input type="checkbox"/> The contract indicated <u>the following concessions</u> or incentives: _____ _____ <input type="checkbox"/> If concessions or incentives exist, the comparables were checked for similar concessions and appropriate adjustments were made, if applicable, so that the final value conclusion is in compliance with the Market Value defined herein.									
<input checked="" type="checkbox"/> MARKET OVERVIEW Include an explanation of current market conditions and trends.									
3-6 _____ months is considered a reasonable marketing period for the subject property based on <u>sales of other properties in the subject's neighborhood</u> .									
<input checked="" type="checkbox"/> ADDITIONAL CERTIFICATION									
The Appraiser certifies and agrees that: (1) The analyses, opinions and conclusions were developed, and this report was prepared, in conformity with the Uniform Standards of Professional Appraisal Practice ("USPAP"), except that the Departure Provision of the USPAP does not apply. (2) Their compensation is not contingent upon the reporting of predetermined value or direction in value that favors the cause of the client, the amount of the value estimate, the attainment of a stipulated result, or the occurrence of a subsequent event. (3) This appraisal assignment was not based on a requested minimum valuation, a specific valuation, or the approval of a loan.									
<input checked="" type="checkbox"/> ADDITIONAL (ENVIRONMENTAL) LIMITING CONDITIONS									
The value estimated is based on the assumption that the property is not negatively affected by the existence of hazardous substances or detrimental environmental conditions unless otherwise stated in this report. The appraiser is not an expert in the identification of hazardous substances or detrimental environmental conditions. The appraiser's routine inspection of and inquiries about the subject property did not develop any information that indicated any apparent significant hazardous substances or detrimental environmental conditions which would affect the property negatively unless otherwise stated in this report. It is possible that tests and inspections made by a qualified hazardous substance and environmental expert would reveal the existence of hazardous substances or detrimental environmental conditions on or around the property that would negatively affect its value.									
<input type="checkbox"/> ADDITIONAL COMMENTS									
<input checked="" type="checkbox"/> APPRAISER'S SIGNATURE & LICENSE/CERTIFICATION									
Appraiser's Signature <u></u> Effective Date <u>01/14/2014</u> Date Prepared <u>01/17/2014</u> Appraiser's Name (print) <u>Greg Males</u> Phone # <u>(251) 634-0714</u> State <u>AL</u> <input type="checkbox"/> License <input checked="" type="checkbox"/> Certification # <u>R00967</u> Tax ID # _____									
<input type="checkbox"/> CO-SIGNING APPRAISER'S CERTIFICATION									
<input type="checkbox"/> The co-signing appraiser <u>has personally inspected</u> the subject property, both inside and out, and has made an exterior inspection of all comparable sales listed in the report. The report was prepared by the appraiser under direct supervision of the co-signing appraiser. The co-signing appraiser accepts responsibility for the contents of the report including the value conclusions and the limiting conditions, and confirms that the certifications apply fully to the co-signing appraiser. <input type="checkbox"/> The co-signing appraiser <u>has not personally inspected</u> the interior of the subject property and: <input type="checkbox"/> <u>has not inspected</u> the exterior of the subject property and all comparable sales listed in the report. <input type="checkbox"/> <u>has inspected</u> the exterior of the subject property and all comparable sales listed in the report. <input type="checkbox"/> The report was prepared by the appraiser under direct supervision of the co-signing appraiser. The co-signing appraiser accepts responsibility for the contents of the report, including the value conclusions and the limiting conditions, and confirms that the certifications apply fully to the co-signing appraiser with the exception of the certification regarding physical inspections. The above describes the level of inspection performed by the co-signing appraiser. <input type="checkbox"/> The co-signing appraiser's level of inspection, involvement in the appraisal process and certification are covered elsewhere in the addenda section of this appraisal.									
<input type="checkbox"/> CO-SIGNING APPRAISER'S SIGNATURE & LICENSE/CERTIFICATION									
Co-Signing Appraiser's Signature _____ Effective Date _____ Date Prepared _____ Co-Signing Appraiser's Name (print) _____ Phone # _____ State _____ <input type="checkbox"/> License <input type="checkbox"/> Certification # _____ Tax ID # _____									

ENVIRONMENTAL ADDENDUM
APPARENT* HAZARDOUS SUBSTANCES AND/OR DETRIMENTAL ENVIRONMENTAL CONDITIONS

Borrower/Client	[REDACTED]				
Address	[REDACTED]				
City	Mobile	County	Mobile	State	AL
Lender	Cogo Capital				
				Zip code	36619

***Apparent** is defined as that which is visible, obvious, evident or manifest to the appraiser.

This universal Environmental Addendum is for use with any real estate appraisal. Only the statements which have been checked by the appraiser apply to the property being appraised.

This addendum reports the results of the appraiser's routine inspection of and inquiries about the subject property and its surrounding area. It also states what assumptions were made about the existence (or nonexistence) of any hazardous substances and/or detrimental environmental conditions. **The appraiser is not an expert environmental inspector** and therefore might be unaware of existing hazardous substances and/or detrimental environmental conditions which may have a negative effect on the safety and value of the property. It is possible that tests and inspections made by a qualified environmental inspector would reveal the existence of hazardous materials and/or detrimental environmental conditions on or around the property that would negatively affect its safety and value.

DRINKING WATER

- Drinking Water is supplied to the subject from a municipal water supply which is considered safe. However the only way to be absolutely certain that the water meets published standards is to have it tested at all discharge points.
- Drinking Water is supplied by a well or other non-municipal source. It is recommended that tests be made to be certain that the property is supplied with adequate pure water.
- Lead can get into drinking water from its source, the pipes, at all discharge points, plumbing fixtures and/or appliances. The only way to be certain that water does not contain an unacceptable lead level is to have it tested at all discharge points.
- The value estimated in this appraisal is based on the assumption that there is an adequate supply of safe, lead-free Drinking Water.**

Comments _____

SANITARY WASTE DISPOSAL

- Sanitary Waste is removed from the property by a municipal sewer system.
- Sanitary Waste is disposed of by a septic system or other sanitary on site waste disposal system. The only way to determine that the disposal system is adequate and in good working condition is to have it inspected by a qualified inspector.
- The value estimated in this appraisal is based on the assumption that the Sanitary Waste is disposed of by a municipal sewer or an adequate properly permitted alternate treatment system in good condition.**

Comments _____

SOIL CONTAMINANTS

- There are no **apparent** signs of Soil Contaminants on or near the subject property (except as reported in Comments below). It is possible that research, inspection and testing by a qualified environmental inspector would reveal existing and/or potential hazardous substances and/or detrimental environmental conditions on or around the property that would negatively affect its safety and value.
- The value estimated in this appraisal is based on the assumption that the subject property is free of Soil Contaminants.**

Comments _____

ASBESTOS

- All or part of the improvements were constructed before 1979 when Asbestos was a common building material. The only way to be certain that the property is free of friable and non-friable Asbestos is to have it inspected and tested by a qualified asbestos inspector.
- The improvements were constructed after 1979. No **apparent** friable Asbestos was observed (except as reported in Comments below).
- The value estimated in this appraisal is based on the assumption that there is no uncontained friable Asbestos or other hazardous Asbestos material on the property.**

Comments _____

PCBs (POLYCHLORINATED BIPHENYLS)

- There were no **apparent** leaking fluorescent light ballasts, capacitors or transformers anywhere on or nearby the property (except as reported in Comments below).
- There was no **apparent** visible or documented evidence known to the appraiser of soil or groundwater contamination from PCBs anywhere on the property (except as reported in Comments below).
- The value estimated in this appraisal is based on the assumption that there are no uncontained PCBs on or nearby the property.**

Comments _____

RADON

- The appraiser is not aware of any Radon tests made on the subject property within the past 12 months (except as reported in Comments below).
- The appraiser is not aware of any indication that the local water supplies have been found to have elevated levels of Radon or Radium.
- The appraiser is not aware of any nearby properties (except as reported in Comments below) that were or currently are used for uranium, thorium or radium extraction or phosphate processing.
- The value estimated in this appraisal is based on the assumption that the Radon level is at or below EPA recommended levels.**

Comments _____

Greg Maples

Form 69F — "WinTOTAL" appraisal software by a la mode, inc. — 1-800-ALAMODE

USTs (UNDERGROUND STORAGE TANKS)

- There is no apparent visible or documented evidence known to the appraiser of any USTs on the property nor any known historical use of the property that would likely have had USTs.
- There are no apparent petroleum storage and/or delivery facilities (including gasoline stations or chemical manufacturing plants) located on adjacent properties (except as reported in Comments below).
- There are apparent signs of USTs existing now or in the past on the subject property. It is recommended that an inspection by a qualified UST inspector be obtained to determine the location of any USTs together with their condition and proper registration if they are active; and if they are inactive, to determine whether they were deactivated in accordance with sound industry practices.
- The value estimated in this appraisal is based on the assumption that any functioning USTs are not leaking and are properly registered and that any abandoned USTs are free from contamination and were properly drained, filled and sealed.**

Comments _____

NEARBY HAZARDOUS WASTE SITES

- There are no apparent Hazardous Waste Sites on the subject property or nearby the subject property (except as reported in Comments below). Hazardous Waste Site search by a trained environmental engineer may determine that there is one or more Hazardous Waste Sites on or in the area of the subject property.
- The value estimated in this appraisal is based on the assumption that there are no Hazardous Waste Sites on or nearby the subject property that negatively affect the value or safety of the property.**

Comments _____

UREA FORMALDEHYDE (UFFI) INSULATION

- All or part of the improvements were constructed before 1982 when UREA foam insulation was a common building material. The only way to be certain that the property is free of UREA formaldehyde is to have it inspected by a qualified UREA formaldehyde inspector.
- The improvements were constructed after 1982. No apparent UREA formaldehyde materials were observed (except as reported in Comments below).
- The value estimated in this appraisal is based on the assumption that there is no significant UFFI insulation or other UREA formaldehyde material on the property.**

Comments _____

LEAD PAINT

- All or part of the improvements were constructed before 1980 when Lead Paint was a common building material. There is no apparent visible or known documented evidence of peeling or flaking Lead Paint on the floors, walls or ceilings (except as reported in Comments below). The only way to be certain that the property is free of surface or subsurface Lead Paint is to have it inspected by a qualified inspector.
- The improvements were constructed after 1980. No apparent Lead Paint was observed (except as reported in Comments below).
- The value estimated in this appraisal is based on the assumption that there is no flaking or peeling Lead Paint on the property.**

Comments _____

AIR POLLUTION

- There are no apparent signs of Air Pollution at the time of the inspection nor were any reported (except as reported in Comments below). The only way to be certain that the air is free of pollution is to have it tested.
- The value estimated in this appraisal is based on the assumption that the property is free of Air Pollution.**

Comments _____

WETLANDS/FLOOD PLAINS

- The site does not contain any apparent Wetlands/Flood Plains (except as reported in Comments below). The only way to be certain that the site is free of Wetlands/Flood Plains is to have it inspected by a qualified environmental professional.
- The value estimated in this appraisal is based on the assumption that there are no Wetlands/Flood Plains on the property (except as reported in Comments below).**

Comments _____

MISCELLANEOUS ENVIRONMENTAL HAZARDS

There are no other apparent miscellaneous hazardous substances and/or detrimental environmental conditions on or in the area of the site except as indicated below:

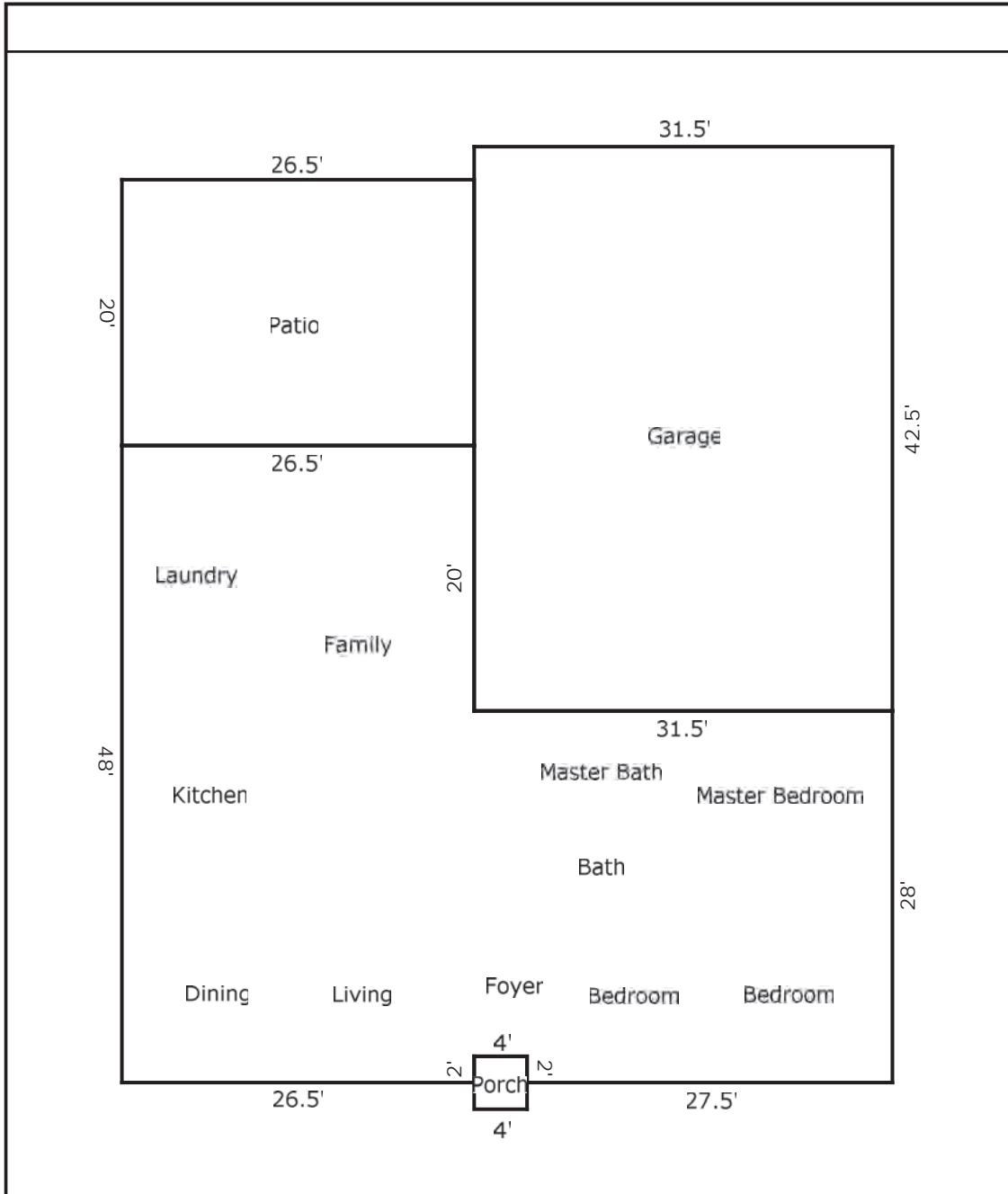
- Excess Noise _____
- Radiation + Electromagnetic Radiation _____
- Light Pollution _____
- Waste Heat _____
- Acid Mine Drainage _____
- Agricultural Pollution _____
- Geological Hazards _____
- Nearby Hazardous Property _____
- Infectious Medical Wastes _____
- Pesticides _____
- Others (Chemical Storage + Storage Drums, Pipelines, etc.) _____

The value estimated in this appraisal is based on the assumption that there are no Miscellaneous environmental Hazards (except those reported above) that would negatively affect the value of the property.

When any of the environmental assumptions made in this addendum are not correct, the estimated value in this appraisal may not be valid.

Building Sketch

Borrower/Client	[REDACTED]			
Property Address	[REDACTED]			
City	Mobile	County	Mobile	State AL Zip Code 36619
Lender	Cogo Capital			



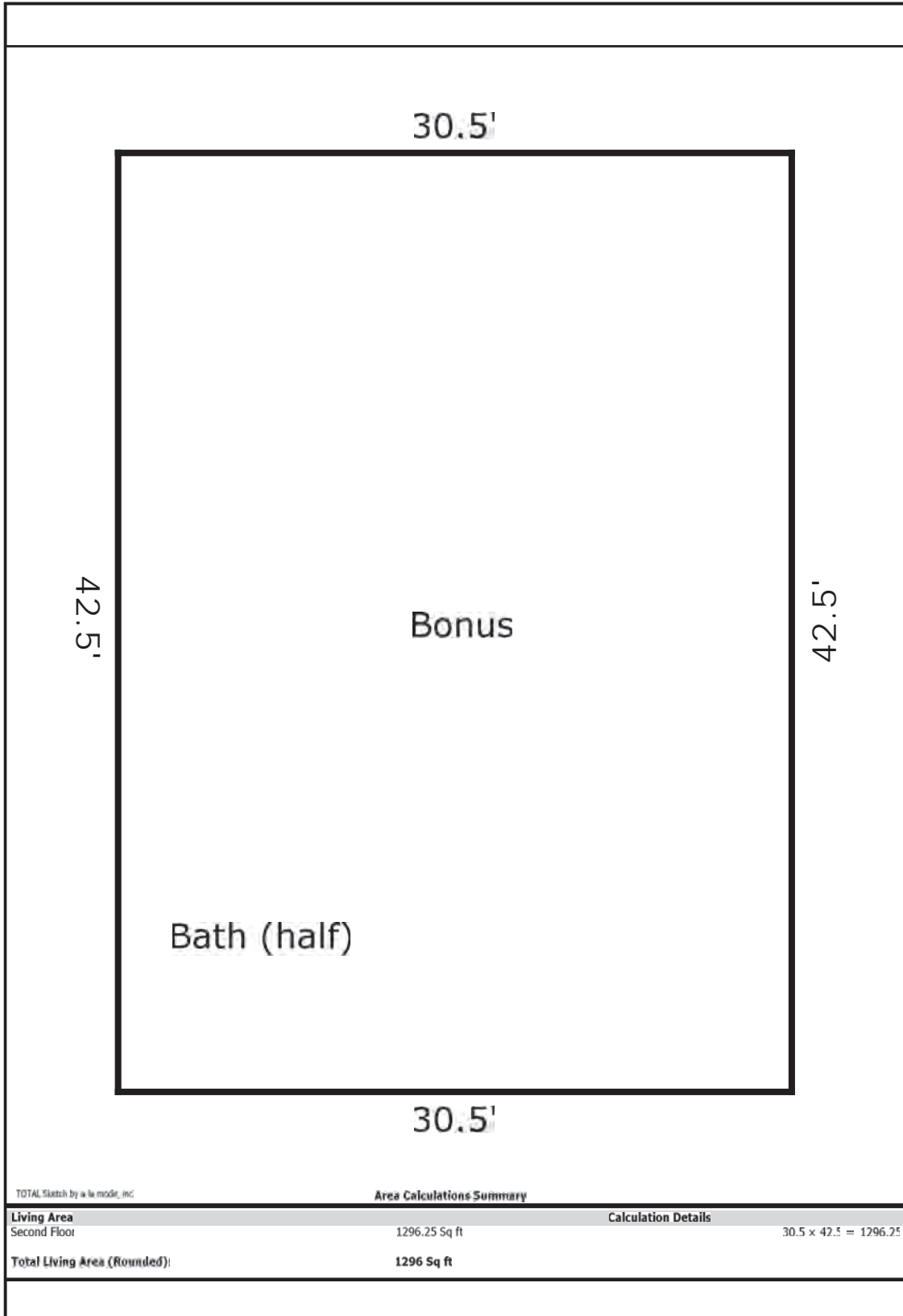
TOTAL Sketch by a la mode, inc.

Area Calculations Summary

Living Area	Calculation Details		
First Floor	2146 Sq ft	$48 \times 26.5 =$	1272
		$28 \times 27.5 =$	770
		$26 \times 4 =$	104
Total Living Area (Rounded):	2146 Sq ft		
Non-living Area			
Concrete Patio	530 Sq ft	$26.5 \times 20 =$	530
Open Porch	16 Sq ft	$4 \times 4 =$	16
3 Car Attached	1338.75 Sq ft	$31.5 \times 42.5 =$	1338.75

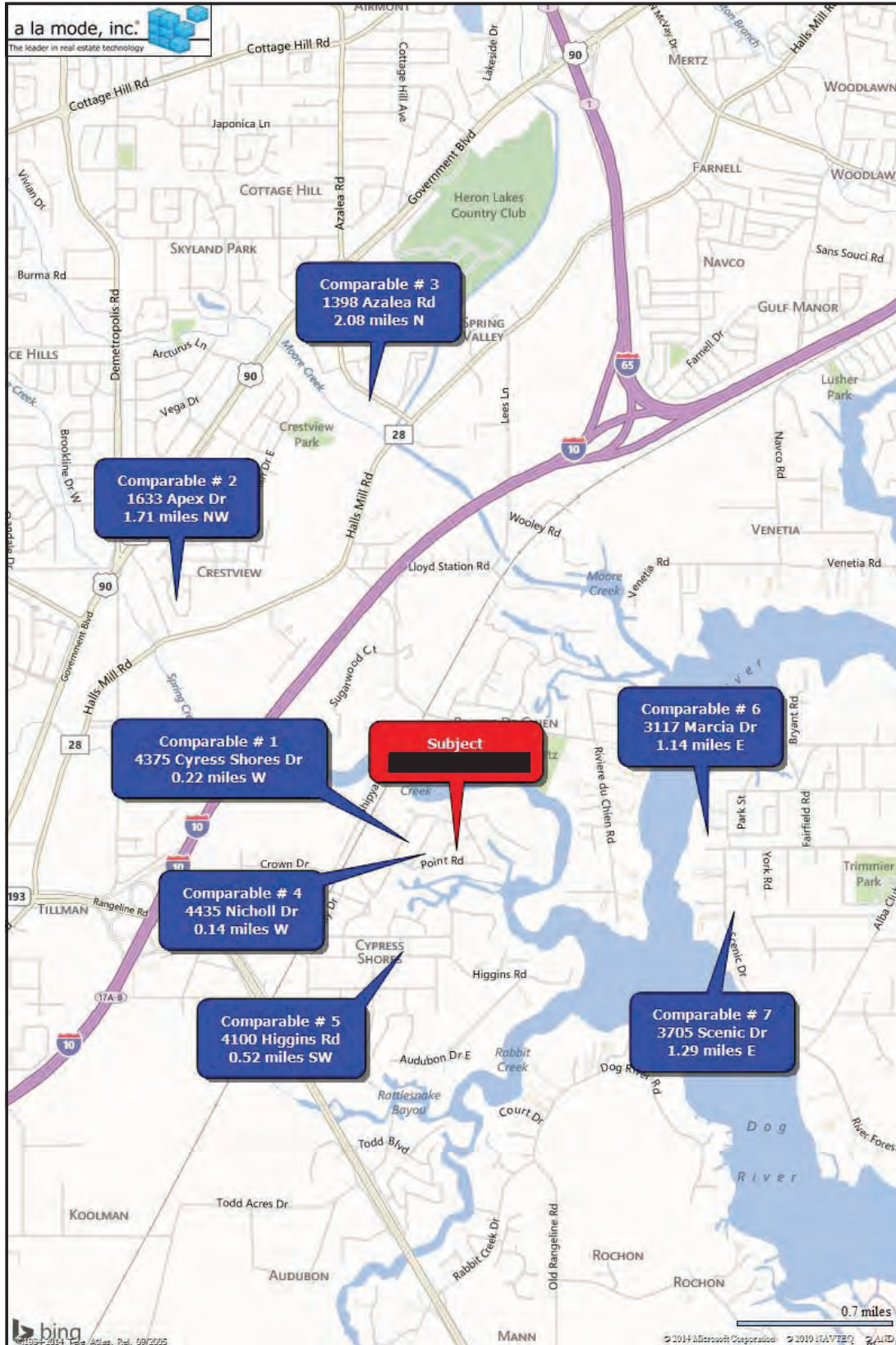
Building Sketch

Borrower/Client	[REDACTED]			
Property Address	[REDACTED]			
City	Mobile	County	Mobile	State AL Zip Code 36619
Lender	Cogo Capital			



Location Map

Borrower/Client	[REDACTED]				
Property Address	[REDACTED]				
City	Mobile	County	Mobile	State	AL Zip Code 36619
Lender	Cogo Capital				



License for Greg Maples

State of Alabama



This is to certify that

Greg Gerald Maples

*having given satisfactory evidence of the necessary
qualifications required by the laws of the State of Alabama
is licensed to transact business in Alabama as a*

Certified Residential Real Property Appraiser

*With all rights, privileges and obligations
appurtenant thereto.*

LICENSE NUMBER: **R00967**
EXPIRATION DATE: **09/30/2015**

Shirley Brooks Executive Director
ALABAMA REAL ESTATE APPRAISERS BOARD

E&O

GeneralStar™

General Star National Insurance Company
 P O Box 10360 (Attn: GSN)
 Stamford, CT 06904

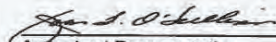
REAL ESTATE ERRORS AND OMISSIONS INSURANCE POLICY**DECLARATIONS PAGE**

THIS IS A CLAIMS-MADE AND REPORTED POLICY
 PLEASE READ THIS POLICY AND ALL ENDORSEMENTS AND ATTACHMENTS CAREFULLY.

Policy Number: NJA898077A

Renewal of Number: NJA898077

1. **NAMED INSURED:** The Maples Company, LLC
STREET ADDRESS:
 9217 Autumn Ct
 Mobile, AL 36685
2. **POLICY PERIOD:** Inception Date: 03/12/2013 Expiration Date: 03/12/2014
 Effective 12:01 a.m. Standard Time at the street address of the Named Insured.
3. **LIMIT OF LIABILITY:**
 Each Claim: \$1,000,000
 Aggregate: \$1,000,000
4. **CLAIMS EXPENSES:**
 a. Are included within the Limit of Liability
 b. Have a separate Limit of Liability
5. **DEDUCTIBLE:**
 Each Claim: \$1,000
 a. The deductible amount specified above applies to Damages only.
 b. The deductible amount specified above applies to both Damages and Claims Expenses.
6. **RETROACTIVE DATE:** 08/20/2007
 If a date is indicated, this Policy will not provide coverage for any Claim arising out of any act, error, omission or Personal Injury which occurred before such date.
7. **ANNUAL PREMIUM:** \$1,194.00
- TOTAL:** \$1,194.00
8. **ENDORSEMENTS:**
 This Policy is made and accepted subject to the printed conditions in this Policy together with the provisions, stipulations and agreements contained in the following form(s) or endorsement(s).
 RE 00 0001 01 12; RE 03 0001 01 12; RE 04 0001 01 12; RE 11 0001 01 12; RE 04 0003 01 12;
 RE 20 0003 01 12;
 RE 21 0003 01 12;
 RE 08 0001 03 12; RE 01 0001AL 01 12;
9. **PRODUCER NAME:** Marsh U. S. Consumer
STREET ADDRESS: 12421 Meredith Drive
 Urbandale, IA 50398


 Authorized Representative

Producer Code: 26460
 Date: 02/27/2013

Class Code: 73127

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