



# MASTERY



# A NOTE FOR YOU FROM THAN MERRILL

I would like to personally congratulate you on starting the application process to join Mastery Coaching.

I created Mastery with the goal of helping other people, like yourself, become empowered; to learn, grow, and reach your full potential as a person. I set out to create a community and program that would allow people to reach their financial and personal goals by learning how to strategically invest in real estate. And we have indeed done just that.

If you're thinking, "Mastery seems different," you're right. What you'll find is that Mastery closes the gap between what you need and what you really want out of your life.

Within Mastery, we pride ourselves on teaching investors not only the principles of sound real estate investing, but also how to build a successful business that is not dependent on you as the business owner. Our goal is to help you build a business that provides you a real sense of satisfaction, accomplishment, and the ability to own your time.



## "Lifestyle Design."

What following a proven path will do for you...

Many real estate investors' sense of success comes from the process of building a business that "works" or is "profitable." From our point of view, having a business that "works" is not enough. We believe success is when your real estate investment business is not only "profitable," but when it also gives you the time to enjoy your life and to fulfill your passions and dreams - when it provides you the resources to make an impact in the world, and to ultimately leave a legacy.

This type of success is derived from having a turn-key, systems-dependent business that serves as a vehicle to affect all the people it touches: you, your family, your team members and the community in which you live.



As you know, truly wealthy people do not trade their time for money. Truly wealthy people invest in their financial education, start businesses and accumulate assets that do the work to produce income for them. This is why we have made it our mission within Mastery to teach our students how to build a business that is not dependent on you trading time for money.

Our Mastery community is a very unique group of highly passionate, like-minded individuals who are all collectively working together to achieve more in every area of their lives.

Above all, Mastery provides an opportunity to champion your life and produce at a level that others only dream about.

My objective in this booklet is to give you an overview and practical framework of the numerous components of Mastery and how they will affect your business and your life.

From this point forward, I hope that your mind is open to new ideas and that you are ready to look at real estate investing in a whole new light. The keys to self-empowerment and self-fulfillment are within your reach if you choose to grab them.

I wish you the best of luck in the interview process, and to those who are accepted into the program, I look forward to welcoming you into the family.

To Your Future Success,

*Than Merrill*

Than Merrill—CEO FortuneBuilders.com

## FortuneBuilders Oath

I will never quit. I persevere and thrive on adversity and use failure as a stepping stone toward my goals. I commit to being stronger mentally and persevering in face of doubt, skepticism, resistance and despite setbacks. If knocked down, I will get back up, every time with more resolve. I will positively contribute to the team & community and draw on every remaining ounce of my strength to grow personally and to pursue the best version of myself.

## Core Values

Ethics & Integrity

Lead

Educate

Inspire

Crush It!



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# An Introduction To Mastery

*"If your dreams don't scare you  
then they aren't big enough."*

*~Ellen Johnson Sirleaf*





# WHO SHOULD APPLY?

Mastery is a community unlike any other, comprised of a group of investors from all walks of life and from all parts of the United States, Canada, and other parts of the world, who are all committed to learning, achieving, and ultimately wanting more out of life.

We have created a very unique and highly successful community of students who believe in the power of the collective group coming together to help each other toward fulfillment of their individual dreams. Mastery members share their best business practices with each other and truly believe in the law of abundance. In a world where there is less and less to hold on to, Mastery is a place to invoke the fire and passion within you.

Thus, we have a formal application and interview process whereby invitations are extended to individuals who possess the specific criteria we believe every student needs in order to ensure a very high probability of success.

More specifically, here are the characteristics we feel best qualify you as the right candidate for Mastery:

- **Motivated.** This program requires drive and self-discipline. You must be highly motivated to build your real estate portfolio, while also understanding that this is not a business that is built overnight.
- **Coachable.** People who realize that following a proven system is a lot easier than having to reinvent the wheel. You must be willing to do whatever it takes to learn and implement the systems we have created.
- **Financially Capable.** People who believe in the value of top-notch financial education and are willing to invest in themselves.
- **Timing.** People who are able and ready to invest the time, energy and the resources required to build a successful business. The timing will never be right for people who are not truly committed to changing their lives financially.
- **Committed.** People who are decisive, seize opportunity, overcome obstacles and are ready to get a little uncomfortable to achieve a future others only dream about.

Successful investors crave more out of life and realize that knowledge is not a destination; it is a lifelong journey. They find their "herd" of like-minded people who dare to be different. Those who understand this principle seek it out and prosper. Those who don't usually end up working twice as hard or will forever be dependent on others.





# WHO SHOULDN'T APPLY?

Mastery is not for everyone, nor is it meant to be. Mastery will push you to take control of your destiny to start thinking, acting and living at a higher level. You will have your business evaluated, picked apart, and critically examined.

Over the years, we have established an excellent track record of success with our students who are selected for the program. However, that doesn't mean everyone is meant for the program. For one reason or another, there are many people who simply aren't ready to be disciplined enough to follow through and do what it takes to be successful in real estate (or any business, for that matter).

Successful real estate investors must be decisive, consistent action takers who realize that good deals and the best opportunities don't last long.

Unfortunately, not everyone possesses these qualities. This is one of the reasons why we interview: to find the right people who we feel belong and will have a high level of success. We champion the freedom of the individual. If this community is right for you, you will know.

## You Will be Pushed Out of Your Comfort Zone!

This is an intense, no-holds-barred program that is designed to help you live up to your TRUE potential by pushing you out of your comfort zone. There is a saying that your income level is most likely the average of the five people with whom you spend the most time.

If you are okay with being an average investor who struggles to stay afloat in this business, then this program is not for you. If you are content with where you are personally and financially and growth scares you, then Mastery is probably not a good fit for you.

However, if you are the type of person who is hungry for more out of life and you realize that surrounding yourself with a group of multimillionaire coaches and peers will help you get there faster, then we encourage you to step forward and apply today.



# THE HARSH REALITY FOR MOST REAL ESTATE INVESTORS

The harsh reality is that less than 5% of all people are either wealthy or financially secure when they reach retirement age. The sad truth is that the overwhelming majority of people who reach age 65 have not adequately prepared for retirement. Most are either still working or completely dependent on others or the government. Unfortunately, a lot of people simply never get the financial education they need to succeed.



In fact, in a recent study conducted for her book *The Top Five Regrets of the Dying*, author Bronnie Ware discovered the number one regret of seniors was that they were “never brave enough to pursue their dreams and aspirations.”

A lot of people talk about how they want to make personal and financial changes in their lives, but most never commit to actually doing it. Everybody wants a change, but not many people want to work at it. Most people dabble; they talk about how they would like to get in better shape or gain control of their finances and make more money, but they don't know what to do or how to do it. Oftentimes, even if they do, they don't have enough detail to be able to follow through. They haven't made the shifts in their own emotions and mentality to fully commit. Riches do not respond to wishes. They respond only to definite plans backed by definite desires through constant persistence.

Real estate investors are no different. Most people who dabble in real estate fail because they never invest in the proper education. Then, there are those investors who do get educated, but end up starting a business that owns them and their time. These investors flounder and end up working way too hard because they didn't create systems-dependent businesses. You see, knowledge alone does not build wealth. Knowledge will only build wealth when it is organized and intelligently directed through a practical and specific business model with proven systems in place.

Another reason many real estate investors fail is that they don't have mentors who can provide strategic guidance and teach them how to take the first few steps. Other more experienced investors fail because they fail to adapt to the changing real estate markets and lose their competitive advantage because they don't have someone holding them accountable while they adapt their business.

## In Life, Most People Only Get One or Two Life-Changing Opportunities...

Unfortunately, most people don't understand how few true opportunities come their way in life. Many people fail to understand or recognize the scope of the opportunity when it presents itself. On the other hand, many people who do see the opportunity fail to act because they are fearful of the unknown, so they settle for mediocrity because it is safe. Has this ever happened to you?



# THE IMPORTANCE OF COACHING

We are all presented with moments where an opportunity is there to reinvent ourselves and start down a new path. These moments come fast and go even faster. This is one of those moments. Mastery is simply the fastest path to becoming a more successful investor and ensuring that your real estate business creates the wealth you desire for you and your family.

The program was created to help you reach your personal, financial and long-term real estate goals. It provides you with essential business and real estate coaching, systems, tools and resources to support and automate the day-to-day operations of your real estate business.

This is a results-centric program that will dramatically accelerate your real estate investment career and help create the lifestyle of your dreams.

## The Importance of Coaching

The top professionals in any industry don't view their need for coaching as a sign of weakness. It is rather the indication of a sophisticated awareness of oneself. In fact, according to a recent survey done by Metrix Global LLC, 70% of the CEOs who run Fortune 500 companies are currently getting business coaching. These are CEOs of multi-million dollar companies who realize the value of having someone hold them accountable and someone who can bring a much-needed outside perspective to their day-to-day work.

In Mastery, we believe that in order to be the best, you must constantly surround yourself with people who have a different perspective and have already achieved what you desire. Successful people in any industry are never afraid to invest in themselves. In fact, it is an unconscious confidence they possess that a lot of people don't. The top earners in any industry know the cost is too great not to have a coach.

The reality is real estate investing is a VERY profitable industry when you treat it like a business. Real estate investors can easily make more on a single deal than the average person makes in a year. In fact, with coaching and just a few tweaks to your business model, we have seen investors add significant income to their bottom line.

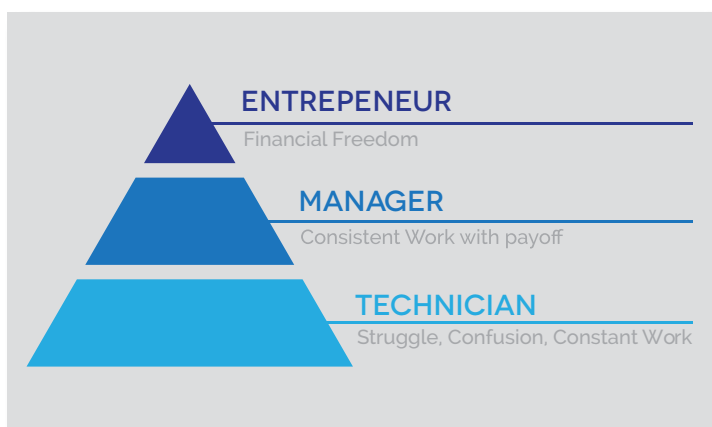


The plain and simple truth is that you can easily be wasting time, energy and effort on something without having a coach or mentor there to build a plan with you and guide you through all of the little decisions and actions you make on a daily basis that are specific to you. This is exactly why most small businesses and real estate investors fail. People don't take the time to seek out a proven plan to follow and then execute that plan without wavering. You need to set up a process that allows you to grow as a person, enjoy your life, and ultimately get the results you need to achieve your goals.

# DO YOU HAVE SYSTEMS IN YOUR REAL ESTATE BUSINESS?

Let me ask you a very important question, and I want you to really think about this. If you were to take the next three months off to travel the world, would your current real estate business continue to earn a very high level of income without you being present? If the answer is “I don’t have a business” or “No, my current business is not set up that way,” then your real estate business needs help.

You see, the goal of Mastery is not just to teach you how to make a few profitable real estate investments so you earn your initial investment back. The goal of Mastery is to help you build a consistently profitable “systems-dependent business” that is not reliant on you as the business owner. The goal is to help you create time and freedom in your life. Your business should continue being profitable without you always having to be involved in the day-to-day operations. By helping you leverage and implement systems in your business, you will have a business and long-term, passive income investments that do the “work” to create your wealth. Ultimately, this is the ONLY way for you to stop trading your time for money.



That being said, it will take a tremendous amount of effort and hard work on your part. Let me be clear: results do not happen overnight. However, if you think this takes a lot of work, try working for someone else 40+ hours a week for 40+ years and still not being in the financial position you want to be in. I think a little extra hard work over the next six to eighteen months is absolutely worth the effort.

## Giving You the Tools Necessary to Reach Your Goals!

Whatever you do... please don't try to “reinvent the wheel.” It doesn't make sense. You only have so much

time, and it's not like each of us was groomed since birth to run a business. Like anything, we have to be coached on how to run a business properly. The bottom line is that Mastery is a proven system with proven results. You are the “X” factor. If you have the passionate desire to succeed and grow and are willing to put forth the effort, then this program will help you reach your goals. will help you reach your goals.

### Mastery Success Story

*“Than, Paul, Konrad and team, on behalf of Beantown Property Group, LLC, I wanted to drop you another thank-you note for everything you have done for us over the past several years. We literally went from not having any experience to owning a full-fledged real estate investment company because of what you have taught us. We are now buying and selling multiple properties a month, and we are still growing every year. This business has totally changed our lives and given us something to get excited about on a daily basis. Thank you so much.”*

Aaron Breen, Marina Hauser and Delince Louis / Boston, MA





# HOW IS MASTERY UNIQUE?

Mastery is an exclusive opportunity for people who are committed to living life at a level few even imagine, much less attain. The coaches, alumni and current students make up an incredible brain trust of extraordinary people who are committed to personal and professional achievement. Similarly, they share a commitment to their community, to giving back and using their success to positively impact society.

Mastery is an opportunity to fulfill your passions, dreams and aspirations. You will be surrounded by a group of individuals with the courage and determination to achieve "Lifestyle by Design."

What makes Mastery truly unique is that it is not only a high-level coaching program, but you will also learn to leverage our franchise-like systems, tools, technology and resources to automate the daily operations of your business.

The program is designed and modeled after Than Merrill, Paul Esajian, Konrad Sopielnikow, and JD Esajian's real estate investment company CT Homes, LLC, which you have seen featured on A&E's hit TV show "Flip This House." Everything within Mastery is modeled after their business, which has bought and sold hundreds of properties. In fact, Mastery students who attend the advanced training bootcamps take property tours of actual, in-progress projects that CT Homes or alumni Mastery students are working on.



## The Power of Proximity

Simply put, it's about getting around a group of people who play the game at a higher level. Than and the coaching faculty are very successful investors who each possess unique and highly specialized talents in different areas of real estate. No matter what type of deal or what part of the business you are working on, there will always be a coach you can work with who specializes in that area. Collectively, all the coaches have thousands of real estate deals of experience.

Likewise, many of the coaches who now train in specialty areas are also Mastery graduates. These are people who years ago took action and followed the same path you have in front of you right now to achieve an extraordinary life. They have experienced the obstacles

and struggles firsthand. Through Mastery, they have achieved true financial freedom and created magnificent lives for themselves and their families. Now they are a resource for YOU to experience success of your own.

# A TEAM OF REAL ESTATE EXPERTS ON YOUR SIDE

Our students' results speak for themselves. We have helped hundreds of investors launch very successful, long-term real estate businesses. More importantly, we have helped these investors create time, freedom and a lifestyle that many other people would envy.

Our programs consist of an exceptional brain trust of field experts, many of whom are the most successful real estate investors in the country. Our team, by definition, have attained the pinnacle of real estate business success. We have high-level, experienced faculty at your fingertips to show you a proven path and hold you accountable.

We believe in having a team made up entirely of experts in different niches of real estate and business. This gives you a significant competitive advantage as you grow your business. It is impossible for one person to be an expert in everything, so we have created what we feel is the most all-encompassing, talented team in the entire industry.



## Mastery Success Story

*"The Mastery Coaching Program is a unique community of people with common goals who all want to live life to the fullest. The group consists of extremely motivated, dynamic and passionate individuals who all come together to help each other get more out of life. You will not find a community of people like this anywhere else. I consider myself extremely blessed to have found a group of people like this!"*

Erik & Mariana Bee / Seattle, WA



## Mastery Success Story

*"I joined FortuneBuilders back in 2012, after taking an early retirement from the Post Office. I was the first black female Postmaster to ever hold the position in Bethesda Maryland. Achieving this goal was my passion until my husband passed in 2009. I was given the opportunity to take an early out from the Post Office and I did. I've always had a passion for real estate. I went to one of Than's events, and I knew this is where I wanted to be. I joined Mastery, and started immediately following the systems from A to Z. Today, I've successfully completed 14 rehabs, many of them full guts. I want to thank Than, Paul, JD, Konrad, and the whole FortuneBuilders community for giving me the vehicle to change my life and create a legacy for my family to one day take over."*

Dorcas Willard-Ruffin / Fort Washington, MD





# Our Program

*“Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you too, can become great. When you are seeking to bring big plans to fruition, it is important with whom you regularly associate. Surround yourself with like-minded people who are also designing purpose-filled lives.”*

*~Mark Twain*



# WEEKLY VIRTUAL TRAININGS

## Group Interactive Trainings with Expert Faculty

During these informative, engaging, online training sessions, our hand-picked real estate investing experts cover the key real estate and business principles that every real estate investor should know. Then, offering you access to the benefit of their experience, insight and knowledge, our experts will invite you to join them in a Q&A session. We also incorporate case studies and live demos of useful tools to ensure that you learn as much as possible in every session.



We'll walk you through the fundamentals of executing cost-effective marketing campaigns, converting leads into clients and analyzing real estate deals accurately. We'll also discuss financing options, introduce you to creative ways to get your deals funded, and walk you through the basics of writing contracts and submitting offers. These sessions are designed specifically to answer any questions you might have about these areas of the business – whether you're working on a deal or you just need a better understanding of some other aspect of the business.

To give you even more value, all of our virtual training classes are recorded and added to the course catalog in the Online Learning Center within 48 hours, giving you 24/7/365 access in case you miss anything during class or if you want to review past classes.

## Advanced Business Systems Trainings

Our live advanced business systems classes are courses and case studies designed to educate and prepare you for growing and scaling your business while developing your entrepreneurial skills. Exceptional Mastery Coaches and CT Homes team members teach these high-level business trainings, and as you'll soon discover, they dive very deep into a single topic to ensure that you get the most value possible out of the time you spend under their tutelage. As your business evolves, you'll implement what you learn in these classes and those in our Online Learning Center throughout your entire real estate investing career.

## "Case Study" Trainings

These informative, live case studies are conducted by top students, esteemed faculty and successful experts from CT Homes who have recently closed deals. During these classes, you will learn key specifics about your business – from the role marketing plays in successful real estate investing, to structuring and closing deals. Several classes will dive deeper into subjects, such as the analysis of successful deals, how to facilitate property repairs for rehabs, the costs associated with rehab repairs, and the finer points of the deal analyzer. Why do we put such a great emphasis on case studies? We've found that case studies are one of the best ways to learn, allowing you to see firsthand the practical application of the systems we use. We know you'll benefit greatly from the example of your fellow students and our community of renowned experts.





## The Online Learning Center

The Online Learning Center is one of the most robust, effective and efficient platforms available to real estate investors and entrepreneurs. The site includes our proprietary training modules, marketing materials, systems manuals, documents, forms, contracts, presentations, etc.

You should view the Online Learning Center as the premier interactive operating manual for a high-performance real estate business. It is continually growing, evolving, and expanding in real time to reflect what's most relevant in today's real estate investing world. All of which will enable you to stay well ahead of the curve as a FortuneBuilders student.

Inside you will find a comprehensive library of literally hundreds of very specific trainings. They're focused on areas of the business that have been archived over the past decade and have been shared with Mastery students throughout the United States, Canada, and beyond.

## Core Learning Phases

The Core Mastery Phases encompasses all of the fundamental courses and resources you need to run your real estate investment business successfully. Based on the proven proprietary systems created and implemented by CT Homes, these courses are designed to help you gain a deep, comprehensive understanding about the mechanics of how to complete a deal while teaching you all the steps necessary to replicate the process. You'll also learn the cumulative framework of how to implement marketing campaigns, enabling you to find good deals, wholesales, and rehab properties. Whether it's Foundations of Business, Financing and Raising Capital, or Closing Deals, each course thoroughly covers all of the critical components of building your business and completing successful real estate investment deals.

## Advanced Curriculum

Once you've been accepted into the Mastery program, you'll have the opportunity work closely with field experts to learn about and implement our time-tested, proven systems for success. We can work with you to customize a curriculum tailored to your specific needs, based on your goals and objectives, as well as your activity, experience level, and the amount of time you want to commit to your business.

The core curriculum is primarily focused on teaching you the basic building blocks every real estate investor needs to know in order to grow their business – both in the short and long term. Within each core phase, the courses are interactive and are designed to be presented in smaller, easy to grasp, bite-sized lessons. You'll benefit greatly from a broad range of engaging, hands-on activities that provides you with the rare opportunity to practice and apply what you're learning.

To ensure that you're always making progress and moving forward, you'll also be encouraged to complete checkpoint questions so you know you're on the right track. Our platform is a proprietary, comprehensive, advanced online learning experience that teaches exceptional students like you how to successfully implement the key concepts, proven systems and innovative techniques that can transform your business.

Additionally, you will have access to the complete course catalog, including hundreds of elective classes designed to build upon the curriculum included in our core courses to help you evolve and grow as your business evolves and grows. We invite you to take advantage of this invaluable resource to continue your learning experience and build upon your ever expanding knowledge base.

# ACTION PLANS & SYSTEM IMPLEMENTATION

When you take a solid, proven system and implement that proven system into your business, effectively what you're doing is setting up the infrastructure of your business to make you successful. No wonder countless, successful, truly efficient companies of all sizes the world over have detailed systems in place throughout their organizations. These systems give them the flexibility to insert new people as needed at any time into any position without skipping a beat. Doing likewise in your business will save you time and money, as well as make it that much easier for you to quickly and efficiently replace employees whenever necessary. Perhaps most importantly, integrating systems like this into your business will enable you to run your business instead of having your business run you. Not having efficient, effective, proven systems in place will eventually make you a prisoner in your own business, and that's one trap you definitely don't want to find yourself in. That's why your core curriculum is structured with well thought out action plans, customized to your specific needs – to guide you in implementing systems that can release you from those highly unwelcome chains! As you complete your core courses and actively participate in calls with your systems specialist and field experts, we highly recommend that you spend time focusing on the action items associated with this critical phase of your business. This will help you stay on track and set you down the pathway to achieving your short- and long-term goals.

*Ask yourself — will integrating proven, time tested, organized systems into your business empower you to be more productive and help you dramatically improve your finances, your life, and your business?*

## Action Plans

We measure our success by helping you achieve results, maximizing your potential and giving you the knowledge and tools necessary to help you realize long-term success in your business. To that end, we evaluate where you are right now and help you put systems and processes in place to help you get where you want to go. We'll work together with you to organize and prioritize what you need to execute on a day-to-day basis to make that happen. We institute powerful, detailed, strategic action plans that help you focus on the activities essential to your business and eliminate activities that waste your time and effort, so you end up using your time wisely. We've found that, often, implementing new plans can be the most intimidating step for real estate investors. The good news, however, is that FORTUNEBUILDERS' SYSTEMS AND ACTION PLANS ARE AVAILABLE AND READY FOR YOU TO IMPLEMENT right now. After all, that's the sole reason FortuneBuilders' Mastery programs exist – to provide you with the systems, tools and plans of action that enable you to implement them into your business as easily and quickly as possible.



### Mastery Success Story

*"Hey FortuneBuilders crew... we just closed our first wholesale deal as a result of your simple, yet genius, strategies. We completed this wholesale deal in 60 days. None of this was possible before, yet with the awesome support and training FORTUNEBUILDERS gives their Mastery students, we sure have jumped from impossible to possible in a heartbeat. Thank you for all the support and training. FortuneBuilders Mastery is the right navigator to real estate investing success."*

Brian & Terri Krueger / Oxford, IA



# THE DIFFERENT WAYS WE SUPPORT YOU WITHIN MASTERY

## The Value of Support

As you build and grow your business, you will inevitably face numerous challenges, obstacles and roadblocks. This is when you most need support, strategic guidance and high-level business and real estate investing advice.

This may be something as simple as getting the answer to a question you might have about a unique deal that you're having trouble structuring. Or, you may want someone with more experience analyzing a construction quote you just received. Inevitably, there will be hundreds of questions and decisions that you will have to address throughout your career as a real estate investor. That's why having access to the FortuneBuilders network and support system is so critical to your long-term success.

The FortuneBuilders network and support system is designed to give you easy access to our experienced and knowledgeable systems specialists, field experts and support team. So, you can sleep soundly knowing that you'll always have a team member you can turn to who is ready and willing to help. We've also designed a one-on-one coaching system so there is always someone in your corner, holding you accountable and pushing you ever forward toward the goals you've set for yourself. Naturally, when you have multiple real estate investing experts as a part of your support system, acting with your best interests in mind, the likelihood of reaching your long-term financial goals increases exponentially.

## Field Experts

You'll soon discover that our field experts are an invaluable resource – one that can make a huge impact on your professional development and the success of your business. They are an endless source of encouragement, support and wisdom. Their successes using our techniques make them uniquely qualified to guide you through all the ins and outs of implementing our proven systems into your business. They are here to help you put a plan into action designed to move you forward and take you to the next level. Best of all, as a Mastery Student, you will have unlimited calls to our field experts the entire length of your paid coaching tuition period.

## On-Demand Email Support

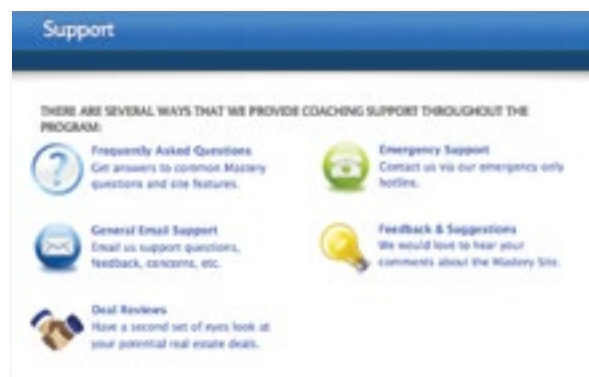
In the nonstop, on-demand, tech-driven world we live in today, any real estate investing program would be incomplete without easily accessible, reliable support to help you get answers to your most pressing, time-sensitive questions. That's why, as a Mastery Student, you'll be assigned a personal support email address you can use to get the help you need when you need it most. You'll also have access to on-call field experts should you ever require assistance whenever pressing real estate transactions are on the line. And you can take added comfort in knowing that our dedicated support team will respond to your inquiries within 24 hours. They will point you in the right direction, get you to the appropriate necessary resources and get you the answers you need to help you stay on track and keep your business running smoothly.



# THE DIFFERENT WAYS WE SUPPORT YOU WITHIN MASTERY

## Deal Submission Review

The further along you progress in your real estate investing business, the more you'll appreciate the value of seeking out and benefiting from the type of counsel only successful, seasoned real estate investors can provide. That's where our deal submission review process comes into the picture. Taking advantage of this invaluable resource could not be any easier. Simply submit your deal analysis to your Mastery coaches and watch and learn as they review all the crucial



details of your pending transactions so you can be sure the offer you make gets you the results you want. This is critical to your success and can literally make or break your business. You can mark our words that sooner or later, some of the best advice you ever get from your Mastery coaches is which deals NOT to pursue. We can't stress this next point enough. Doing the wrong deal, offering too much, not doing your homework, or not factoring in all the numbers accurately, could potentially end up costing you tens of thousands of dollars. We're here to provide you with the support and guidance you need to navigate these challenging, defining moments, to get you across the finish line with flying colors.

## Onboarding

Our onboarding process is the first step to getting you started and on your way in the Mastery program. Our onboarding team is dedicated to helping you make the most out of this life-changing experience from the moment you join the Mastery family. They have the knowledge and insight you need to make orientation a breeze. They'll help you learn how to set up your business team, evaluate your market and leverage the right tools at the right time to maximize your potential – both in the short and long term.

## Emergency Phone Hotline

HELP?! Any time you are in an urgent situation where you are about to make money or lose money and need a life raft... we are here! We have an emergency phone hotline set up with direct access to a coach. You can take complete comfort in knowing we're here at all critical times.

### Mastery Success Story

*"We closed another rehab project as a result of the techniques that I have learned going through FortuneBuilders Mastery. In a little less than 60 days, we purchased, rehabbed and sold a beautiful home to a great family. The best part is because of the foundation you have helped me build, I am able to do this multiple times each year. Using the time-tested strategies that I learned in the Mastery program, by networking, listening and by being involved, I was able to acquire this property, rehab it, and sell it to a CASH buyer with a 10-day close.*

*It was all about the tracking system that I learned at a bootcamp. I wanted to gain an accelerated knowledge, skills and data to create this business into a cash-producing, time-efficient machine. FB has given me the tools to do just that! The support, guidance and friendship I get from the community is outstanding. It's comforting knowing you are just a call or email away. You guys have helped me truly "CRUSH IT" in my business.*

Scott Squires / Simi Valley, CA





## Dedicated Business Coach

A dedicated business coach provides you with consistent, personal attention, from someone who knows both you and your business inside and out. There's simply no substitute for having that kind of intimate support from day one.

From the onset, your dedicated coach helps you get a clear vision of where you want to go. After all, your coach has only one goal: to make your vision a reality.



## Five benefits of one-on-one coaching:

### 1. You work smarter, not harder.

Most of us, in fact I'd say, all of us, are driven to achieve true time freedom for ourselves and our family. A dedicated coach can massively accelerate your ability to go from technician to manager to entrepreneur.

### 2. You stay laser-focused.

Sometimes it's difficult to know where to start or what to take on first. With a keen awareness of where you are and where you want to go, your coach is there to help you sift through the mental clutter. They evaluate your plans, ensure that you're on target, and make sure you're using your time effectively.

Your coach is also your sounding board to assess what's realistic and what's going to yield the best results, while helping you develop a plan that you can implement correctly (the first time).

### Mastery Success Story

*"Having a dedicated coach has allowed us to reach our goals much faster. The fact that we have someone walking us through the whole process, telling us what to do and how to do it, makes a huge difference in the business."*

*"Being part of the Inner Circle is like driving on the expressway versus the local roads. It takes you from point A to point B much faster."*

Adriana Barrero / Lakeway, TX



## Five benefits of one-on-one coaching (continued):

### 3. You are held accountable for what truly matters.

A plan alone won't lead to success unless you're taking specific and consistent action. When you get busy, you're more likely to put things off that are actually the most important. Your coach is that person who's going to be there to hold you accountable. This benefit alone will make you much more productive.



### 4. You gain a trusted confidante.

When you own your business, it's often hard to talk to people about your true concerns. Your coach provides that confidential, quiet space for you to share your concerns about all the challenges you'll face. He or she is there to listen and give you an unbiased opinion. This type of forum often leads to those "aha!" moments, creating that shift you need to keep moving forward.

### 5. You develop self-confidence.

You're able to leverage your coach's experience, and the inside knowledge gained from personally experiencing challenges and success. Your coach is there to help you prepare for what's ahead and guide you through unexpected situations that come your way. With that peace of mind, you'll develop confidence and belief in trusting your instincts.

#### Mastery Success Story

*"Our coach helps us to stay focused and motivated. Looking at things differently and trying to systemize all aspects of our businesses has helped us do more with less effort. This has allowed us to be able to handle the growth and remain profitable. Being more receptive to new methods and always pushing through barriers has been priceless. FortuneBuilders taught us to never quit.*

*We have loved the efficiency and consistency in which FortuneBuilders operates. We've learned how to divide our workload and how each one of us can utilize our strengths more efficiently. Now we are more productive as a result.*

*We also love the culture of helping others – people first/ profits second. Taking that approach has distinguished our team from the competition and has helped us forge ahead of the pack while fortified our brand."*

Robert Zemnickis & Rob Cabrera / Ft Lauderdale, FL



# Live Events



*“Obstacles are those frightening  
things you see when you take  
your eyes off your goal.”*

*~Henry James*

# LIVE EVENTS

Nothing exemplifies what makes FortuneBuilders different from all other real estate investing educational institutions quite like our live events.

And by different, we mean superior in practically every way.

This isn't just our opinion.

It's what we've heard time and time again, from countless people who attend our events, year in and year out.

We hear it from people who have also attended many events held by other organizations in our industry, and they don't mince words when they tell us that those events pale by comparison.

If you've already experienced FortuneBuilders' live events, you already know firsthand what makes them so unique and so highly regarded by so many.

You don't have to take our word for it.

Just ask anyone who has gone to our Co-Founder, Than Merrill's, free, informative, introductory, 2-hour real estate investing class.

Or anyone who's taken our Bootcamps.

Or anyone who's signed up for our Intensives.

Or anyone who's been invited into our Mastery program.

Just take a few minutes to speak with any of the thousands of people who have taken the time to make a real investment in their future by attending Ignite - our amazing annual 3-Day Real Estate Superconference (open only to our coaching students).

Or anyone who has attended any of the other many events we offer throughout the year, all over the country.

We're sure that they'll tell you that no matter which FortuneBuilders' Event you take part in, they simply must be experienced to be believed.

They'll tell you that no matter how much, or how little you know about real estate investing, our live events have something for everyone.

So, whether you're just starting out, whether you're unsure if real estate investing is right for you, or even if you're already an established, seasoned, successful real estate investor, we believe that attending our live events can, quite literally, be life-changing.

When you get right down to it, that's what truly sets us apart and makes us different.

And what makes us proud to call ourselves FortuneBuilders.





## Local Full Immersion Training

When you build a house, you always start by establishing a rock-solid foundation. We believe all businesses should take the same approach. This is why we created the two-day Full Immersion event that is conducted in your local real estate market.

At this hands-on training, we begin by teaching you the foundational systems you will use to operate your real estate business on a day-to-day basis. The focus is on showing you how to implement systems for finding deals, analyzing deals, negotiating deals, obtaining funding, and making consistent and strategic offers. For more experienced investors, we focus on how to automate the marketing and acquisition divisions of your business so that you can streamline the business.

Additionally, we focus on establishing these systems based on the area, property price points and exit strategies appropriate to your local market. We believe having and establishing market familiarity is one of the keys to getting your business off the ground successfully.

On the second day, we head out into the field to actually look at and analyze local deals. During this intensive day, we introduce you to estimating repairs and our construction management system. Imagine having the knowledge and business systems of a company who has rehabbed hundreds of properties over the years.

Keeping this localized training intimate is key. When you attend you'll be amongst a select small group of other Mastery students like yourself, who are starting the program at the exact same time you are. This gives you the chance to create some long lasting business and personal relationships that will benefit you for years to come. You can easily leverage these relationships to obtain funding for properties, buy and sell deals, share important business contacts and ultimately help you create a competitive advantage in your market. Imagine having a small community of other peers you can turn to who will help and push you to succeed.



### Mastery Success Story

*Thanks to you and the FortuneBuilders family for everything you have done for me. The Full Immersion training was invaluable.*

*I am pleased to announce that, one day after the training, I used your construction repair system to put a property under contract. It was due solely to what we learned at the training, your ongoing support program and other Mastery students pulling together to help out.*

—Dustin Behunin / Dallas, TX



# IMMERSIONS

## Marketing Systems Immersion

The two-day Marketing Systems Immersion is all about implementation. At the event, we'll lead you, step-by-step, through preparing and implementing several of our actual marketing campaigns. These are campaigns that CT Homes, as well as many of our most successful Mastery students, are using right now in today's market to generate consistent, quality seller and buyer leads. There's simply no substitution for this kind of hands on training.

Imagine how powerful it will be to learn topics like:

- Utilizing the MLS
- Building Relationships with Realtors
- Joint Ventures with other Investors
- Direct Mail
- Craigslist Leads
- Bandit Signs
- Creating a Marketing Plan



Successful real estate investors understand the value of consistent lead flow. In order to buy and sell properties consistently, and increase the volume of deals, a strong marketing system is an absolute necessity.

Within your marketing systems, it's vital to have multiple marketing campaigns going out simultaneously. You never want your business to be dependent on just one source of leads. If that one source were to dry up, it could be costly—even fatal—for your business.



Before joining Mastery, many investors are often intimidated and overwhelmed by the thought of creating and managing multiple marketing campaigns. Established investors often find they've hit plateaus in their businesses. The culprit is usually a lack of developed marketing systems - creating a net for deals to come to you instead of the other way around. Remember, the real estate market is always changing. If you're relying on one lead source, or one type of property, your business is unsustainable. When you're not focused on multiple forms of marketing, it will inevitably become harder and harder to find good deals.

These challenges are exactly why we created the Marketing Systems Immersion: to give you access to campaigns we've already designed, written, and tested, as well as guide you through how to implement them into your business. There is no need to waste time and money re-inventing the wheel, we have the systems created for you.

### Mastery Success Story

*"Than, I just wanted to let you know that I closed another couple deals. The first one was a townhouse here in Washington D.C. Also, I just picked up another deal from one of your marketing campaigns you recommended. I am loving the Mastery program. It has given me the confidence I needed to be successful and helped me in so many ways.*

Fola Adunola / Washington D.C.



# THE BOOTCAMP SUMMIT EXPERIENCE



FortuneBuilders' Bootcamp Summits give you the rare opportunity to attend exciting, informative, hands-on Live Trainings in a welcoming and supportive environment. You'll find them to be the ideal setting for you to network and begin building lasting, meaningful relationships with the FortuneBuilders team of Trainers and Coaches, as well as many, like-minded Mastery students who share your enthusiasm and determination to succeed. Just think of FortuneBuilders Summits as a huge, centrally located, temporary campus where our entire community comes together several times a year, to learn, grow and get re-energized.

The Summits are held at several easily accessible locations throughout the United States, making it convenient for you to join us and participate in our Live Events regularly. With the help and guidance of the FortuneBuilders Mastery curriculum, it's our hope that you continue to expand and build upon your knowledge of the industry we love.

As you know, there's simply no substitute for taking a few days to give your real estate investing business the complete, undivided attention attending these Boot Camp Summits provides. Here, you'll have the unique opportunity to learn from experienced successful trainers and mentors who can help you gain new insights and understanding into how to meet and overcome the challenges of running a successful real estate investing business.

The wisdom you'll gain by surrounding yourself with other investors who have successfully followed the exact same path is something you simply can't learn from a book. And taking the time to attend these events could pay off in ways you can't even possibly begin to imagine.

FortuneBuilders Bootcamp Summits are truly amazing events where the collective genius of our entire community comes together to exchange ideas, share proven business practices and strategies, and to inspire one another to achieve our business and personal goals.

Not only will the Bootcamp Summits be a valuable learning and networking experience for all who attend, they will also allow Than, Paul, and JD to meet you and personally spend time with each and every one of you!

## Mastery Success Story

*Surrounding myself with like-minded people at the Bootcamp Summits has had a snowball effect in both my personal and professional life. For that I am grateful! I have been able to build a team of A+ players in an industry. I will continue to develop and cherish all the friendships I have created with so many amazing friends individuals, each with a unique story. I love these people, their drive for results, and the genuine interest everyone has in either others success. The bar never stops rising!*

Amy Mahjoory / Chicago, IL



# BOOTCAMPS

## Wholesaling Bootcamp

After you complete your immersion trainings, the next live event in your curriculum is the Wholesaling Bootcamp. This intensive training is taught by Than Merrill and Jeff Rutowski. Many of our students have found this bootcamp to be especially valuable, as wholesaling is one the fastest ways to make consistent money in real estate.

In this bootcamp, you'll gain a very firm understanding of how to wholesale all types of real estate deals. Likewise, you will leave the training with an exact blueprint detailing which systems you should leverage in order to grow the wholesaling side of your business.

We take a very systematic approach in this training as we breaks down all the systems required to wholesale multiple deals per month. The bootcamp is also "case study" driven from wholesale deals CT Homes has recently closed and are actively working on.



## Rehab Bootcamp

After you attend the Wholesaling Bootcamp, like many Mastery students, you'll most likely move on to bigger and more involved real estate transactions. Understanding all the inner workings of rehabbing is essential to your long-term success – which is precisely why we created a 4-day "Rehabbing Bootcamp."

This intensive bootcamp is taught by JD Esajian who has rehabbed and sold hundreds of homes across the country.



This bootcamp is our most hands-on training by far, as we devote lots of class time at actual job sites that are in different phases of construction. Clearly there is simply no substitute for learning in the field and actually seeing firsthand which systems you'll use to manage your rehab projects. This is invaluable information to know, because the profitability of your projects often depends on your construction knowledge and systems for creating a detailed scope of work, material and labor cost management, and the efficiencies of how you manage the construction process itself.

You will leave this bootcamp with a comprehensive understanding of everything you need to know about managing rehab projects of all sizes and the systems you need to leverage to be successful. These strategies are effective in any area of the country and you can run your business from the comfort of your desk at home. It's no wonder our Rehabbing Bootcamp is considered by many Mastery students to be the most beneficial training we offer.

### Mastery Success Story

*"Than, Pat, Paul, and Team, Before joining FortuneBuilders, both Sherry and I were doing a lot of studying to learn as much as we could about REI, attending seminars and joining the local REIA, but we found ourselves 'spinning our wheels,' spending a lot of money, and doing what I heard more than once referred to 'Analyze Until Paralyzed' and not making a dime. We just closed on our first wholesale deal thanks to the support and training provided by Than Merrill and the FortuneBuilders team! The dimes are finally beginning to roll into the bank account. I can definitely state that a lot was learned by 'getting my feet wet' by doing this first deal, and the lessons learned will be applied to the second deal and all deals to follow. Not to brag, but I am 72 years young! Thank you again!"*

Larry & Sherry Hall / Raleigh, NC





## REO/Short Sale Bootcamp

REOs and short sales comprise a substantial part of many of our Mastery students' businesses. As such, we felt it was in their best interests to offer a highly advanced training in this area.

Taught by faculty members with hundreds of these combined deals under their belts, this training is ideal if you're looking to grow your business acquiring properties in this manner.

Here, you'll learn about many little-known upcoming opportunities in the pre-foreclosure and REO markets. FortuneBuilders is a major financial supporter of the Distressed Property Coalition, which is the most successful lobbyist group in Washington fighting for all real estate investor interests. As a result, our Mastery students gain key insider information on national legislative changes before any other real estate investor does.



During the bootcamp (and on many of our Mastery coaching calls), we share this proprietary knowledge and give you exact step-by-step strategies for how you can use it to your advantage in your business. This information will keep you ahead of the curve and give you another significant competitive advantage over all other real estate investors in your area.

### Mastery Success Story

*"I can't thank you guys enough for changing my life. It all started when I attended your first training just a few years ago. Since then I have bought and sold hundreds of properties in Jacksonville, Florida. You guys are the reason I am successful today. Thanks for everything you have done for me over the years."*

Gregg Cohen / Jacksonville, FL



### Mastery Success Story

*"Nothing excites me more than being able to spend a couple days with Than, Paul, Konrad, JD, all of the other coaches, and the insiders from CT Homes literally teaching the systems they use in their businesses right now today. Not only are they sharing their tips and tricks -- what I know about FortuneBuilders is that these guys mastermind. They are the tip of the arrow. They push the envelope. They test the systems. Here we get to see what's happening on the front lines first hand and get that advantage over everyone else."*

Cory Wilks / Denver, CO

# INTENSIVES



Make no mistake about it – our Intensives are not for the faint of heart. As the name implies, these dynamic Trainings are intense from beginning to end. And for good reason. Each one focuses on a specific area of your business that we feel demands special attention and requires in-depth analysis. Led by our top Mastery Coaches, mentors, FB Alumni and special guest speakers, FortuneBuilders Intensives are trainings that test your limits, push you to excel, challenge the way you think and better prepare you for whatever the future has in store for you and your business. If you plan on attending these game-changing Trainings, make sure you sign up ASAP, as they are always some of our most popular programs.

## Mindset Intensive

One simple truth you will hear spoken over and over again from Mastery coaches, mentors and FortuneBuilders alumni alike is this: reaching your maximum potential as a successful real estate investor begins and ends with your mindset. As Than says all the time, “Your success as an entrepreneur is 70% mindset and 30% technical.” You’ll see exactly what Than means when you attend this enlightening one day event co-taught by Konrad Sopielnikow, owner and co-founder of FortuneBuilders, and Jeff Rutkowski, FB alumni and coach. During this program, you’ll learn how to break through any lingering fears you might have that are negatively impacting your success. You’ll learn how to rise above those fears and use them as the motivation you need to take actions in your daily life so you can grow and evolve your business. You’ll also learn how managing your time effectively, understanding how failure can help you succeed, and how setting business goals not only increases your speed of implementation, but also helps you achieve greater results. With the benefits of this invaluable knowledge, you’ll come to realize just how important a role having the right mindset can play in taking the success of your real estate investing business to a whole new level.

## Rental Property Intensive

Our Rental Property Intensive is a revealing, one-day event taught by Paul Shively, head of the Passive Income Club and rental property experts from his team. Here, you’ll learn how to implement the same successful systems that Than, Paul, and JD use to purchase their Passive Income Properties, build their own personal rental property portfolios, set benchmarks for their future investment opportunities, and find the best properties to produce high earning, monthly passive income. Paul will also walk you through how he and his team evaluate target markets for rental properties, as well as how they identify the absolute best property managers to make the experience as hands-off as possible. Learning how to evaluate specific deals, as well as how to use FortuneBuilders’ own set of purchase criteria, will ensure your rental properties meet the same A+ standard they subscribe to and, as such, can greatly improve the likelihood of you enjoying similar success.

### Mastery Success Story

*“Being a part of the FortuneBuilders has been of tremendous benefit to my family and I. This is one of the sole reasons my son and I got started with you guys. In the last three months, I have bought three turn-key investment properties through you guys and couldn’t be happier. Literally, every month, I get a report and a check and don’t have to do any of the management. Finally, I have found a way to invest in real estate in a truly passive way. I can’t thank you guys enough!”*

Doug Cosby / Salem, IL



## Tax Planning Intensive

Taxes are one aspect of real estate investing that can be both confusing and intimidating – not to mention time consuming and expensive. So, the more you know, the better prepared you'll be to deal with them. While the old saying, "the only two sure things in life are death and taxes" may be true, proper planning can help ensure the rules are used to your advantage, and you have the proper documentation in the event of an audit. At the event, we'll discuss advanced strategies on how to minimize overall tax obligations, avoid triggering a taxable event, understand the tax implications of different types of income (passive vs. active), increase the bottom line and some additional creative and innovative year-end tax strategies that may have a big impact on the overall financial picture.



## Asset Protection Intensive

Knowing how to protect assets and preserve wealth is one of the most valuable areas to learn as a real estate investor. Taking the proper steps today helps insulate against personal and professional risks. For many people, real estate investing is a vehicle to not just make money, but to build generational wealth for one's family and future. Having a comprehensive Wealth Protection plan in place has provided us with confidence that our assets are secure and our legacy is protected. At the Asset Protection Intensive, you'll learn from seasoned experts who will share effective strategies and techniques on how to proactively protect assets. Other useful topics include reducing exposure to potential lawsuits and predators, understanding the protections offered by the various business structures, legacy planning and more.

*\*FortuneBuilders and its affiliates do not provide individual tax, legal or accounting advice. These strategies are shared for informational purposes only. They are neither intended to provide, nor should they be relied on as tax, legal or accounting advice. Your situation is unique, so always consult your own tax, legal and accounting advisors before engaging in any transaction.*

### Mastery Success Story

*"I just want to say thanks for all the great teachings and continual education you're giving to me. My life has been totally transformed since joining Than and his program. Your seminars and coaching have been the greatest investment I've ever made for myself and my family. I'm setting up self directed IRA's for myself and my children so I can let what you've taught me pay their way through school and set up our retirements. This is something I never would have known to do if it wasn't for you. I'm in the midst of three more rehabs right now, and marketing for more deals. I'm a full time investor and it's a great time in my life because of you."*

Terence Young / Pittsburgh, PA



# ACADEMIES

It's no coincidence that many of our finest Mastery students begin to come into their own soon after attending FortuneBuilder's Academies. These dynamic courses are taught by upper level management at FortuneBuilders and CT Homes, expert coaches, exceptional FB Alumni, and experienced guest instructors of note. During these in-depth, comprehensive live training class, students have a rare opportunity to learn side-by-side from some of the best minds in the business, as they roll up their sleeves and focus on all the finer points of running their real estate investing businesses successfully. If you're looking to implement proven systems and innovative new strategies, gain a competitive advantage over other investors in your area, and dramatically scale your business, don't let the opportunity to attend our Academies pass you by.

## Office Systems Academy

We hold this informative 3 day training several times throughout the year in our CT Homes Training Center. Led by the CT Homes team, students learn all the intricacies of advanced real estate deal evaluation, the art of writing compelling offers that get better results and how they can best implement our office systems into their businesses to make them run more smoothly and efficiently. We also showcase the latest and most effective marketing campaigns used at CT Homes to attract sellers and buyers. Additionally, students will have the opportunity to see firsthand how CT Homes is implementing the systems they will be learning about at a much higher level. And no Office System Academy Training is complete without teaching students how to put our latest money funding strategies to work for them in their business. By the time this training is complete, our students will have learned how to implement proven systems, develop detailed plans, execute their vision – and bring it to LIFE!!

## Ultimate Private Money Academy

At this revealing, eye-opening Training, Paul Esajian, Co-Founder of FortuneBuilders and Jeff Carter from Grand Coast Capital, teach you all the ins and outs of securing private and hard money to finance your real estate investing deals. You'll leave this event well-informed and confident in your ability to find lenders who are ready and willing to work with you. You'll learn how to do what it takes to make a great first impression when you meet with lenders. You'll learn what you need to know about how to conduct yourself during the interviewing and qualification process to create successful, long lasting relationships with lenders. You'll also understand the logistics of executing a loan – which will prepare you to scale your business, dramatically increase the number of real estate transactions you complete, and most importantly, make more money!

## Construction Management Academy

At FortuneBuilders, we learned a long time ago, that a winning team is only as strong as its weakest link. That's why it's imperative that you attend our newest two-day event. Led by our stellar CT Homes team, you'll learn what it takes to establish, organize and run your real estate investing business and set yourself up for success from day one. We'll teach you how to assemble and develop your dream team by helping you determine who you need, how to find them, and how to manage them effectively once you do. We'll also show you how to dispel the myths of general contractors vs. subcontractors and the major differences, tips and traps you'll encounter when undertaking large-scale renovations and developments. Our CT Homes team will focus on high-end and high-dollar renovations and will cover everything you need to know – from maximizing profits when taking on "from the ground up" construction projects, to utilizing proper due diligence, and what to look for in determining whether potential deals are worth your time, money and effort.





# Business Systems, Tools, Resources & Documents

*“Successful Investors make quick decisions”  
~Than Merrill*



# BUSINESS SYSTEMS, TOOLS, RESOURCES & DOCUMENTS

Systems are a great way to get your feet wet, because they allow you to start investing in real estate quickly from day one and continue to scale your business as you grow. We've invested a great deal of time, energy, and resources into developing systems for every single process in our business. Not just any systems. Systems that have been proven to work consistently, over time.

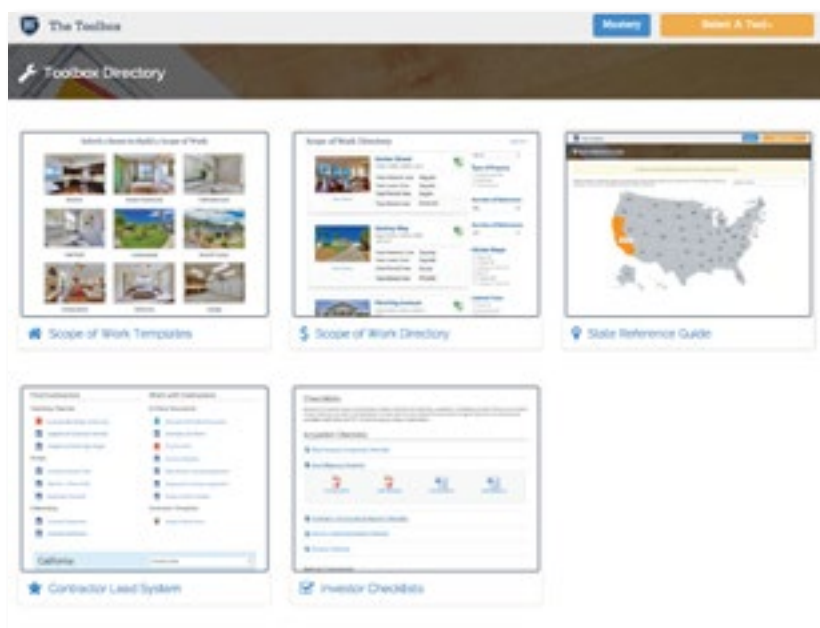
We're talking dialed-in, well-thought-out, ready-to-implement systems that streamline every aspect of your business. Within Mastery, you'll have access to every single one of these proprietary systems so you can implement them in your business from the onset.

We've even created an **Investor Toolbox**, where you'll find cutting edge checklists, tools, and templates.

We're constantly improving our real estate business and continually improving the systems associated with them, because the reality is that the market, technology, and the niches in which we invest are always changing.

That's why when we improve something within our own business, we will always make sure you are the first one to benefit from that change.

## Investor Toolbox



## Marketing Systems & Campaigns

The goal with marketing systems and campaigns is to build and implement an automated marketing machine. This allows you to go from zero to sixty and quickly leverage the resources we've already written, designed, tested and approved. From getting leads, to building your credibility, to selling properties to the end buyer – we've got you covered. Here are just a few of our marketing systems waiting for you:

- Marketing Campaign Template Library
- Seller Lead Intake Sheet
- Credibility Packets (Seller, Buyer, and Private Money)
- Direct Mail System
- Home Selling System



# BUSINESS SYSTEMS, TOOLS, RESOURCES & DOCUMENTS

## Rehabbing Systems

When a great deal comes your way, you've got to be able to act quickly before the opportunity passes you by. To make offers with confidence, you have to feel solid about your numbers. That's why our systems for estimating repairs and evaluating deals are crucial. Once you have a property under contract and it's time to rehab, we've got tools to help you every step of the way, including:

- Repair Estimator
- Deal Analyzer
- Contractor Lead System (CLS) for finding, hiring, and working with Contractors
- Virtual JD - 3D Property Repair Walk-throughs
- The Closing Process System

## Scope of Work Library

Once your offer is accepted on a property, it's now time to create a detailed itemized list of the renovations to be handed over to your contractors. This is known as Scope of Work. For many investors, it can be one of the most challenging, intimidating, and time consuming activities. So we've taken the guesswork out of the equation for you.



As a Mastery student, you'll have access to the Scope of Work Library, which includes user-friendly templates from dozens of our rehab projects. These templates are complete with all the materials pre-filled for you - including the price, amount of material used, and the skew number to purchase (mostly from Home Depot). You'll browse the photos in the template library, pick a kitchen you'd like for your property, and simply copy the template into your Scope of Work. Just think of all the time you'll save! Imagine the confidence you'll have when you contact Contractors to get bids on labor costs now that you're armed with an exact blueprint for them to follow. Plus, because you're essentially cloning one of our rehabs, you can rest assured that you'll be ecstatic about the quality of the end product.

## Business Growth & Scalability

Our business systems manuals are extremely detailed and easy to understand so you can quickly ramp up areas of your business as it grows. These downloadable system manuals are often accompanied by a corresponding virtual training module on how best to integrate the system into your business. You'll also have access to the tools, documents and checklist, ready for you to put in place. Relying on these efficient, structured processes allows you to manage, automate, and develop your business the right way, in the least amount of time. To name just a few, these resources include:

- State-By-State Reference Guide
- Investor Checklists
- Office Setup System
- Employee Hiring System
- Business Partnership Evaluation System

# MASTERY BUSINESS MANAGEMENT SOFTWARE

Unfortunately, the vast majority of people who attempt to get into real estate will struggle because they don't have the proper resources. Without a mentor, an effective business model to follow, and systems to help run a business more efficiently, it can be difficult to succeed.

We believe real estate success is defined by having a business that produces consistent profits, but also allows you the time to enjoy your life and fulfill your other goals and dreams. The only way to do this is to build a systems-dependent business instead of a business that is dependent on your time as the business owner.

That's why we invested substantial resources into building the "The Mastery Business Management System." This back office CRM/Database is the glue that holds your real estate business together and will help you manage all the critical information within it. Here are just a few ways this businessmanagement software will help you:



- Manage your seller leads, buyer leads, and key real estate contacts within the software.
- Manage your ongoing deals through every stage of the buying, selling, and closing process.
- Analyze deals and manage all of your offers right within the system.
- Send email, voice, and text blasts to your buyers list to market your properties for sale.
- Automate follow up and relationship building with an email autoresponder platform.
- New cash buyer, private lender, bankruptcy, tax lien, and renter leads provided for you.
- Instant web presence with websites and blogs that deposit leads directly into your CRM.
- Estimate repairs and create detailed scopes of work within the software.
- Create short sale packages and auto-fill contracts and documents in seconds.
- Manage all of your tenants and rental properties.
- Track all of your expenses with a system that directly integrates with QuickBooks.
- Blast information about your properties for sale to over 40+ websites in seconds.
- Provide instant reports about key metrics within your business.
- Power matching with investors within our vast network.

Our robust business management system is here for you to leverage, allowing you to streamline a lot of the day-to-day processes in your business.





# The Passive Income Club

*"The world makes way for the man  
who knows where he is going."*

*~Ralph Waldo Emerson*



# THE PASSIVE INCOME CLUB

The Passive Income Club is an exceptional opportunity we created for Mastery students, designed to help you create more passive income - not only today, but in fact, to secure a steady stream of revenue for the long term.



Most real estate investors apply for Mastery to champion the strategies we teach to “actively” invest in real estate – to wholesale and rehab properties in order to create immediate profits. However, all astute investors know that actively flipping properties is just part of the wealth equation. What secures your financial future is then knowing how to get your hard-earned money to start earning more for you.

As a Mastery student, you’ll be teamed up with a personal Wealth Portfolio Advisor who will show you the step-by-step path to start

“passively” investing in real estate. Savvy Mastery students have leveraged this resource to build long-term rental portfolios of properties that can produce significant monthly cash flow. With a long-term wealth plan in place, you are able to conquer both the active and passive sides of real estate investing at the pace you choose. Taking a long-term approach is what gives many real estate investors the ability to leave their jobs and get into real estate full-time. Other full time investors use their long-term benefits to set themselves up financially for life.

FortuneBuilders and the founders have some of the deepest relationships in the real estate industry, along with the buying power of many successful Mastery students. Thus, we are approached by many top-level institutional investors, private equity groups, banks and turn-key property providers and presented with buying opportunities an average investor would never know about.

As a Mastery student, not only are you given a personal Passive Income Property Specialist to help you develop a plan to build your rental portfolio, but we also introduce you to deals that other investors don’t even know exist. Currently, we have numerous highly sought-after consistent sources of long-term investment deals that students are taking advantage of every week.

Many of our Mastery students regularly roll their flip profits into these long-term passive income investments. Of course, you are under no obligation to learn passive investing or take advantage of one of these properties. As in active real estate investments, there is risk in any deal, no matter how good it is. This resource is simply another added benefit we provide to you, should you choose to take advantage of it.

## Mastery Success Story

*“The path to wealth and lifestyle design is passive income. Through the Passive Income Club, we were able to put two investment properties under contract immediately. We were impressed with the quality of the neighborhoods and properties. We have since put three under contract after our initial due diligence. You guys made the process to buy passive income properties simple and seamless. Hard to beat the cash on cash return! That’s why we are in the process of purchasing another five properties in the next few months. Thanks to the Passive Income Club for opening the door to an opportunity we never would have found on our own!!”*

Craig & Liz Connors / La Jolla, CA

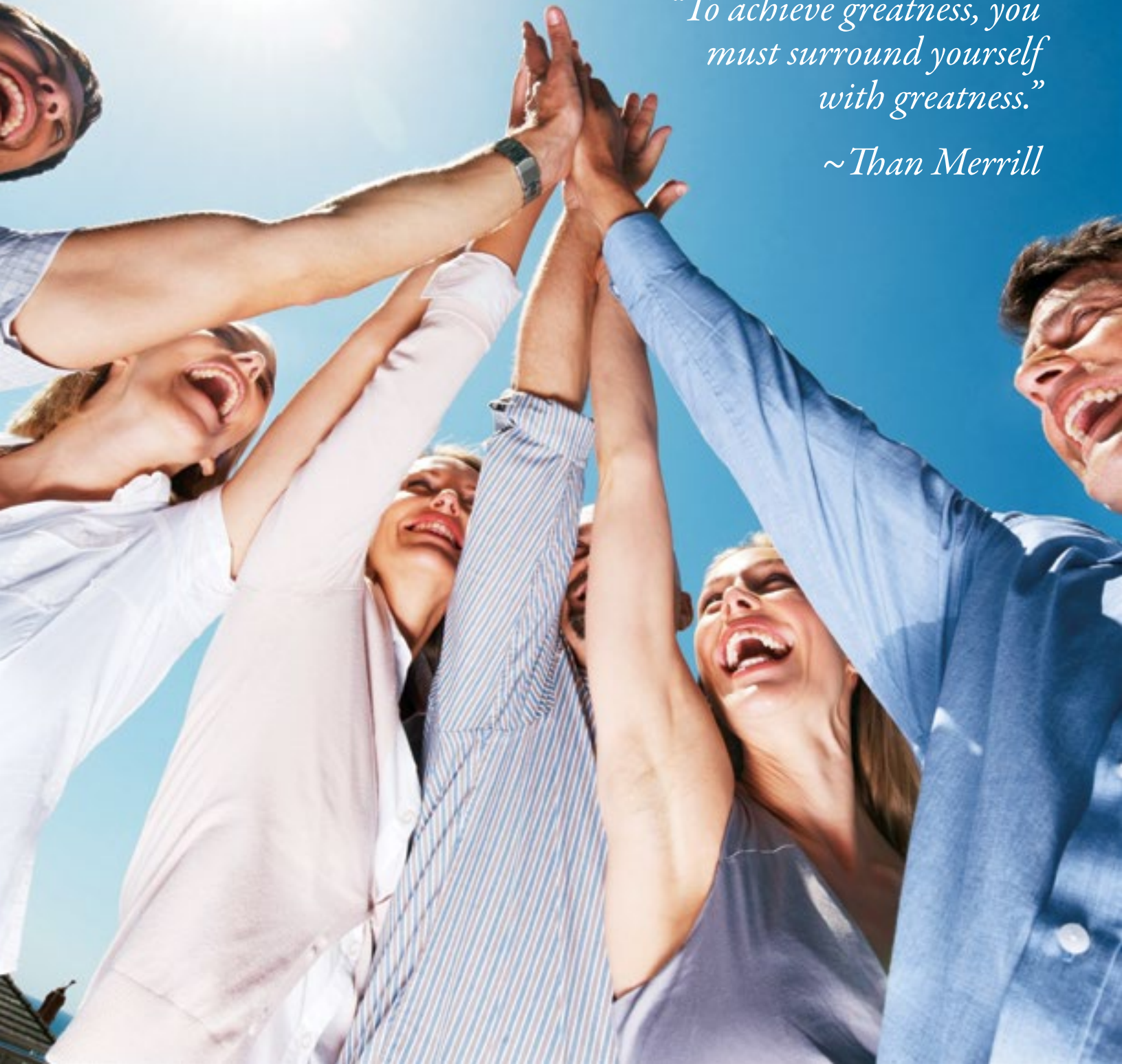




# The Mastery Community

*“To achieve greatness, you  
must surround yourself  
with greatness.”*

*~Than Merrill*



# THE MASTERY COMMUNITY

The Mastery community is comprised of ambitious, enthusiastic, altruistic investors who have committed themselves to a never-ending pursuit of learning, achieving and ultimately getting the most out of what life has to offer.

Mastery students are cut from a different cloth. They are driven to succeed and they live their lives according to their own rules. And, as it just so happens, they have more fun than you can possibly imagine while doing it.



Spend some time getting to know them and you'll soon discover that, to a person, our community of Mastery students truly believes in the law of abundance.

We gladly share our best business practices and the secrets of our success with each other. And we wholeheartedly uplift and support one another to see to it that each and every member of our tribe has every opportunity to thrive and succeed.



It almost goes without saying that the FortuneBuilders Mastery community is a unique and special fraternity, where investors encourage networking and a spirit of collaboration, while embracing benevolent generosity in order to inspire each of us to grow and prosper together.

We are extremely proud of the close-knit community we have created within Mastery, and we are only interested in bringing future students into the fold who we believe share our philosophy and who we believe have a high likelihood of success in real estate investing. Most importantly, they must embody and embrace our shared dedication to living a life of abundance within this extraordinary community.

Thus, we have a formal application and interview process, whereby invitations are only extended to potential new members if we feel an individual meets all of the specific criteria we look for, as well as possessing a desire to actively participate in helping us maintain and nurture the culture we have created within the FortuneBuilders Mastery Family.

Once welcomed aboard and accepted into the community, a whole new set of doors will open...

## Facebook Mastery Group

The connections made throughout the community within the Mastery Facebook group is one of the things Mastery members love most. It's not just a great way to build relationships with other students from across the country and Canada; it's also a tremendous resource. It's a place where you'll be sharing strategies and resources, discussing trends and opportunities in today's marketing, all with like-minded individuals – many of whom you'll soon be calling close friends. The ability to leverage the collective genius of our community at any time, from anywhere, instantly is truly invaluable. Want feedback on your new logo? Share it! Have a question about a specific marketing campaign? Just ask! Whether you need advice, a little encouragement, or if you just want to celebrate a big win you just enjoyed, our entire community is here for you, and always just one click away.





# FORTUNEBUILDERS GIVES



Mastery students, coaches, and team members are all committed to positively changing the world around them, using their resources to contribute to the greater good, and helping to improve the lives of others in need. When you have the time and money to do so - what are you going to do to give back? This is a question we ask you during the application process, as giving back is a core value that all FortuneBuilders share.

FortuneBuilders Gives is our philanthropic vehicle to proactively create opportunities and foster relationships so that we may make an impact, or as Steve Jobs would say, "To make a ding in the Universe."

As a Mastery student, we invite you to join forces with us to participate in FortuneBuilders Gives. We're also here to support you in starting your own initiatives for causes you're personally passionate about. You'll find that many of our students use a portion of their profits to fulfill their deeper desire to give back.

We believe that, through the power of a network of motivated individuals who share a "pay it forward" mentality, anything is possible. Together, FortuneBuilders Gives and students just like you have been able to help thousands of people and causes. There is only one question remaining: What is your heart called to give to?



San Diego Homeless  
Community Outreach Event



Habitat For Humanity



Than Merrill & Wife Cindy's Equal  
Footing Foundation Charity



Holiday Toy Drive



The “Future FortuneBuilders” initiative focuses on empowering our youth with the principles we’ve learned as entrepreneurs. Many Americans today find themselves drowning in credit card debt or stuck in the middle class because they never learned how to make better financial decisions for themselves and their families.

Through Future FortuneBuilders’ teen-education events, we’ve been able to start bridging the gap between what kids learn through traditional education and the financial education that they need to create a successful life and become the leaders of tomorrow.

Fueled by the efforts of the Mastery community and the passion of presenter John Servideo, Future FortuneBuilders is actively breaking ground with the children in our communities. The exercises and interactive curriculum focus on helping teens begin to understand how they can play an active role in achieving their dreams.

Imagine if your teen, or a teen you know, were to join us to learn:



- Setting goals to achieve what they really want out of life
- Developing successful habits and making good decisions
- How to look at their money as an investor and what that means
- Who to surround themselves with and how to pick role models
- How to start building their credit as soon as possible and how credit will affect their life
- The importance of giving back and how they can impact their communities to make a huge difference

This curriculum gives them tools they can actively start implementing in their own lives while navigating the complicated task of “growing up.” However, even more importantly, it makes learning and improving exciting.

It is said that it takes a village to raise a child, and the FortuneBuilders village is extremely proud to be able to contribute to the growth of the children in our community through education.



Beach Clean-Up



Learning the Cashflow Game



# What Does Your Future Hold?

*“We are all here for some special reason.  
Stop being a prisoner of your past.  
Become the architect of your future.”*

*~Robin Sharma*



# THE NEXT STEP

As you can probably tell, Mastery is a unique opportunity. You've seen the community of like-minded people, intimate support, unparalleled expertise, local market training, robust business management systems and our streamlined pathway.



You've seen how Mastery can help you overcome the threatening components of the real estate storm and free up your time to grow your business.

You've felt how different Mastery is, and by now may already feel like your fire has been lit again.

By becoming part of the Mastery family, with some hard work and dedication, you could be living the life you dreamed of when you first thought about getting into real estate. Mastery has changed so many people's lives, the lives of their families and of their communities.

The question is: Are you going to be one of the next success stories?

## The Course of Your Life is Determined by the Decisions You Make Moment by Moment

Ultimately, you have a vision of what you want your life and your future to look like. Mastery has empowered many people just like you to discover the path that leads to their dream lives, filled with purpose and passion.

Clearly, Mastery is not for everyone, nor is it meant to be. If, however, you know Mastery is for you, we invite you to turn in a formal application at one of our 3-Day Insiders Workshop events.

When we invite students aboard, we look for individuals who embrace the community's abundance mentality and want to help others within the family share their good fortune and see our society grow and prosper.

If you are invited aboard, you will be joining an empowered group of people, all of whom have demonstrated an uncommon passion for life and an unwavering commitment to personal and professional growth.

Realize you will be joining the ranks of some of the nation's most successful investors, who will welcome you into the Mastery Family with open arms.





# HOW TO PREPARE FOR YOUR INTERVIEW

Once you've thoroughly completed your application and turned it into the Advisors, now it's time to focus on getting mentally prepared for your interview.

The most important thing to remember is to go in to your interview with confidence, knowing that with our support you CAN do this. Show us you know you have what it takes and are ready to tackle this opportunity head-on and do whatever it takes to achieve success.

Be authentic; let the real you shine through.

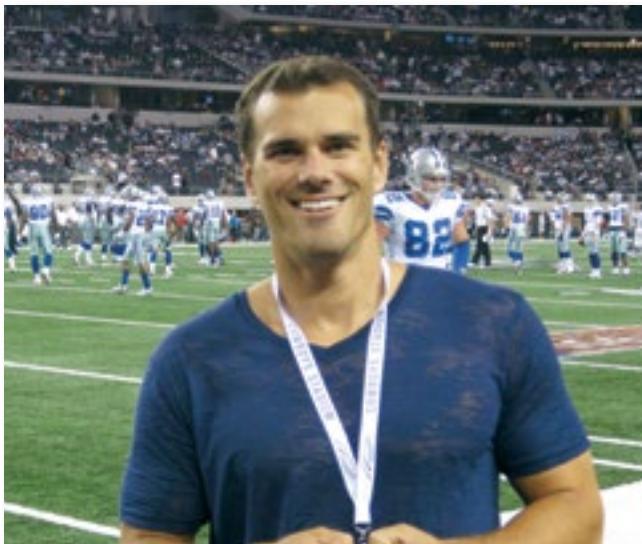
We also highly encourage you to bring your spouse or business partner to the interview. This is a new life both of you could be embarking on, and it's important that you take this step forward together.



## In Conclusion

Ultimately, I hope you've learned something here and maybe started looking at things a little differently.

**I hope that you mark this day on your calendar as the event where your business and life took a giant leap forward.**



We personally invite you to apply to join the Mastery family and look forward to being a part of your amazing and wonderful journey.

Your Friend and Coach,

*Than Merrill*

Than Merrill & the rest of the FortuneBuilders Mastery Family

# MASTERY



Crush It!

*FortuneBuilders mission is to provide the highest quality educational and coaching programs that help entrepreneurs and real estate investors reach their full potential and achieve personal and financial goals.*



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