



# WEEKLY DEAL LABS

Deal Maker Monday	Creative Terms Tuesday	Water Cooler Wednesday 30 Min	Distressed Debt Wednesday
<p><b>Buying Performing Notes on NotesDirect, Note Flipping, and Master Brokering</b></p> <p><b>Dealing with Note Sellers for Fee Income</b></p> <ul style="list-style-type: none"> <li>• Most effective marketing</li> <li>• Negotiating and presenting offer</li> <li>• Investor options</li> </ul> <p><b>Partials</b></p> <ul style="list-style-type: none"> <li>• Optimal structure &amp; result</li> <li>• Operational questions               <ul style="list-style-type: none"> <li>○ What an IRA company wants</li> <li>○ Spread sheets to manage</li> </ul> </li> <li>• Personal Property Trust</li> </ul> <p><b>Pledging the Note</b></p> <ul style="list-style-type: none"> <li>• Process</li> <li>• Investor Understanding</li> <li>• Benefits</li> </ul> <p><b>Master Broker</b></p> <ul style="list-style-type: none"> <li>• Setting up the Business</li> <li>• Vetting the Investors</li> <li>• Financial Modeling</li> <li>• Investor "Talk Off"</li> </ul>	<p><b>Buying and Selling property with Seller Financing (on terms)</b></p> <p><b>Buying on Terms</b></p> <ul style="list-style-type: none"> <li>• Recognizing the Deal (the Vision)</li> <li>• Talk-off with property seller               <ul style="list-style-type: none"> <li>○ Know what your negotiating</li> <li>○ Patient &amp; Persistent person wins</li> <li>○ Financial Modeling (Terms)</li> <li>○ Down Pmt – Rate – Term</li> <li>○ The 45 other 'Soft Terms" points</li> </ul> </li> <li>• Seller carry debt w/ no underlying debt</li> <li>• Seller's existing underlying financing</li> <li>• Closing Management</li> </ul> <p><b>Selling on Terms</b></p> <ul style="list-style-type: none"> <li>• Finding Penalty Box Buyers</li> <li>• Using a Residential Mortgage Loan Originator</li> <li>• Qualifying the Buyer</li> <li>• Completing the "Wrap" Agreement</li> <li>• Using a Loan Servicer</li> <li>• Closing the Transaction</li> </ul>	<p><b>Raising Capital</b></p> <ul style="list-style-type: none"> <li>• What Ben does "Master Broker to forming Company"</li> <li>• Partial Investor               <ul style="list-style-type: none"> <li>○ Talk-off with Passive Investor</li> </ul> </li> <li>• Lenders for Real Estate               <ul style="list-style-type: none"> <li>○ Resell RE via wrap</li> </ul> </li> </ul> <p><b>Utilizing The Capital Play Book</b></p> <ul style="list-style-type: none"> <li>• Locate passive money</li> <li>• The "Talk Off"</li> <li>• Presenting Note Opportunity "The Pitch"</li> <li>• Continually warming the passive investor</li> <li>• 1<sup>st</sup> day to 6<sup>th</sup> month</li> <li>• Growing from one investor to their friends</li> </ul> <p><b>Business Operations</b></p> <ul style="list-style-type: none"> <li>• Accounting</li> <li>• Software</li> <li>• Legal</li> <li>• Vendors</li> </ul>	<p><b>Non-Performing Loan Acquisition, Ownership and Management</b></p> <p><b>Acquisition</b></p> <ul style="list-style-type: none"> <li>• Where to find NPL's</li> <li>• How to Determine is the NPL is a Fit For You</li> <li>• The 3 Big Things with NPL's</li> <li>• Non-Performing Loan Pricing</li> <li>• How to do Due Diligence</li> <li>• Pushing the Buy Button</li> </ul> <p><b>Ownership</b></p> <ul style="list-style-type: none"> <li>• Workout Strategies (Mod, DIL, Foreclosure)</li> <li>• How to Work with a Default Servicer</li> <li>• What Happens if You Modify the Loan (You have a re-performing loan)</li> <li>• What if you get the house via Deed in Lieu or Foreclosure</li> </ul> <p><b>Management</b></p> <ul style="list-style-type: none"> <li>• Setting up your re-performing loan with a servicer</li> <li>• How do you decide what to do with the house if it's a Deed in Lieu or Foreclosure</li> <li>• You have Multiple Exit Strategies...</li> </ul>



# Mentorship Guide-Map

## 01. Sign Membership Agreement.

A

Complete  
Investor  
Profile

B

Receive Welcome Package  
**IN THE WELCOME PACKAGE:**  
Membership Mind-Map, Company  
Contact Info, Certificates for Bonus  
items, FAQ & ID/Passwords

C

Login to  
Membership Site



STUDENT  
LIAISON CALLS

## 02.<sup>A</sup>



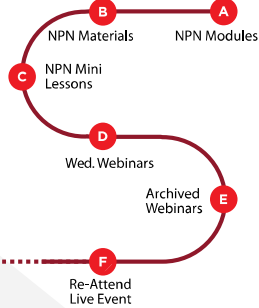
 **02.A**

**Ready For More Training.**

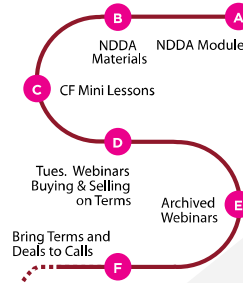
**Finance Architect**



**Non-Performing Notes**



**Creative Financing**



 **02.C**

**Trade Assets**



**Ready to Buy Assets**

**02.B**



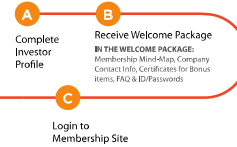
**03.PROFIT**

Goal Within 90 Days.



# Mentorship Guide-Map

01.



02. A

Ready For More Training.

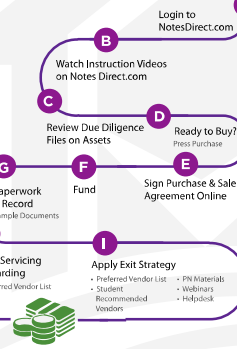


02. C

Trade Assets



Ready to Buy Assets 02. B



03. PROFIT  
Goal Within 90 Days.



# MENTORING PACKAGES



	GOOD PLATINUM	BETTER DIAMOND	BEST TITANIUM
90 Day Real Estate Investor Creative Deal Blueprint Immersion	★	★	★
VIP - Marketing Expert Series - 30 min interview with a top marketer 2 sessions a month on Wednesday	★	★	★
Personalized Closing Attorney Direction Video	★	★	★
3 Touch High Response Marketing System	★	★	★
7 Day Outsmart Your Competition Script	★	★	★
Virtual Property Inspection System	★	★	★
FREE Vetted Vendor Network Access	★	★	★
Fast Track to Funding Fortunes (Private Capital Playbook)	★	★	★
60 Min High Converting Seller Conversation Script	★	★	★
21 Day Highly Qualified Buyer Marketing System	★	★	★
Sell Your Note In 30 Day VIP Network Access - on NotesDirect	★	★	★
3 Week On Time Closing Roadmap	★	★	★
Annual Summer Summit Event	★	★	★
90 Day Note Investor Fast Track Deal System		★	★
Non Performing Note Blueprint - Flywheel		★	★
3 Week Partial Note Closing Roadmap		★	★
3 Days Office Visit with Eddies Team			★
First Look on All Assets on Notes Direct (Performing and Distressed)			★
Exclusive Annual Master Mind Group for First Year and bonus year (don't come to office until you do a deal)			★

## DEAL LABS

### DEAL MAKER MONDAY

#### Buying Performing Notes on NotesDirect, Note Flipping, and Master Brokering

- Dealing with Note Sellers for Fee Income
  - Most effective marketing
  - Negotiating and presenting offer
  - Investor options

#### Partials

- Optimal structure & result
- Operational questions
  - What an IRA company wants
  - Spread sheets to manage
- Personal Property Trust

#### Pledging the Note

- Process
- Investor Understanding
- Benefits

#### Master Broker

- Setting up the Business
- Vetting the Investors
- Financial Modeling
- Investor "Talk Off"

### WATER COOLER WEDNESDAY 30 MIN

#### Raising Capital

- What Ben does "Master Broker to forming Company"
- Partial Investor
  - Talk-off with Passive Investor
- Lenders for Real Estate
  - Resell RE via wrap

#### Utilizing The Capital Play Book

- Locate passive money
- The "Talk Off"
- Presenting Note Opportunity "The Pitch"
- Continually warming the passive investor
- 1st day to 6th month
- Growing from one investor to their friends

#### Business Operations

- Accounting
- Software
- Legal
- Vendors

### CREATIVE TERMS TUESDAY

#### Buying and Selling property with Seller Financing (on terms)

#### Buying on Terms

- Recognizing the Deal (the Vision)
- Talk-off with property seller
  - Know what you're negotiating
  - Patient & Persistent person wins
  - Financial Modeling (Terms)
  - Down Pmt-Rate-Term
  - The 45 other "Soft Terms" points
- Seller carry debt w/ no underlying debt
- Seller's existing underlying financing
- Closing Management

#### Selling on Terms

- Finding Penalty Box Buyers
- Using a Residential Mortgage Loan Originator
- Qualifying the Buyer
- Completing the "Wrap" Agreement
- Using a Loan Servicer
- Closing the Transaction

### DISTRESSED DEBT WEDNESDAY

#### Non-Performing Loan Acquisition, Ownership and Management

#### Acquisition

- Where to find NPL's
- How to Determine is the NPL is a Fit For You
- The 3 Big Things with NPL's
- Non-Performing Loan Pricing
- How to do Due Diligence
- Pushing the Buy Button

#### Ownership

- Workout Strategies (Mod, DIL, Foreclosure)
- How to Work with a Default Servicer
- What Happens if You Modify the Loan (You have a re-performing loan)
- What if you get the house via Deed in Lieu or Foreclosure

#### Management

- Setting up your re-performing loan with a servicer
- How do you decide what to do with the house if it's a Deed in Lieu or Foreclosure
- You have Multiple Exit Strategies...