

★ STATE OF THE ★ COMMUNITY ADDRESS

Hey Flipping Awesome community, Dan and Joe Kalis here...

We're really excited to announce 6 new initiatives we're rolling out between now and the first quarter of 2017.

The first one is something we've been teasing you with for a while, and have been working on for the past several months...

Whenever we talk with you via email or our FB Group, there are two main concerns and needs that always seem to come up way more than any others...

- 1 - Knowing where to start (in your particular case)
- 2 - Funding

We know that you probably have information overload, or maybe even that you don't even know what information to start with — free or otherwise,...

So to us that means you really just want someone to direct you on an interactive basis, to give you assignments and hold you accountable to your activities and goals.

The problem with that is it costs money to get that kind of attention from an investor who is actually successful...

We've asked you via email and in the group if you'd be interested in coaching, and the answer was a resounding yes.

But we wanted to come up with a way to make it affordable for just about anyone... unless you're just completely flat broke.

If that's the case, you'll really just need to figure out a way to make more money at your job or get a second one.

And if you're beyond destitution, but living paycheck-to-paycheck, we can relate.

We've been there. And maybe you need a different type of opportunity that involves selling and networking, raising some personal cash and sharpening professional skills, before you dive into launching a real estate business.

Real quick back to one of the two main issues - FUNDING - here's our realization on this topic... as two entrepreneurs who have helped hundreds of investors get unsecured funding through the Funding For Flipping program, an email subscriber base of more than 100,000, and an active Facebook group of more than 4,000, we have a unique perspective on why aspiring investors succeed or fail.

The bottom line is if you're having a problem getting funding for your deals, the reality is you just haven't searched Google for hard money lenders in your area — OR you really don't have a deal worth funding.

Trust me when i say that if you got a house under contract at a good price, and present remotely accurate after repair value comps — better yet, secure the property at 30% below the as-is value — you'd have hard money bridge lenders and JV partners coming out of the woodwork to fund your deals.

We figured out an amazing solution to help you learn how to be great at sourcing and analyzing deals on the front end, so that you have a MUCH easier time getting it funded, rehabbed, or even wholesaled to another cash buyer.

Frankly, most of you aren't even ready to do full rehab deals. You're so concerned about getting loans to purchase and renovate properties, which can take 6 months or more to complete and get paid on, that you're skipping over the strategy most successful investors cut their teeth on — wholesaling.

Wholesaling doesn't require any funding by you. It may cost you a few bucks for marketing and earnest money deposits, but if you're creative enough and talking to motivated sellers, you may not even need that. It requires marketing, sales, negotiation and a bit of analytical skills.

But the risk is all on your cash buyers, and you can make checks for \$3,000, \$5,000, even \$10,000 and more within weeks, not months.

This is the proper place for most of you to begin your real estate investor journey.

It's really a mindset shift.

And, to be direct, some of you aren't even ready for wholesaling. You should be interning for a successful investor and learning the ropes firsthand, with the possible opportunity for modest commission and bonus income.

So, we've been working on something awesome with a few good friends who are 7-figure real estate investors in Southern California — one of the most competitive real estate markets in the country. If you can succeed there, you can succeed anywhere!

We're very excited to formally and finally announce the launch of the Flipping Awesome Group Coaching program, also known as the Find It & Fund It system.

We've surveyed this community and more than 1,000 of you have said you would love to participate in such a program, and have the modest budget to do so.

You're about to get that chance, starting December 5th. Are you ready? More details in a moment.

One of these friends and coaches is none other than Chris Bedgood, the star of A&E channel's reality TV show, Flipping San Diego. Pretty cool, huh?

We told these guys we wanted to create an affordable program, based on their many years of experience, where our community could get interactive coaching, guidance, direction, and accountability.

A program that covers foundational knowledge of wholesaling and rehabbing — along with all the relevant skills like marketing, selling, negotiating, analysis, and business systems.

Anyway, that's all I'll say for now. There will be a limited open enrollment period between Monday, December 5 and Saturday, December 31. Starting that Monday, one week from today, we'll be running an online presentation that breaks down the details about the program, including pricing, curriculum and bonuses. Also please note that the initial class will be limited to 100 students, so if you want to get in, make sure you sign up right away next week.

Ok, so announcement **#2 of 6** is the least exciting, but necessary.

Tomorrow you'll be getting an email from us and it's vital that you open it and click on the proper link to stay on our subscriber list. We're doing a mass cleanup of our list, and only want people on it who really want to be on it, and are actively opening our emails.

The email tomorrow will have more details, but PLEASE make sure you open it, or you won't see any of the coaching emails next week.

And, once you do that, also be sure to whitelist us by adding our email address — hello@flippingawesome.com — to your address book and opening every email from us.



By the way, after watching this entire video, please leave comments after at the bottom of the page with any questions or comments about these initiatives. Let us know what you're excited about, concerned about, or anything you need that doesn't seem to be covered here.

#3 of 6...

Whether you love him, hate him, or couldn't care less about him, Donald Trump is America's president elect. And for the first time in our lifetime, we have one of our own — a real estate investor — in the oval office.

There is a major changing of the guard coming, and there are many uncertainties regarding the economy. Politics aside, most entrepreneurs believe Trump can only improve the economy from here.

But what does this mean for us — aspiring and active real estate entrepreneurs?

Well, we decided to tap our network of brilliant and successful friends who are experts in real estate, economics, and finance, and interview them about their perspective on how to think critically and act strategically in 2017 and beyond. We'll be compiling these interviews into various multimedia formats for you. How relevant and timely, right? The formal announcement, book title, pricing, etc. will be made on Monday, Jan 2. All you need to know right now is that we'll be making it available as a pre-order between Jan 2 and 20th at 50%, and the product will be delivered ON inauguration day (Jan 20)

Things will be different for sure. Those of us who truly do know how to think critically and act strategically will thrive. Make sure that includes you!

On to #4 of 6...

Apparel. Along with the January 2nd launch of our book and course on real estate during the Trump era, we'll be opening up our brand new online store with t-shirts and other novelty merchandise designed to show the world you are a real estate investor, entrepreneur and success-oriented person.

One of the designs will effectively turn you into a walking bandit sign, but by using humor and pop culture.

I think you guys are going to love this stuff!

#5 of 6...

In conjunction with the two main concerns and needs I mentioned earlier — knowing what to do first or next, i.e. having an actual business plan, and then executing on it strategically; and then funding — we will also be writing two additional books on these very topics, the first of their kind.

The first will be called REI Biz Plan, and cover the real estate investor lifecycle from decision to incorporation to automation, and everything in between.

Pretty much all books on funding for real estate investors focus on ONE type — raising private capital. That's obviously a really important topic, but there are 6 other distinct sources of funding that rarely get taught — bootstrapping (aka organic working capital), unsecured lines of credit, hard money lenders, joint ventures, traditional bank financing, and institutional capital.

Keep an eye on your email inbox over the upcoming weeks and months, and in our private FB Group as well.

#6 of 6

This is something we're THINKING of doing, but it's really up to you to tell us what you want and need in terms of content.

There seems to be a lack of focus in the real estate investing world on entrepreneur LIFESTYLE.

What does that mean? Most content in this space is very technical and tactical.

Lifestyle to us is essentially an expression of the things that are most important to you.

Yes of course as a real estate investor, we're talking about financial freedom and wealth creation.

But what about mindset and motivation? Stories. Productivity. People skills, like influence, rapport-building, and networking. Personal finance. And possibly the most important of all — physical health and performance — the well oiled entrepreneur. The better you feel, the better you'll perform.

We'd like to bring you more resources and ideas on how to improve your overall lifestyle, not just your ability to generate leads and fund deals.

If that's something you'd really be interested in, please let us know.

As I mentioned previously, please leave comments after at the bottom of the page with any questions or comments about these initiatives.

Let us know what you're excited about, concerned about, or anything you need that doesn't seem to be covered here.

Thanks for being a valuable part of the Flipping Awesome community, and we look forward to crushing it with you in 2017 and beyond!