



## Live Training: Turn Homeowners Into Investors

### Earn More Commissions

This intensive seminar (up to eight-hours) from one of the nation's leading commercial agents, will teach your agents how to turn today's low prices into the foundation of their clients' future wealth. Income property is an extremely powerful investment and this program gives your agents the tools they need to take advantage of today's marketplace and earn more commissions with both current and past clients.

With this seminar your agents will learn:

- The basics of 2-4 unit income properties
- How to capitalize on existing client relationships
- What 1031 Exchanges are and how they can build business
- How to source deals, market themselves and find new business
- And much, much more...

In addition, each agent receives:

- Copy of the book, There's No Free Lunch In Real Estate
- CD Rom with Analytical Tools
- 170 page Workbook

### Getting Started

This low cost, high ROI training program gives agents the information they need to begin mastering 2-4 unit income property sales and immediately generate more commissions. It's easy to get started. Simply email [jswire@theresnoreferrerlunchinrealestate.com](mailto:jswire@theresnoreferrerlunchinrealestate.com) or call Jon directly at 310-948-2631 to inquire directly.

### CE Credit

While this course does not have CE credit attached with it, we have had local companies push the process through so their agents could receive credit for the day. If you're interested in doing this we're more than happy to work with you and would just need to schedule a date with enough lead time to complete the process.

### How Does It Work?

Ideally seminars will be booked a minimum of five weeks in advance which gives us enough time to market the event to your agents as well as order the materials and secure the room. Once we agree on a date your Marketing Department will create a flyer. We have samples we can provide for past events. Once that flyer is emailed out to all agents, we will provide you with a customized Newsletter to send out about seven days later to all agents. It will also incorporate RSVP info. This will generate interest in the event and drive registration.

### Minimum Group Size

Jon's worked with groups from 20 agents up to 300, and there is no ideal group size. The seminar is interactive and agents are encouraged to ask questions throughout the day.

## Costs

Each agent receives a book, CD Rom with Analytical Tools, and 170-page Workbook. Costs for these items are around \$16/agent, and may fall slightly for groups of 125 or more. There could also be a cost for room rental.

## Travel

- Airfare - flying out of LAX - typically \$200-300
- Hotel - 1 night prior to the event unless within 100 miles of Los Angeles - typically \$150
- Cabs - typically \$100
- Per Diem - typically \$50

## Jon's Time

Cost for the day is \$1500 regardless of number of agents attending. Average group size for most seminars is 80-120, breaking down to \$10-15/agent.

## Sample Seminar Cost

Typical cost for a 100 agent seminar in the Los Angeles area:	Typical cost for a 100 agent seminar in Chicago, IL:
Material Costs - 100 agents * \$16/agent - \$1600 Travel Costs - \$0 Seminar Cost - \$1500 <b>Total Cost - \$3100 or \$31/agent</b>	Material Costs - 100 agents * \$16/agent - \$1600 Travel Costs - \$600 Seminar Cost - \$1500 <b>Total Cost - \$3700 or \$37/agent</b>

Note: Your costs will vary based on number of agents in attendance. You are encouraged to open this event up to multiple offices/locations to lower your cost/agent.

## Paying for the Program

Many of the groups we work with underwrite the cost of the seminar by charging their agents to attend. Note that the materials that each agent receives have a \$50 retail value. So charging them \$29-49/day is a great value considering the materials they receive as well as the 8 hours of live instruction.

## Room Requirements

- Large enough to hold all agents comfortably - desks are preferable to just chairs
- Overhead projector - we provide a laptop
- For groups of 50 or more a wireless microphone will also be required



**THERE'S NO  
FREE LUNCH  
IN REAL ESTATE**  
SIMPLE TOOLS FOR CREATING  
LIFE-CHANGING WEALTH