

Three Options

The Hard Facts About Real Estate
Consulting in Today's Economic
Climate and What You Need to Know.

How to thrive rather than just survive

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Invigo Marketing Systems LTD

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Three Choices

The Hard Facts About Real Estate Consulting in Today's Economic Climate

As a real estate professional you've witnessed firsthand the recent change in the economy. Whether it's the ongoing recession or the struggling real estate market the entire business landscape has changed.

In many ways that change has happened overnight. Historically speaking there has never been a bigger shift in the real estate market than what is happening right now.

Inside this special report, I'm going to draw out a step by step system for you to position yourself directly in front of the flood of profits that is being spent in the real estate industry every day. I'm going to show you how to make a fortune by leading others to simple business solutions that they are willing to pay a handsome fee for.

Before we delve into the real meat of the lesson however, I want you to know that these strategies and tactics will work across the board- from large real estate companies all the way down to the individual investor.

How do I know these strategies work?

Because I've spent the last 13 years helping businesses just like yours transfer their offline business to online ventures that help get them noticed exponentially faster than any other form of advertising. My system increases their exposure and profits, all the while cutting their advertising costs.

Now that I've paved the way for this massively effective system I'm turning back and offering you my hand. I want you to join me, because frankly, the job is simply too big for me and my company to tackle on our own. Too many real estate professionals are struggling, and they are more than eager to accept the guidance that we together are about to offer them.

By the time you are finished with this report you will know all the facts about real estate consulting and how to apply that knowledge to yield massive profits for you and your business.

So let's get started...

As a real estate professional no doubt you have felt the burden of the current economy. When the economy drags, so do your sales and so do your commissions. Most people in this situation usually end up working twice as hard to get half the results.

Perhaps you share the same mentality of many other real estate professionals- that “the money simply isn’t out there the way it used to be.”

But that is the type of thinking that led many people to their current financial lack. It is a dangerous mindset that afflicts millions of people, and all it does is serve to hinder you in the end. I happen to know from a decade of experience that the money IS out there in abundance; in any economic situation.

The trick is to know where to find it. Since your clients share the same money dilemma as many other professionals, you simply need to provide them with the means to make a profit while the rest of world weathers the economic turmoil.

Ask yourself a question:

What do you typically do when times get tough?

If you are like most people then you probably cut down on your spending as much as possible to ride out the storm, right?

Most business owners think this way.

After all, they are essentially their own salespeople who make their living from what they themselves generate. From a conventional standpoint their knee-jerk reaction is justifiable- they cut expenses, limit their spending and attempt to “ride it out.”

But what they neglect to realize is that the money IS STILL out there. It doesn't just disappear; it didn't go up in a fire, nor did it all get stuffed in a giant closet to be hidden from us until things “get better.”

Nope, the money is there just like it was before. The only difference is that now it is harder to convince people to spend it; well, slightly harder.

The problem begins and ends with fear. People are afraid that they will not yield adequate returns on their investments and that fear feeds on itself. It's a downward spiral that, in itself, IS the cause of the recession. But all that in another seminar

Moving Forward...

With all this in consideration, what would your results be if you were able to plug into a system that was specifically designed to thrive in a recession? What if you were one of the few people that possessed information and tactics that other real estate professionals so desperately needed? What if you could help homeowners, investors and agents take giant strides past their competition, and all for less money than what they are currently spending on their marketing efforts?

Do you think that might put you ahead of the pack?

Before you answer that question please consider that there were many millionaires created during the great depression. They became rich *because* of the depression, not in spite of it. They simply possessed the foresight to create something that people desperately needed at the time.

The truth is there are always an abundance of opportunities, especially during tough economic times. All you need to do is figure out what people need but don't have- and deliver it to them.

Now, consider this: How would your reality change if you could deliver something that other real estate professionals not only desperately wanted, but actually needed due to their economic situation?

I'll explain how we're going to accomplish that transformation shortly, but for now let's discuss the enormous market for your service and why your future clients desperately need you.

The traditional forms of advertising that you and your client's used to rely upon are no longer effective in today's rapidly changing market

Advertising avenues such as newspapers, magazines, and even broadcasting are an endangered species. The realized ROI on these forms of advertising are so low that

Real estate professionals can hardly justify using them anymore. Of course, the purpose of this letter isn't to put down those traditional forms of advertising, but the bottom line can't be ignored:

If businesses are not leveraging the massive potential of the internet then they are effectively losing large amounts of their hard-earned money

The main sticking point for many real estate professionals is that these types of advertising avenues worked really well... in the past. For those who are slower to adapt, which constitutes more people than you might think, they throw their money into ineffective advertising mediums and blame the poor results on easy scapegoats such as "the economy."

As we speak, real estate professionals are at a major crossroads. They might know that *something* needs to change, but they don't always know *what*. They are looking for something (or someone) to show them how to get started, but more often than not they have no idea where to turn.

It's been my experience that most real estate professionals are very good at what they do. They know their market, they know their clients, but for the ones that haven't really "*made it*" it's often because they don't know how to properly market themselves and their services.

That's where you come in...and the profit for what I'm about to show to you is potentially enormous.

If you do this right (and you will), you won't even have to find clients with the amount of money necessary for your services- they are spending it already. You simply need to identify what they are spending it on and re-allocate the portion that they are wasting to you and your approach. Selling local real estate investors the services you offer is literally a no-brainer for your prospects once you show them the ease and efficiency of the solution.

At first blush this may sound like a great plan, but you may be wondering about the "how" of the puzzle. How will you provide a professional service that targets the exact needs of your clients and provide them with a great return on their investment?

The answer, of course, is with a consulting company for real estate professionals that yields massive profits from ONLINE exposure.

There Are Essentially Three Ways to Break into this ENORMOUS Market...

There are 3 options you can choose from when establishing an online consulting business. The following is an analysis of all three:

Option #1: Start your own consulting Agency

Step 1- You need to build a powerful real estate website that is both professionally made and extremely attractive to the search engines. You will need well-written content, high resolution images, and a variety of sections to engage your clientele.

Step 2- You will need to optimize your website for the search engines. Such things as aesthetics, content, header information, meta tags, keyword optimization, title pages, and optimized graphics are a few of the necessary components that your website must possess. You must also ensure that your website has a fast load speed and a catchy landing page to deter viewers from “bouncing” off your pages. If this isn’t enough, all of it must be packaged into a real estate domain name that is absolutely relevant to the services that you are offering.

Total investment: Average time of project: 6-8 hours plus cost of necessary tools
OR \$400-\$800

Step 3- You will need to create a report for real estate professionals that will entice them to give you their name and email addresses in exchange for the free information. It must be a compelling offer to spur immediate action or your results will be dismal at best.

Total investment: Average time of project: 12-15 hours OR \$1,200- \$1,500 for a good copywriter

Step 4- You will need to build an auto-responder system that will build your list and bring clients to your front door. Then you will need to choose an auto-responder service, load the campaigns and build a lead capture system to load directly onto your site. You will then need to write a weekly or bi-weekly real estate newsletter to your list. If you are not touching base with your readership regularly then they will quickly forget about you.

Total investment: Average time of project: 16-20 hours OR \$1,500-\$3,500 depending on email service, copywriting fees, and newsletter fees.

Step 5- You will need to get your name all over the internet so that your target audience can actually find you. This is one of the biggest mistakes for beginning consultants. If you're not easily found through organic search results then your website might as well be a beautiful advertisement at the bottom of the ocean- it would be great if anyone were there to see it. Also, if your objective is to convince your clients that you can get them to the front pages of Google for real estate services then you better be there yourself!

Doing this is often easier said than done. Among other things, getting to the front page of Google usually comes down to who has the best links. The website with the highest quality links from the best websites with the best page ranks will usually beat out all the others to be the first site on Google.

Of course, this is merely an introduction to a few of the many steps required to effectively dominate the search engines for your target niche, but one thing to remember is that search engine optimization is an ongoing project. Your business will need to keep up with the changes in technology and allocate a certain percentage of your profits to staying at the front of the search engines.

Total Investment: 20-25 hours per month OR \$1,200-\$1,500

Step 6- Farming out those portions of your work that you can't handle on your own. Learning SEO takes years, and getting to the front pages of Google for anything related to real estate usually requires industry connections. If you're not an SEO expert then you will need to seek out reliable partners that can deliver tangible results on your behalf.

Needless to say, unless you already have some heavy connections in the SEO field, farming out work can turn into a nightmare very quickly- especially for online real estate marketing. Half the game is who you know, and naturally, accumulating a reliable outsourcing team takes a considerable amount of time and patience.

Adding to the dilemma, trial and error doesn't work either. If your outsource team doesn't come through for you in a big way then you will be the one that suffers. Unfortunately, when it comes to reputation in real estate there is no such things as a "second chance." If your outsource team uses "blackhat" SEO techniques or doesn't intimately understand the ins and outs of search engine optimization they will either get your client banned from Google or get them no results at all. It's a difficult balance to get to the front of the search engines without raising any red flags; a balance that takes years of training and industry know-how.

Total Investment: Minimum of 60 hours for set up OR, for a good project manager, at least \$4,000 per month plus % of profits or \$8,000 per month salary.

Step 7- Get your clients! Pound the phones, pound on doors, and pound your head against the wall. As a real estate professional you know that prospecting is usually the biggest headache in sales. Fortunately I've done all the leg work for you.

During my 13 years of slugging it out in the trenches I've finally come up with a way to consistently keep my phone ringing and my inbox full- but all that a little later. The key here is that an effective advertising campaign is absolutely essential to the success of your real estate consulting business. Without a good system in place you'll work yourself into exhaustion trying to drum up new business.

The cost of marketing can be expensive to do right, and in the beginning you can't afford to waste ANY money. Most real estate professionals spend up to 80% of their time prospecting and the other 20% in front of their prospective clients. Our objective in this system is to reverse those numbers.

I personally know consultants who have spent upwards of \$30,000.00 to build a system that would get them the kind of ROI they were looking for. Sure, it will pay off big time (if you do everything right), but that's a lot of money to invest up front- especially in today's economy.

As a sales professional I don't have to explain to you the many pitfalls associated with prospecting, so I won't bend your ear with too much of it here. But the key is to have your prospects seek YOU out so you can spend your time doing more important things like making money. You want pre-qualified, warm leads knocking on your front door- all delivered at an adjustable rate that you can effectively manage.

Total investment: 20-25 hours per week of your time OR \$3,00 monthly for software/phone room etc, \$10,000 minimum investment to have a system built for you, and up to \$10,000 to have the requisite contracts and service agreements written by a competent attorney.

Total investment for a "do it yourself" consulting business...

**Up to \$33,300 Minimum IF you Know Exactly what
you are doing and you make NO mistakes**

Now, don't get me wrong here, the countless hours of work and endless frustration you will experience setting up your own consulting business will pay off BIG! There is an avalanche of money to be made in this market, IF you have the money to fund it and patience to learn it.

What kind of profits can be made? Well, I'm glad you asked...

The Average Real Estate Consultant Earns Over \$122,000.00 Per Year. (Are you making this yet?)

That's a pretty good return on investment when you look at it purely from a business perspective. Of course, if you want to make more you can certainly do that too. There are many consultants that far exceed that number, especially those that use the proven system that we are about to show you.

The other obstacle that many start up consulting entrepreneurs face is the mistake of creating another job for themselves rather than setting up a business. A good project manager can be worth their weight in gold. They will save you time, money, and they will allow you the all important job of bringing in new clients and new business.

If that sounds like way too much work I have some great news for you- The second option eliminates most of the up-front work...

Option #2: Buy a Consulting Franchise...

When considering moving forward with your dreams to become a real estate consultant it's important to understand the definition of a franchise, business opportunity and a start up business. There are advantages and disadvantages to each style of doing business.

A franchise is a right granted to an individual or group that allows a company to market their goods or services, usually relegated to within a certain territory. The company owner (also known as the franchiser) sells the rights to the franchise then typically receives an ongoing fee for his/her support and maintains a vested interest in the success of the franchise.

The practice of "franchising" began back in the 1850's when Isaac Singer invented the sewing machine. In interest of distributing his machines to various customers throughout the country, Mr. Singer began selling licenses to entrepreneurs so that they could use them within the limitations of his business model.

Today, you may have seen franchise opportunities such as Carvel, Tutoring Club and Liberty Tax service. These are all businesses that run as satellites under the main business franchise.

Fortunately for many aspiring consultants the franchise paradigm now applies to the online real estate field as well. This was the natural step for the concept of franchising, and it has exploded in ways completely unimaginable to those who first came up with the concept more than 160 years ago.

In today's market, real estate professionals can get in on a real estate franchise opportunity for an average of \$60,000.00.

Needless to say there is a boat load of money available for people who are willing to pay that kind of money up front, and, naturally, there is an equal boat load of people who are trying to do just that.

The good news is that most of these people have absolutely no idea what they are doing when they attempt to run a consulting firm from the internet. All they see is the potential money they could make, which of course leads to thoughtless decisions and jumping in over their heads.

Here are some of the advantages of owning a franchise company:

Advantage #1- You have a field tested system to follow that you know already works.

When considering this advantage it's easy to see where it has worked for others. For example, think about the local independent hamburger restaurants as compared to a powerhouse such as McDonald's. Most local hamburger restaurants have no proven system in place to guarantee profits; they just cook their food and hope for the best. The McDonald's franchises, on the other hand, is so dialed in that it can be left in the hands of apathetic 16 year olds and still make a huge profit for the owner. That's the power of having a time-tested business model.

Advantage #2- You already have a brand.

Clients are much more likely to purchase your real estate consulting services if you already have a brand that is backing you up. It's very similar to the last time you were on vacation. You're far more likely to go to a tried-and-true restaurant with a good reputation than a restaurant you've never heard of before with peeling paint and a shirtless cook. Sure, with the present example, you might feel adventurous and want to try something new, but I guarantee you that sentiment is not shared when it comes to business decisions. "Tried and True," that is the name of the game in business.

Advantage #3- You already have all the documents you need to run your business.

As mentioned before, it can cost you upwards of \$10,000 to get all the necessary legal documents to start your own consulting company. Even if you know someone who has some legal expertise, do you really want to risk your entire business on the knowledge and experience of anything less than a seasoned professional? From my experience, when it really counts it's worth the extra money to do it right.

Advantage #4- Some franchise opportunities may have co-op advertising that you can leverage.

This alone can save you a bundle of money when you're first getting your franchise started. Co-op advertising allows you to use professionally created sales materials that have a track record of success. You just add your contact information and target your local market- it really is plug and play.

Sometimes co-op's also allow you to pool your money with several other franchisees to make bigger ad buys in your geographical location. This will lower your advertising budget substantially and expand your reach. The only downfall of this method is that you have to share the limelight with other real estate professionals, but with the right approach this method can be very effective.

Either way, these options allow you to stretch your dollar as far as possible when first starting out your franchise. You're going to need every single penny too, that's why having pre-produced materials will be extremely beneficial to your long term success.

Advantage #5- You are immediately given marketing materials and proven systems that work

This is a definite plus- especially in the beginning.

As we stop to consider all the advantages of joining a franchise it doesn't seem like such a bad deal, does it? You are basically getting everything you need to start a successful business within weeks rather than years. And the best part is, you know the business works so you're already leaps and bounds further than you would have been had you started it all on your own (after all, 9 out of 10 business fail in today's market).

But, with that said, we shouldn't celebrate too quickly. There are still some important things that need to be considered about franchises...

Here are some of the disadvantages of the franchise model:

Franchises can be costly to implement. Also, many real estate franchises charge ongoing royalties which severely cut into the profits of your business.

This is especially true for systems that are immediately recognizable to the general public.

Franchisors can be very strict with their system, requiring that franchisees follow their system to a “tee” to ensure consistency and brand reputation.

This limits the creative ability for the franchisee to meet the specific needs of his/her clients that may expand beyond what is offered in the system.

Franchisees must be very good at following directions and doing what is asked of them in interest of maintaining the image of the franchise.

This aspect alone puts off many real estate professionals. After all, part of the entrepreneurial spirit is the desire to follow your own lead.

Many franchises require long-term, complex contracts agreements.

This gives the franchisor the upper hand at all times and makes leaving the system extremely difficult and time consuming. Again, systems like this don't fare well for individually-minded real estate professionals.

Many franchises will have regular inspections of your operations to make sure that you're following all the guidelines.

There could be stiff penalties, either monetarily or otherwise if the franchisee does not follow the pre-ordained business model to the letter.

It can take anywhere between 8-12 weeks or more from the time the first payment is received until you are actually considered “in business” with your franchise.

Sometimes it can even take longer!

Lastly, franchisors may not adequately fulfill their commitment to support the franchisee as promised. Or, worse yet, they may make decisions that benefit themselves while taking away from the franchisee- It's their business model after all, they can do what they want.

Side note: There are reports of people paying upwards of \$50,000.00 for real estate consulting franchises and receiving less than one lead per month on average. Horror stories abound, and almost all of them include themes of big promises with less than satisfactory results.

That's why it's absolutely essential that you do your homework before signing up with any of these types of services. If you are considering this route, speak with your attorney, do your due diligence and only make your decision after all your options have been weighed. One of your most important standards is that your franchise only uses "white hat" search engine optimization techniques. Anything less than that and your franchise can get sandboxed before it even gets started.

I won't say their name here, but recently Google BANNED a consulting firm and all their clients (unrelated to real estate) for using what is called "black hat" search engine optimization techniques (spamming, etc). There is now a class action lawsuit against them, and the scariest part is that they are currently doing business under another name; scary indeed.

Franchises aren't sounding as good as they did a few pages ago do they? Well, keep reading, it gets even better...

I've been approached several different times to franchise my own real estate consulting operations by some major players in the industry. Time and time again I have chosen not to take that route for a number of reasons, some of which are as follows:

- The majority of the initial payment obtained by the franchise is often pocketed as profit. But that's a way of doing business that I cannot rightly subscribe to. I would much rather put the majority of what is paid up front right back into the individual consultant, and get them rolling in the shortest amount of time possible. This method ensures the success of the consultant as well as of my company- and builds a tremendous amount of trust in the process.
- Even for the most successful real estate professionals most people do not want to wait three months before they see their money. By avoiding the whole franchise concept I can get my real estate professionals up and running and have them making massive profits in weeks rather than months.

If the two options of either building your own consulting company or joining a franchise no longer seem attractive to you, I would like to offer you a third option- This option combines the best of both systems while leaving out ALL of their drawbacks....

Option #3: Build Your Consulting Business by Working with My Certified Investment Property Advisor Program



CERTIFIED INVESTMENT
PROPERTY ADVISOR

You may have some initial trepidation about partnering up with someone; which is certainly understandable. After all, I just outlined a whole list of reasons to exercise caution when it comes to partnerships.

But in the world of real estate consulting, working with someone who is experienced and more than able to get you up and running in the shortest, most cost effective way possible just makes good sense.

Just like every other avenue that we spoke about in this report, I encourage you to do your homework – and that includes researching both myself and my company. However, I would like to take a moment to tell you about my own track record for success in the field of real estate consulting.

My name is Bob Mangat of Invigo Marketing systems. I work an average of 25 hours a week and last year I generated in excess of \$1,200,000.00 in gross commissions and fees.

I began investing in real estate in 2001, and became a licensed real estate agent in British Columbia in 2002. During my first four years as a real estate agent I did the traditional retail type of business. My earnings were just as average working 80 hours a week as my business plan- following what the other guys were doing and suffering gravely for it.

Then something occurred to me. Rather than following the crowd I would move my entire business model online. I would market my target audience using the most state of the art online and offline marketing strategies , and I would go after my dream of making a “very comfortable living” until I had a turnkey system that would basically glide on its own.

Then, after seeing the ease and profits of marketing myself online, a whole NEW concept dawned on me- I could be helping others by consulting them with their own real estate aspirations. I could be doing a lot more with my time and expertise and I could be making a handsome living while doing it.

Finally, the last piece of the puzzle came to me, rather than just consulting groups of real estate professionals on how to make money investing in real estate, I would actually teach them how they could do what I did and help *other* investors in their local area profit from buying and selling homes. To my surprise, no one in the real estate field had really figured out this approach- and my uniqueness in the industry gave me an edge that made this type of service wildly profitable.

I offered my program and those who signed up quickly realized the potential for profits. As a result they continued to renew their subscriptions, and the money is continuing to snowball to this day.

In my first year with my current business we were generating an additional \$36,000.00 per year, or \$3,000.00 in passive monthly income. (This is monthly income, and I haven't even sold a home yet)

In 2010, we honed in the system so that it was absolutely seamless. That year I had quadrupled my totals from 2007, grossing over \$166,000.00 annually just on seminar dues and membership fees. (Not to mention my own real estate deals, and Joint Ventures that are possible with my system.)

Today, I have a complete network of experts, an in-house printing service, several different area agents, a telemarketing sales team, a search engine optimization business, and a massive lead generation system that literally runs on autopilot.

I'm not telling you this to brag. I'm telling you this to show you that there is an easier, less labor-intensive way for you to generate loads of passive income than what you have currently been doing.

The truth is there has never been the kind of demand for quality real estate consulting services as there is right now. Between the grip of the recession and the disintegration of traditional marketing channels, the demand for these types of services is almost too much to accommodate. Using the word “flood” would be an understatement; the market is exploding and growing larger every day.

This is where you come in...

Last month I finally completed the long and arduous process of filing down my system into a teachable ELITE level mastermind group that can work for anyone. We call it the Certified Investor Property Advisor (CIPA) program. This system is the culmination of everything I have ever learned, created, and profited from during my own years as a real estate and business consultant.

Today we're branching out and looking for the best of the best. We're looking for business partners to join us in our mission to help out every last real estate professional in the industry. We're interviewing top-level like-minded people like you to work with us side by side so that we can help each other make more money and add tangible value to the real estate market.

With this program we offer you a time tested real estate consulting business that can literally work for anyone- regardless of your specialty and regardless of whether or not you have previous experience in the real estate industry. We give you the freedom to choose your own level of involvement; either integrating consulting with your current business or keeping it completely separate. You can work as many hours and you would like, and you will have the option to add many different revenue streams to your current income.

If we decide that you are a right fit for our program and you are selected your earning capacity will literally be unlimited. Unlike other systems, we will not be bringing in thousands of people to train as our CIPA representatives. We are cutting off admissions at 15 at which time the price for this will rise significantly; but we'll get to all that in a minute.

Now you might be asking: “Wait a minute, is there a ‘Catch’ to all this?”

Absolutely not! Unless you think a little hard work and due diligence is a catch, you're getting EXACTLY what you will be paying for. We have weeded out the loopholes and small print so you know what you're getting right up front.

We've already discussed how you could be as much as \$33,000.00 or more out of pocket if you attempted to start your own consultant firm (not including the countless hours of trial and error).

With a little research it will become immediately clear that without all the necessary tools it will cost a minimum of \$19,000.00 to start a bare bones franchise and as much as \$100,000.00 if you were to include all the “extras.”

Our system, on the other hand, provides much more than either of those two models could ever provide- and all we ask for is a one time performance guarantee of \$2,500 backed by a monthly fee of only \$497.00. These fees will increase exponentially after the first 15 clients, with the initial fee to be raised to \$9,995.00.

Our up front performance guarantee ensures that:

- A) You have some initial investment into your continued success and you are as committed to your success as we are.
- B) It provides us with the necessary capital to launch your campaign in the most efficient way possible. In truth, we use the majority of your payment to help get you out of the gate and in front of your clients fast!

Our Prices Pale in Comparison to what Some of the other Consulting Programs are Asking

Currently there are a handful of companies that are offering real estate professionals “similar” services to what we are offering to you here. I use “similar” because they charge more and offer FAR less than what you will get with our CIPA program.

Let’s take a look of what they are offering:

Companies such as Robert Allen, Donald Trump and Robert Kiyosaki charge real estate professionals upwards of \$20,000.00 for their services. Much like a Louis Vuitton bag, people are mostly paying for the presenter's reputation. They are merely provided with some general information then shot into the market to fend for themselves. They are educational programs that DO NOT offer any support while you are starting (and running) your business UNLESS you pay many times more than the original fee for their "support" types of services.

I recently found a program that charged almost \$8,100.00 for 6 months and all they offered was 1 hour a week coaching sessions- Their clients STILL had to do all the work, building websites, generating leads etc! And even when you do get one on one consulting, it's usually from people that are not in your area and who are not experienced in your niche; nor do they do all the work for you on the back end as we do.

It goes without saying that this type of teaching method is completely ineffective. Most real estate professionals don't stumble when they are sitting in a seminar; they stumble when they actually get out into the field and attempt to implement what they have learned. We know you're going to have questions and concerns when first starting out with our system so we've built "complete access" into the monthly fee. We call it "On-Demand Consulting," and we are available for you during business hours whenever you need our support or guidance.

The difference between Invigo Marketing's Certified Investment Property Advisor program and all the other programs currently on the market is that we are there with you side by side along every step of the way. Not only do we teach you how to generate leads, flip homes, find real estate deals, close clients, and effectively manage your business, but we literally do it WITH you. We are your partners, and our success is directly related to your success.

Here is a List of what Participants DO NOT Receive with Other Programs

- Participants are NOT given a system where everything is laid out for them and they actually have the creator's right there with them during every step of the way.
- They do NOT have their website built for them, written for them, SEO optimized for them and placed in front of their target audience.
- They are NOT shown up to 8 different income streams that alone generate thousands each month in passive revenue.
- They do NOT focus on the Canadian market specifically
- They do NOT offer national exposure throughout all of Canada
- They do NOT hold ongoing Mastermind meetings
- They do NOT do all the backend work on your campaigns once you are up and running

They DO however provide you with one thing that we do not- A pat on the back as you walk out of their door, with a “go get em!” for motivation.

To be honest with you it's no coincidence that rich guys like Donald Trump are coming out of the woodwork to give outrageously overpriced seminars on real estate consulting. The information they teach is nothing to write home about, but perhaps there is ONE important thing we can learn from them- There is clearly a massive demand for this type of information, otherwise they wouldn't be offering it; all we need to do is find the right avenues to start our own consulting business in the most cost effective, efficient way possible.

And that is where we come in...

Here's What You'll Get with the Certified Investment Property Advisor System

Please be aware that we operate in the normal business week of Monday-Friday excluding Canadian Holidays, our birthdays and anniversaries. The actual time to get you up and running may be affected by these holidays. In the event that there are tasks that you need to perform you will need to accomplish them in a timely fashion. This ensures that the process moves forward at the scheduled rate.

When you first sign up with our team we will “brand” you as the LEADING local real estate investment “GURU” in your area. That area will then be closed to all other applicants.

We will then move forward with your highly targeted online campaign which will include:

1. A fully optimized website with your choice of colors/themes that will start generating leads immediately. We can make this website specific for rent to own, foreclosures, and a few other key target markets.
2. You will be placed and promoted on hundreds of different websites that are already positioned at the top of Google.
3. We will make a custom Facebook and Twitter campaign to drive even more leads to your services.
4. We will do ALL the search engine optimization and back-end programming on your website. We will run hard-hitting back linking campaigns, social media networking, press release marketing, blog marketing and everything we need to do to get your name out there to your potential clients.

As we put together your complete lead generation system we take care of everything for you. You are given access to some of the most fiercely guarded secrets of the trade with field-tested sales materials and marketing tutorials, investment education like how to flip homes, finding foreclosures and more, and you are given on-demand training which allows you as little or as much help as you need- whenever you need it.

Best of all, you are given direct access to renowned investment expert Bob Mangat and his ELITE team of real estate professionals for specific, step by step guidance through your campaign.

Here's how the Process will Work:

Step 1- Prospects will contact you directly, either by phone or through the contact page on your website. They will usually be eager and willing to meet you directly because your reputation has already preceded you.

Step 2- You meet with them for no more than 30 minutes for them to join your membership group. We provide you with all the materials for your meetings, including a framework for getting them signed up with minimal objections.

Step 3- My personal team does ALL the fulfillment and back-end work so all you have to do is keep closing your members and keep locating more real estate deals to provide or joint venture with.

Step 4- You earn massive up front residual earnings and your business basically builds itself.

Step 5- Stick with the system as long as you'd like, build your foundation, and if you're ever ready to move on, we'll show you how to sell your business for a MASSIVE profit.

When you look at this proven system it's easy to see all the avenues of income that can come out of it. But perhaps the best part of the system is that it frees up huge amounts of time for you to do what you want with your business.

You don't have to deal with marketing events or ever again worry about fulfilling the services you've sold- we take care of all of that for you.

Here's is what WE will do for YOUR clients:

- We provide password protected, ELITE Video training membership sites
- Newsletters
- Monthly audio recordings
- Written materials
- Access to all our proven systems for making money through real estate

You will also have the opportunity to co-author books and really solidify your position as the local industry leader, attend twice a year Mastermind Meetings for you and a Guest LIVE where you can rub elbows with other successful real estate professionals that are NOT your competition (because they are CIPA's for

different areas), guest star on my monthly radio show which is broadcasted to thousands of listeners on the net, and finally, secure the title of "Leading Expert" in your area.



We do all the leg work behind the scenes so you can focus on what you do best - making money! Every prospect who contacts you is warmed up and pre-sold; all you have to do is close the deals (which by the way, we'll show you how to do that too).

We will even assist you with your real estate investing workshops. We will show you how to put your first five to ten clients into your business within just weeks of starting, and we'll show you how to keep building your pipeline until *you say "stop!"*

When you join our team as a Certified Investment Property Advisor your business stays yours, but you get to place it on the shoulders of a company that already has a fantastic reputation for pioneering this industry. You get to share in the Invigo brand, Canada's Leading Experts and CIPA brands, and you get to build a reputation as the go-to real estate professional in your community.

Our Success is tied to Your Success

When you make money we make money, so we have a vested interest to help you grow your consulting firm into a very lucrative business. We go the extra mile to make your business as successful as it can be by constantly re-assessing our methods, staying up to date with the latest in internet technology, and split-testing new campaigns to get our ROI's as high as possible.

We keep the system gliding along like a well-oiled machine so you always have the best possible product to put your name on.

Because of the successful program that we have created the retention rate for our clients is extremely high. Monthly cash flow will always come in as long as the

client continues to use our services. Our job is simple- to drive customers through their front door and we are very good at what we do.

When deciding whether or not to go with our services we certainly want you to make an informed decision, but ultimately, the truth is this:

**Working as a Certified Investment Property
Advisor is About Living Your Life Exactly the
Way you Want to.**

Imagine what your life would be like if you were accepted into this exclusive, top-level nationally branded consulting group. Imagine what it would be like to have a proven system that requires no prospecting, no product fulfillment problems, and very little customer service on your behalf?

You could start your work week off by making the long arduous drive down the hallway to your home office, sit down at your desk, check your email and plan out how many people you can help buy and sell real estate that week.

You would then answer the incoming consultation requests and set up your week of one on one meetings with your prospective clients. The rest of the week would be all about closing clients and submitting the paperwork for *your Invigo marketing team* to sort out on the back end.

Your week would basically be next, next, next...

And the best part is, you do not need to be real estate agent for this business. You can take on as many or as few clients as you'd like and you can work our system around whatever activities you are currently engaged in. It is 100% customizable.

What kind of lifestyle do you honestly think you could have if all the barriers of your sales career were gone? Considering the plan that we have in place, and of course considering your own work ethic and drive to succeed, you could be earning an additional \$30,000.00 per month ON TOP OF what you are already making with your current income.

This is our goal for you. We will provide you with all the tools you need to make it happen, the only thing we ask is that you are willing to work as hard as we are to make this joint venture as successful as possible.

If you feel you possess the work ethic and the drive necessary to be a part of this incredible team, [CLICK THIS LINK](#) to fill out the online application. Do hurry, once we fill 15 spots the prices will more than quadruple, and if a competitor in your area secures a spot before you do we will not be able to accept your application. (If accepted you will have exclusive rights to your local area)

In closing, I'd like to reiterate the fact that we will not be accepting all applicants. We are not just looking for people with disposable incomes who are willing to say "yes" to our terms; we are after go-getters who want to create a lucrative consulting business that adds value to their community. We are here to provide

long-term real estate services for your clients, and we know that one of the best ways to do that is through someone who is excited to add massive revenue to their current earnings...through someone like you.

It's this community connection combined with our extended experience in online and offline marketing that will make us all part of an unbeatable winning team.

If you resonate with our goals and you would like to be considered for our team, just click the [BECOME CERTIFIED NOW](#) link and fill out the online application.

The demand for the services we are offering has never been higher. Now that very same demand can turn into an ongoing revenue for you and your business- without the monstrous learning curve, huge investments, or risks inherent with other forms of real estate consulting services. The bottom line is this: There is simply no other way a real estate professional could get a field-tested, turnkey consulting business at this price. Period.

We won't be available forever so sign up now. Spots are filling up fast, and as soon as we've found a qualified associate from your area we'll be closing the door on all future applications.

From all of us at Invigo Marketing Systems, we sincerely hope to meet you soon, and welcome you as a fellow consultant sharing in our lucrative business.

Sincerely,

A handwritten signature in black ink that reads "Bob Mangat". The signature is fluid and cursive, with a period at the end.

-Bob Mangat and Invigo Marketing Systems

About The Author



Bob Mangat, Author, Speaker and Kick A\$\$ marketing consultant for small businesses is the founder of CIPA an Invigo Marketing Systems Company. Bob specializes in helping local real estate professionals and small businesses build a meaningful online presence that not only gets them higher rankings, but actually converts their visitors into loyal, committed customers.

Bob has over 13 Years of experience working and developing businesses from the ground up. Bob's Real Estate Company defied the critics by doing exactly what they said he could never do- Hit well over 50 Million dollars in sales in the past 2 years while generating six figures in recurring revenue- and all this while only working 20 hours a week.

He has taught his strategies to over 1,200 Small business owners, real estate professionals and investors. His internet marketing techniques have been praised by some of the most brilliant minds in the industry and now he is working with a hand-picked group of small businesses and dominating the local search markets. Bob has a “NO B.S.” approach to business and takes it very seriously.

“Be willing to open your mind to new ways of doing business. If you continue to do what 95% of the people out there do then that’s exactly what you’ll have, so be in the 5% who do things differently. Just this one simple shift in your thoughts can change your life.”

When not marketing a local business, Bob is usually traveling, reading a good book, and oh yeah, if you can’t find him, he’s fine tuning his swing on the golf course.



Friend Bob on Facebook @ www.facebook.com/bobmangat

Some pictures of Bob teaching at one of his sold out events...

