

**Session 1:**

*One Thing Review*

***Buyers* - The Blind Side - Rob Stetler Lender**

* Investors
* Foreclosures
* Tax Deeds
* How do we Meet buyers?
  + Zillow
  + Facebook
  + Trulia
  + Realtor
  + All the leads
  + Real Geeks
  + Boomtown
  + Open houses
  + First Time home-buyer seminar etc.
  + Trend Lead Gen
* Buyer’s agreements
* Script
* McDonalds
* Referrals
* Commission contributions



**Session 2:**

*Never Split the Difference Review*

* Accusations audit
* “No” questions - “Would it be crazy…”
* “Have you given up on?”
* Labeling
* Tactical empathy - “It seems like…”
* Mirror
* How would I do that?

*John Martinez*

* Problem
* Impact
* Picture Perfect

***Sellers* - The Overworked to Underwork Side**

* How to get attract listings
  + FSBO
  + Expireds
  + Organic
  + Home Valuations
  + Landing pages
* Listing agreements - Review
* What do they want?
* Where does the work lie?
* Pricing



**Session 3: Contracts**

* *The FAR BAR*
  + *Page 1 Pitfalls and analysis*
  + *Page 2*
  + *Page 3*
  + *Page 4*
  + *Page 5*
  + *Page 6*
  + *Page 7*
  + *Page 8*
  + *Page 9*
  + *Page 10*
  + *Page 11*
  + *Page 12 Signatures, initials and “others”*
* Assignments
* Inspections
* Disclosures
  + Lead
  + Mold
  + Seller’s
  + Condo
  + HOA



**Session 4:**

*Technology*

* Appfiles
  + Amie Bowman
  + Consistency
  + Signatures
  + Linking / Breaking apart
* Facebook
* Showingtimes - $29/mo
  + OPM
  + OPT
* Hub Spot - Upcoming
* Website training
  + Landing pages and other squeeze pages



**Session 5:**

*Rich Dad, Poor Dad - Advanced Training Investors - FWTR*

* Foreclosures
  + Sheriff Auctions
  + Real Foreclosure
  + Auction.com
  + HUD
  + Sarasota County, Manatee, Charlotte
  + In Person
  + Wires to and fro
* Tax Deeds
  + Wendy Heagey
  + Quiet Title
  + Dangers of buying
  + Sue & Lien Negotiation and mitigation
  + Hard costs vs. Per diem



**Session 6 & 7:**

* Mastery - 10K hours
  + Robert Green
  + Tiger Woods
  + Phil Mickelson
  + Outliers
  + Josh Waitzkin
* Design your day - Quadrant Split
  + Nobody wants to sit open houses...or do they
  + Calls - 1 for 53
  + Closest to the Closing



**Session 8:**

*Advanced Training - Legal - Meet the Attorney*

* Law Office of Chris Smith
  + What is Title Insurance?
  + Legal pitfalls
  + Financing & Appraisal Issues
  + Inspections
  + Assignments
  + Disclosures



**Session 9:**

*Inspections - What to know, what to disclose and what to look for!!*

* Clay
  + Roofs
  + AC
  + Foundation
  + Pools
  + Electrical
  + Plumbing
  + Insulation



**Session 10:**

*Ten Million Dollar Man*

* $10M in sales
  + How
  + Why
  + What worked
* 3 Pillars
  + Zillow
  + FSBO
  + INVESTORS
* Cold Calling
  + Are you a telemarketer?
  + Other alternatives
  + Press the flesh



**Session 11:**

*SBK - Interview with a student*

* Production
* Sphere
* Cold Calling
* Etc.



**Session 12:**

*Alternative Lead Gen*

* Remote Accountant
  + Do I need an LLC
  + 2 tax returns?
  + QBO
  + 1040 // w-9 // w-2
  + IRS
  + ETC



**Session 13:**

*Accounting*

* Remote Accountant
  + Do I need an LLC
  + 2 tax returns?
  + QBO
  + 1040 // w-9 // w-2
  + IRS
  + ETC