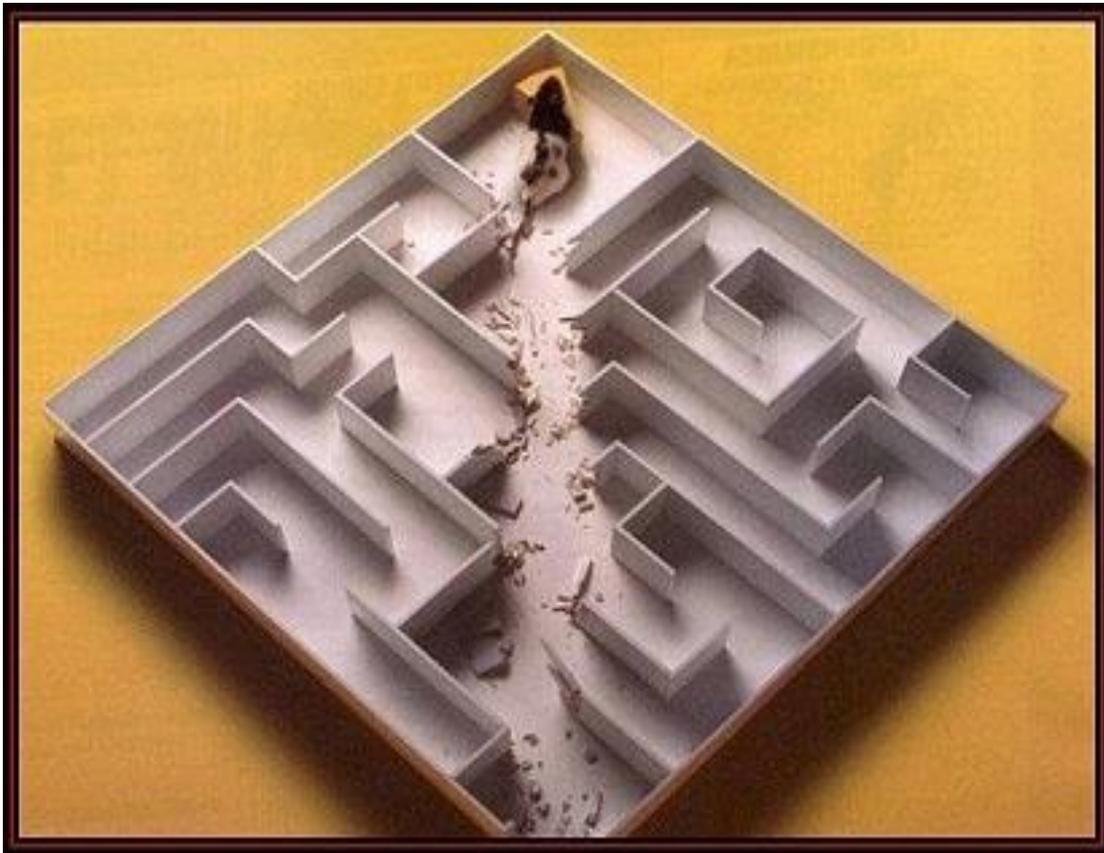


# **THE FASTTRACK TO FINANCIAL INDEPENDENCE**



Mentoring and Support for  
Serious Real Estate  
Entrepreneurs

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## Opportunity Seekers vs. Entrepreneurs

Dear Colleague,

Years of observation and working with budding real estate investors has taught me that there are two distinct types of people who enter this business.

### Opp Seekers: The Dreamers

The first type of person attracted to real estate is the “opportunity seeker”, who is attracted by the promise of quick, easy money. Opportunity seekers tend to become enormously excited by experts and gurus who pretend that their particular strategy is “a no-brainer” or “done for you” or “a turn-key system.”

While opp seekers are willing to invest vast amounts of money in any system that promises easy riches, they are not interested in investing time or energy to change their own mindsets or day-to-day activities in order to reach their goals. They’re fascinated by the “get rich quick” promises of some real estate education—and when the mere purchase of the course doesn’t instantly yield a huge profit, they move on to the next one, and the next one, and the next one.

As a result, the opp seekers end up owning gigantic (and very expensive) libraries of books, CDs, and courses, and log thousands of miles of travel as they attend bootcamp after bootcamp—but never have any financial success to show for it.

In my experience, these Opp Seekers rarely, if ever, find any long-term success in the real estate investing business; they are far more interested in the promise of a quick paycheck than in building a business or creating long-term wealth for themselves and their families. When they realize that investing in real estate is a profession that requires action, determination, and yes, even sacrifice, they move on to the next MLM or “done for you” wealth ‘system’.

### Entrepreneurs: The Doers

The other type of new investor is the Entrepreneur. The Entrepreneur realizes that real estate is simply means to build a very powerful, time-tested wealth-generating business, and that no business is built without an investment of time, energy, and money both in the business and in the business owner.

The Entrepreneur also seems to understand instinctively that in order to succeed, he or she will need to build a deeper understanding of real estate investing as an overall strategy. Entrepreneurs are attracted to detailed, hands-on training over hype; to constant educational input over occasional overdoses of motivation; and to truly understanding his strategy and its effect in his clients and the world at large vs. promises of an ‘autopilot’ or ‘turnkey’ system.

It is Entrepreneurs who find the greatest success and wealth as real estate investors. Because they are willing to do what it takes to set and reach both personal and business goals with real estate as the means, they are able to ride out periods of personal frustration, overwhelm,

and fear because they understand and believe that the long-term rewards are well worth the short-term sacrifice.

## **The Fast Track Coaching Program: For Real Estate Entrepreneurs Only**

Catering to the desires of Opp Seekers is an extremely profitable business: they are willing to spend enormous amounts of money for relatively low-level information as long as it contains liberal doses of motivation, as well.

But I've never found interacting with this group to be especially satisfying on a personal level. They come, they spend, they go—and they're usually unchanged by the experience of having met me.

Entrepreneurs, on the other hand, are a far more demanding audience. They want real-life, warts-and-all information.

They want to hear about the pitfalls, as well as the upsides, of every strategy.

They want to hone their skills not just as real estate investors, but also as marketers, negotiators, time managers, business owners, and creative problem-solvers.

And most importantly—at least from the point of view of a mentor to these students—entrepreneurs, with the proper support, DO what they learn. It's from watching their growth and their ultimate success that I derive my greatest personal satisfaction as an instructor and coach. For this reason, I developed a program in 2003 called “FastTrack to Financial Independence” designed to meet the wants and needs of real estate Entrepreneurs.

## **The FastTrack Vision**

I, along with a small handful of selected coaches and advisors (all of whom are also FastTrack Members!), have developed the FastTrack program with a larger vision for both our students and ourselves.

Don't get me wrong—it's a profit-making venture for ALL of us, including you—but there's more to it than that. The coaches and I have certain values that we bring to FastTrack, and certain issues with the real estate education field, the real estate business, and the reputation of real estate investors that we want address through the program.

Our vision for the FastTrack program—its real “reason for being”—might help you to better understand the big picture of why the program exists. These are the values that I, the coaches, and even the administrative staff are committed to:

1. **Success.** We believe that massive financial and personal success is a worthy goal for any American, especially when combined with the will to share the fruits of that success with loved ones and the world. We believe that massive success is achievable in real

estate and within reach of anyone with the training and will to attain it. We give FastTrack members the training, support, advice, and resources to achieve their highest level of success.

2. **Integrity.** We are well aware that in both the real estate business and the real estate education field, there is a perception that integrity, ethics, and honest are seriously lacking. Because these two businesses are our chosen professions and our deep passions, this perception directly affects our reputations. More importantly though, it leads elected officials and bureaucrats to blithely enact anti—investor, anti-landlord rules and legislation in our cities, states, and country. We believe that this perception stems from three major factors: an actual lack of integrity among a small number of practitioners in both fields, the focus that is put on those wrong-headed practitioners by the media and elected officials, and the nearly-total lack of discussion or enforcement of ethics in both arenas.

Through the FastTrack Program, we actively address these issues in several ways:

- *We practice integrity and honesty with the members.* We do not accept applicants that we believe cannot or will not do what needs to be done to achieve success in the real estate business. We do not mislead members into believing that there is no effort or sacrifice necessary to build a real estate business. We are honest in our ongoing evaluation of individual members' progress and are direct with them when we believe that they are not meeting the requirements of the program or of their own aims.

- *We discuss ethics at every opportunity and encourage members to do the same.* Because there is no industry-enforced code of ethics in the real estate business, we look to FastTrack members to become leaders in their local real estate community. Both through example and through active discussion of ethical issues with colleagues, competitors, community leaders, and association leaders, we want our members to be in the forefront of creating a better, more professional and reputable industry.

3. **Service.** We believe that, in an environment where many real estate coaches and mentors seem to hold the philosophy of “maximum profit for minimal effort” in delivering their services, our best competitive edge is that we under-promise and over-deliver. It is for this reason that we meet regularly to discuss additional benefits that would help our members to become successful; that we constantly find and disseminate new resources for our members; that we are in regular direct contact with students via phone, email, and group coaching calls; and that we do not delegate our responsibilities in coaching and mentoring students to less seasoned “professional coaches”, although that is standard for the industry. It is because of this high level of hands-on, personalized service that we accept no more than 30 new members per year into the program.
4. **Community.** We know that there's no such thing as a “self-made millionaire”; all successful entrepreneurs are “team-made”. We encourage and provide opportunities for FastTrack students to be an active member of the FastTrack community, including assisting them in forming MasterMind groups, holding FastTrack-only face-to-face

events, and encouraging communication between the members outside of regular events.

## What You Get When You Get on the FastTrack

FastTrack is an ongoing program of education, one-on-one and group coaching, and continuing support for people who crave information that goes beyond the typical high-hype, flavor-of-the-month, sales-oriented teaching available in the market today.

As a member of the FastTrack Program, you get the 3 things that are absolutely crucial to your success, whether that means getting to your first (of many) deals, or building your business so that it can do more deals than you've ever achieved on your own. These 3 things aren't magic: they're common sense benefits that every real "mentoring program" should include (but usually don't). These 3 crucial ingredients are focus, accountability, and support.

*"There is not a program that I have researched that gives near the value and availability you give to your students in FastTrack"—Jen Griffin, Indiana*

### Focus:

Many real estate entrepreneurs—both new and seasoned—have a difficult time reaching their objectives not from LACK of information, but from too MUCH information. There are so many great options in the real estate world...so many strategies, so many opportunities, so much education available, so many things at any given moment that "could" be done. That's why our first project in the FastTrack program is to determine which of these options are really best for YOU, in YOUR particular situation and market, and create a plan to take you there, step by step.

This focusing process begins with a **detailed business plan and goal-setting assignment**, which will force you to think about and answer certain critical questions regarding your goals, skills, resources, and market.

This will be followed by an initial **1-2-hour phone consultation with Vena to review your goals and determine your best strategies for the year**. During this call, we'll begin to create an actual step-by-step plan for getting you what you want, including actual tasks to be completed, resources to get, messes to clean up, and timelines by which to achieve these things.

This plan, if you follow it and ask for help when you need it, will give you a basic blueprint for your daily activities. No more floundering around, wondering what the best use of your time is, guessing at what the highest-leverage thing you could be doing is.

### Support

Got questions? Of course, you do.

From how to structure and write up creative deals to whether to negotiate your price with that wholesale buyer to why none of your motivated sellers seem motivated enough how to write a system for your new VA, you'll have tons of them as your business develops and grows.

That's why FastTrack members are the only students I work with who have my cell number (see why you have to be interviewed to get in?). When you join the program, **you have unlimited phone access to me and Drew** for anything from questions about deals to more complex projects like developing and reviewing your marketing pieces.

But that's not all. How many times have you been stuck on the wording of a contract or clause, or had a simple legal question that you're just certain that your attorney could answer in 30 seconds, but you didn't want to ask because you knew you'd be charged for a half hour of his time?

Another unique benefit of the FastTrack program is **5 hours per year of free legal consultation with James Flax, Esq.**

It's so difficult to find an attorney who even understands real estate law, contracts, negotiation, and entities that, when you're a FastTrack student, I loan you mine.

James Flax is house counsel to my own real estate business, and he can help you with those pesky legal issues ranging from contract clauses to tenant problems. He'll consult with you about the best entity for your business, the best contract to use for a particular deal, and the risks involved in any deal. And best of all, you can feel comfortable calling James and knowing that it's NOT costing you \$250 an hour to get answers to your questions!<sup>1</sup>

And, so that you can learn from the support we're giving to other FastTrack students on THEIR deals, as well as ask questions, you'll also get the benefit of **Weekly Group Coaching Calls**. On these group calls, students present deals they're working on, successes they've experienced, and challenges they're facing. We also use these calls to let successful members report on resources they've found and strategies they're using for the benefit of all.

These calls are held Mondays at 8 p.m. eastern time, and generally last around an hour, depending on student participation.

### **So, Where's the Education?**

Mentoring programs aren't—or at least shouldn't be—about education. Education is easy—there are tens of thousands of home study courses, bootcamps, seminars, webinars, books, and other educational opportunities you can take advantage of at any time.

No, FastTrack is really about getting the one-on-one support, accountability, and focus you need to put that education into action.

Nonetheless, we understand that education is the basis of everything else you do in real estate, so we provide it in spades with your FastTrack membership.

*"I live in one of the most expensive and competitive markets in the country. Thanks to the FastTrack program, I've gone from never having done a deal to needing an assistant to help me with a business that's totally exploding in just 3 years. Vena has helped me with every stage from finding that first deal to systemizing what I'm doing so that I can hire help. I couldn't have done this without FastTrack"—Jason Bago, Newark NJ*

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<sup>1</sup> Note: legal consultation does NOT include entity formation or legal representation. FastTrack students in the State of Ohio receive 20% off legal work in the formation of LLCs, corporations, land trusts, etc. James Flax is licensed to practice in the State of Ohio only; during consultation regarding contracts and other legal issues, he will recommend that consult a local attorney for final review.

For instance, FastTrack members get **any all of my home study courses**—listed in the appendix—**absolutely free**.<sup>2</sup>

Furthermore, **FastTrack members attend my in-house live events—including the Wholesaling Academy, the Fundamentals of Real Estate class, the Marketing Academy, and the Transactioneering Master Class, for between \$99 and 50% off**, depending on our cost of fulfillment. These classes cost the general public \$1,000+, each, but all I want you to do following your initial FastTrack investment is cover the cost of your attendance—you know, copies, coffee, your seat on the bus, that sort of thing.

And what's more, I've also arranged for you to get **up to 10% off of selected "other people's courses"**. From time to time, I promote the bootcamps and home study courses of other very carefully selected educators who are real experts in niches that I have little experience in.

*"As a long-time athletic coach, myself, I understand the value in paying someone who already knows how a strategy works to guide you through the rough patches. That's why FastTrack was a no-brainer for me. Vena has led me through some very complicated—and profitable—deals that I could never have done on my own. Totally worth the money."*

Susanne Luecke, Greenville SC

When you hear one of these experts offer a course or bootcamp on one of my public webinars (FastTrack coaching calls NEVER contain a selling component), you can be guaranteed of two things: first, I really believe that the education being offered is high-quality and usable, and secondly that you'll pay less than everyone else who's ordering. FastTrack discounts range from 5%-10%, depending on what I'm able to negotiate with the trainer involved—a savings of \$100 or more on most products.

Plus, you'll also get **free access to the weekly "Real Estate Goddess's Guide to Doing Your First Deal" webinars** that happen every Wednesday night from 8-9 p.m. Eastern and cover the entire gamut of real estate investing skills and strategies, from how to evaluate properties to how to manage your time, protect your assets, and much more.

## **The Results You Can Expect from Your FastTrack Membership**

FastTrack students who take on the responsibility to maximize their own experience gain an entire constellation of benefits, ranging from accelerated growth of their existing real estate businesses to a greatly shortened "runway" to making their first deals. Your results will be as unique as you are, but it's our mission to make sure that you get the support and education that you need to reach your own individual goals.

Our goal is to give you the tools you need to reach the personal goals that are the true aim of your real estate endeavors. We aim to change your entire life, not just your business. Our favorite kind of FastTrack success story is one like this:

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<sup>2</sup> If you choose one of our easy payment plans, you'll need to talk to Drew or Vena about how these courses will be spaced out.

*Dear Vena and Crew—*

*Just wanted to update you on my progress since completing the FastTrack program.*

*As you know, I started the program as a corporate drone. My job had moved me 4 times in 5 years, and although the compensation was excellent, I knew that I would never reach my dreams of financial independence through a job. My business plan called for a combination of lease/optioning, renting, and retailing to reach my goal of retiring by age 50.*

*With your help, I closed my first deal within 2 months of starting the program. I can't tell you how much I appreciate your patience and hand-holding during that process. With my first lease/option under my belt, I closed 20 more deals in the next 12 months.*

*Once I set up my lease/option business, I moved on to retailing using your private lending concept to get lenders who fund all the purchase and fix up for me.*

*In 2004, just 5 years after I started, I bought my 200<sup>th</sup> property, and in February of that year became a multi-millionaire, reaching a net worth of \$2 million.*

*But the way in which my life has really changed has been my ability to pursue my loves and passions. I now mentor young people to teach them all the things about financial independence that I never learned in school.*

*But the biggest effect that FastTrack had on my life was in 2000, when my father was diagnosed with terminal brain cancer and given just a few months to live. Back when I was working, taking months off my job to spend time with my dad would have been an impossibility. With my properties making money for me even when I was away from my business, I was able to take my parents on a Caribbean cruise, and to take my dad deep-sea fishing, something he'd always wanted to do but never had the money. I was able to spend most of the last few months of his life with him, and was able to help him fulfill some of his dreams.*

*Looking back on this period, I can't tell you how grateful I am to have been able to spend my father's last days with him. I thank God every day that I had the time and money to do this and to say "goodbye" in the way that I wanted rather than in the way that my job might have demanded.*

*If ANYONE is thinking about getting into this program, and whether it will change their lives, have them call me. I will tell them that the freedom that the FastTrack Program has provided me was easily worth 10x the cost.*

*Missy McCall-Hammonds (513) 737-8963*

## Tuition/How to Apply for the FastTrack Program

FastTrack is not right for everyone. If you aren't truly dedicated to your own real estate success, we can't be, either. If you're the type of person who won't make changes in your own life, we can't make them for you. But if you're serious about reaching your goals and using real estate as the springboard to reach your dreams, you're our type of person.

Your tuition to this life-long, life-changing program and all its benefits is just \$14,997. If you are paying in full, we'll give you a \$2,000 discount right up front, so your price is just \$12,997! You may include a business partner or significant other at no additional charge (note: if your partner is not related to you, we WILL ask you to prove that he or she is a legitimate partner via an entity that you both own, a property that you both own, etc.).

*"As a stay-at-home mom, I couldn't afford the tuition to be a FastTrack member, but I knew that I needed the program to succeed at real estate. So, I got a no-interest credit card, paid for the program with it, and used what I learned to start wholesaling properties. I was able to pay off the card with my profits before the interest payments kicked in!"*  
*Bari Mairose, Cincinnati*

Need a payment plan? We can do that too, but just for a limited number of spaces. For a minimum of \$5,000 down with payments over 24 months, there's no excuse...you KNOW you need it, and we're making it easy for you!

Because of the intensive work that we do with FastTrack students, we accept just 20 at a time. And no, the ability to write a check for the tuition does not qualify you to be a member. If you'd like to apply for the program, use the attached form and return it to Drew at the back of the room or John at the Bookstore and schedule an entrance interview today.

We'll see you on the FastTrack to Financial Independence!

Vena

## SUMMARY OF FASTTRACK BENEFITS

	Regular Price	Savings
Initial business planning/goal setting consultation with Vena	\$1,000/hr	\$2,000
5 Hours legal consultation with James Flax, Esq.	\$250/hr	\$1,250/year
Unlimited phone access to Vena and Drew	Not available to others	Infinite
All Home Study Courses-FREE	Up to \$10,000	\$10,000
Weekly FastTrack only group calls	Not available to others	
Monthly “basic skills” webinars	\$480/year	Infinite
Live events at \$99-\$198	\$997-\$1,997 per event	\$480/year
Up to 10% off other people’s courses	\$600 - \$2,000	Up to \$1,898 per event
	<b>TOTAL</b>	\$60-\$200 per course
		<b>More. Than. Enough.</b>

# VENA'S HOME STUDY COURSES

	<p>The Real Estate Goddess's Guide to Wholesaling—covers all the techniques you need to make wholesale deals for quick cash.</p>		<p>The Real Estate Goddess's Guide to Building a Wholesaling Business—advanced wholesaling techniques that help you take wholesaling from something <i>you do</i> to a business you <u>supervise</u>. (usually \$1,597)</p>
	<p>The Real Estate Goddess's Guide to Advanced Marketing—How to create compelling messages for buyers, sellers, renters, and lenders; how to develop mailing lists and choose media.</p>		<p>The Advanced Marketing Kit—Actual letters, flyers, postcards, special reports etc. for recruiting buyers, sellers, private lenders, and tenants (usually \$1,597)</p>
	<p>The Transactioneering Master Course—How to buy properties subject to the existing loan, with owner financing, on land contract, and on lease/option. (usually \$1597)</p>		<p>The Fundamentals of Making Money in Real Estate—An overview of the main acquisition and exit strategies in real estate. An excellent “starter” for the brand-new investor. (usually \$997)</p>

## Coming in 2019!

### THE REAL ESTATE GODDESS'S TRANSACTIONEERING MASTERY ACADEMY

(detailed information broken down into bite sized chunks...with non-threatening, easy-to-accomplish HOMEWORK..and ACCOUNTABILITY so that you know someone's watching when you do, or don't do, what you're supposed to....