

# APPLICATION

## PERSONAL REAL ESTATE COACHING



TM

A World you cant predict  
demands coaching  
you can trust

I'm Looking For A Small Select Group Of  
Motivated And Coachable Individuals To Take By  
The Hand And Show Them How To Use My Proven  
Money Making System To Create Multiple  
Streams Of Real Estate Income Because  
*There's Always a Good Deal to Gain*®

Scott A. FladHammer, Author, Real Estate Collector and  
Personal Real Estate Coach™©



Using his trademarked award-winning EZhomebuyers® program; Scott FladHammer has personally completed over 2700 transactions, some without taking title to; and others delaying capital gains tax to this day by utilizing 1031 exchanges.

For over last 17 years Scott has taught other real estate investors proven strategies for real estate success covering the basics of investing such as rehabbing and flipping houses, to advanced transactions like mortgage assignments, buying 'subject to' mortgages, developments, trusts and seller financing.

Today, as author, trainer, lecturer, consultant and entrepreneur extraordinaire, he is recognized as the nation's leading authority on buying and selling real estate with no credit, little or no personal investment or risk. He has earned a reputation as the best in his field. His one-day workshops are routinely standing room only and his once-a-year bootcamps continue to sell out months in advance.

Scott's simple secret: his programs work -- as evidenced by thousands of successful real estate entrepreneurs all across North America who call him by the affectionate title, the guru. Scott is literally creating the millionaires all over North America. For a limited time, and to a very limited number of people, Scott is offering **Personal Real Estate Coaching™**.

For acceptance into the **Personal Real Estate Coaching™** Program:

1. Choose a membership level from the 4 options below and submit your application. Your application must be approved personally by Scott Prior to Acceptance.
2. You must be Doing or Pursuing Real Estate Deals or Attempting to Start/Grow a Real Estate Investing Business and be willing to Share Your Experiences.
3. If accepted, you must submit Weekly Reports to be reviewed by Scott
4. You must be willing to Follow Scott's Systems and Advice.

Choose ONLY ONE Membership Level from the 4 Options Below (Basic, Gold, Platinum or Mastermind)

***Personal Real Estate Coaching*<sup>TM</sup> Basic Membership Benefits:**

1. "Top Secret" VIP Newsletter Mailed Monthly
2. "Hot Topic" CD of the Month Mailed Monthly
3. Restricted Access to VIP Members Only Website
4. VIP "Open Line" Q&A Conference Call Every Tuesday
5. Deal Structuring Advice on 5 Leads Per Month
6. Free "HUD-1" Software Generator
7. 10% Discount on Future Products & Events

*Investment of \$49.97/Month*

***Personal Real Estate Coaching*<sup>TM</sup> Gold Coaching Members Get:**

**Includes all Basic Benefits PLUS...**

1. Monthly 1-on-1 Private Coaching Call with Scott
2. Restricted Access to Gold Members Only Website
3. Deal Structuring Advice on 20 Leads Per Month
4. Ability to Partner with Scott on Deals
5. Special "Need to Know" Mailings of Real Estate News and Updates
6. 20% Discount on Future Products, & Events

*Investment of \$197/Month or 10% Discount if 12 Months Paid In Full (\$2,127.60)*

## ***Personal Real Estate Coaching™* Platinum Coaching Members Get:**

**Includes all Gold Benefits PLUS...**

1. Bi-Weekly 1-on-1 Private Coaching Call with Scott
2. Restricted Access to Platinum Members Only Website
3. Unlimited Deal Structuring Advice of Seller Leads
4. Unlimited Deal Structuring Advice of Buyer Leads
5. One 30-Minute "Urgent" Phone Coaching Certificate Per Month with Scott
6. Home Study Courses: "Foreclosure Gold Rush System" & Foreclosure Gold Rush Elite
7. At least 30% Discount on Future Products, Services & Events

*Investment of \$497/Month or 10% Discount if 12 Months Paid in Full (\$5,367.60)*

## ***Personal Real Estate Coaching™* Mastermind Coaching Members Get:**

**Includes all Platinum Benefits PLUS...**

1. Weekly 1-on-1 Private Coaching Call with Scott
2. One Day 1-on-1 Consulting with Scott (Additional Cost if You Want Scott to Come to You)
3. Two 2-Day meetings a year with Scott to discuss Real Estate, Income Streams, Asset Protection, Wealth Preservation, Personal Deals, Partner Deals and other Opportunities.
4. Restricted Access to Mastermind Members Only Website.
5. Personal reviews of your "After Action Reports"
6. Unlimited Phone, Fax, Email Support for your Real Estate Investing Business
7. Access to Scott by Prearranged Call as Often as You Need a 15-Minute Consulting
8. At least 40% Discount on Future Products, Services, & Events

*Investment of \$897/Month or 10% Discount if 12 Months Paid in Full (\$9,687.60)*

A P P L I C A T I O N   F O R  
Personal Real Estate Coaching™  
C O N F I D E N T I A L

The decision to accept you for *Personal Real Estate Coaching*™ depends on many factors including your cooperation during the application process. All applicants must complete this entire application as accurately as possible. Our questions are thoughtfully designed to get to know you as a real person and an entrepreneur in order to provide optimal feedback and comprehensive results.

If applicant intentionally lies, falsifies, omits or hides pertinent information during any stage of the selection process your application can be denied. Any *Personal Real Estate Coaching*™ services entered into in reliance upon misinformation given on the application can be immediately terminated

I am applying for (check one):      Basic      Gold      Platinum      Mastermind

Name \_\_\_\_\_ Date of Birth \_\_\_\_\_

Business Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Phone \_\_\_\_\_ Home Phone \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

Website(s) \_\_\_\_\_

Years in Current Business \_\_\_\_\_ Spouse Is active in business:      Yes      or      No

What is motivating you right now to want to improve your life: \_\_\_\_\_

How long have you been wanting to turn your passion into a successful real estate business: \_\_\_\_\_

If chosen to work with Scott, can we use your success story in our upcoming promotion:      Yes      No

If we help set up your ENTIRE Investing business, are you ready to be coachable and follow our proven money making system to success:      Yes      No

S E C T I O N 1 o f 3

Briefly describe why you feel you're a good candidate for *Personal Real Estate Coaching*<sup>™</sup>  
(attach additional sheet of information if necessary)

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What Coaches, Mentors, Guru's have you learned from and/or purchased materials from in the past?

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What is the approximate total investment in education that you have spent in other programs?

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CHECK **ONLY ONE** TO RANK YOURSELF IN REAL ESTATE INVESTING EXPERIENCE:

- Very knowledgeable; serious student; very active in using many of the above strategies
- Very knowledgeable; serious student; but not very actively implementing
- Somewhat knowledgeable; actively implementing
- Somewhat knowledgeable but not very actively implementing
- A relative novice

Please number the eight most important items to you 1 - 8, 1 = Most Important of All.

Then rank each of the items according to the difficulty or challenge they currently represent to you. Rank EACH ONE on a 1 to 5 scale: 1 = Easy / Not Difficult to 5 = Very Difficult.

<u>R.E.I. Niche</u>	<u>Importance</u>	<u>Number Ranking of Difficulty / Challenge</u>				
Notes, Mortgages, Liens	_____	1	2	3	4	5
Private Money	_____	1	2	3	4	5
Short Sales / Foreclosures	_____	1	2	3	4	5
Wholesaling	_____	1	2	3	4	5
Rehabbing / Retailing	_____	1	2	3	4	5
Subject-To	_____	1	2	3	4	5
Seller Finance Deals	_____	1	2	3	4	5
Lease Options / RTO	_____	1	2	3	4	5
Negotiating	_____	1	2	3	4	5
Assignments	_____	1	2	3	4	5

Please number the six most important items to you 1 - 6, 1 = Most Important of All.

Then rank each of the items according to the difficulty or challenge they currently represent to you. Rank EACH ONE on a 1 to 5 scale: 1 = Easy/ Not Difficult to 5 = Very Difficult.

<u>Business/ Financial Area</u>	<u>Importance</u>	<u>Number Ranking Of Difficulty / Challenge</u>				
Locating Sellers	_____	1	2	3	4	5
Locating Buyers	_____	1	2	3	4	5
Prescreening Prospects	_____	1	2	3	4	5
Construct & Present Offers	_____	1	2	3	4	5
Deal Managing/Follow up	_____	1	2	3	4	5
Closing Deals	_____	1	2	3	4	5
Building your REI Dream Team	_____	1	2	3	4	5

WHICH DO YOU REGULARLY OR FREQUENTLY USE IN YOUR REAL ESTATE BUSINESS:

- Direct-mail       YES       NO
- Bandit Signs       YES       NO
- Web Site       YES       NO
- E-Mail       YES       NO
- Voice Broadcast       YES       NO
- Newsletter       YES       NO
- Tele-Marketing       YES       NO
- Print Media Advertising       YES       NO
- Radio/TV Advertising       YES       NO
- Publicity/News Releases       YES       NO
- Personal Networking       YES       NO

How many marketing strategies or systems do you have in place that consistently generates new real estate deals for you? \_\_\_\_\_

Briefly describe your current real estate investing business (and attach one brochure, sales letter, website, or other document representative of your business)

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## S E C T I O N 2

Complete this section **ONLY** if you have other businesses that you Own/Run/Operate and would also like coaching on Marketing, Sales, and Growth as well. If this section **does not** apply to you then leave it blank and **go to section 3**.

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What Other Business Do You Own/Run/Operate?

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Please number the six most important marketing-oriented items to you 1 - 9, 1 = Most Important of All.

Then rank each of the items according to the difficulty or challenge they currently represent to you.

Rank EACH ONE on a 1 to 5 scale: 1 = *Easy/ Not Difficult* to 5 = *Very Difficult*.

<u>Marketing Areas</u>	<u>Importance</u>	<u>Number Ranking Of Difficulty / Challenge</u>				
Advertising effectively	_____	1	2	3	4	5
Generating sufficient QUANTITY of clients	_____	1	2	3	4	5
Controlling costs	_____	1	2	3	4	5
Client retention	_____	1	2	3	4	5
Stimulating repeat business from clients	_____	1	2	3	4	5
Stimulating referrals from clients	_____	1	2	3	4	5
Clarifying my USP / Positioning	_____	1	2	3	4	5
Taking advantage of opportunities	_____	1	2	3	4	5
Mastering / leveraging new technologies	_____	1	2	3	4	5

Number the six most important business and financial-oriented items 1 - 6, 1 = Most Important of All.

Then rank each of the items according to the difficulty or challenge they currently represent to you.

Rank EACH ONE on a 1 to 5 scale: 1 = *Easy/ Not Difficult* to 5 = *Very Difficult*.

<b>Business/ Financial Area</b>	<b>Importance</b>	<b>Number Ranking Of Difficulty / Challenge</b>				
Finding time to implement	_____	1	2	3	4	5
Getting employees / associates "on board"	_____	1	2	3	4	5
Hiring/training/managing employees	_____	1	2	3	4	5
Setting, selling and commanding premium	_____	1	2	3	4	5
Taking a satisfactory amount of time off	_____	1	2	3	4	5
Having a long-term retirement/exit strategy	_____	1	2	3	4	5

WHICH DO YOU REGULARLY OR FREQUENTLY USE IN YOUR OTHER BUSINESSES:

Direct-mail  YES  NO

Voice Broadcast  YES  NO

Web Site  YES  NO

E-Mail  YES  NO

Newsletter  YES  NO

Tele-Marketing  YES  NO

Networking  YES  NO

Print Media Advertising  YES  NO

Radio/TV Advertising  YES  NO

Publicity/News Releases  YES  NO

How many marketing strategies do you have in place to consistently generate *new* business: \_\_\_\_\_

How many marketing strategies or systems do you have in place that consistently stimulates *repeat* business, locks in continuing or renewable income and/or stimulate referrals: \_\_\_\_\_

S E C T I O N 3 o f 3

Rank EACH of the Following Ten Biggest Personal / Business Challenges  
10 = *BIG Challenge* to 1 = *Not Challenging or Difficult*

- \_\_\_\_\_ Clarity of Goals & Objectives
- \_\_\_\_\_ Turning an Ordinary Business into an Extraordinary Business
- \_\_\_\_\_ Skills Better than Present Opportunity
- \_\_\_\_\_ Time Management & Personal Productivity
- \_\_\_\_\_ Employees
- \_\_\_\_\_ Fighting To Shed/Transcend Limiting Beliefs
- \_\_\_\_\_ Confidence &/or Strategies to Raise Prices/Fees
- \_\_\_\_\_ Competition, Commoditization
- \_\_\_\_\_ Finances – ex. making but not keeping money
- \_\_\_\_\_ Leaping vs. Ladder-Climbing (I'm still ladder climbing)
- \_\_\_\_\_ Still Heavily Influenced, Restricted By 'Norms'
- \_\_\_\_\_ Other: \_\_\_\_\_

Describe 3 major sources of stress, frustration or unhappiness that interfere with your productivity and rob you of peace of mind:

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

Describe 3, 4 or 5 major goals you are working toward with your real estate business:

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

How would your life be different if you achieved your goals and dreams?

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List 5 books that have had a profound impact on your life, and describe most significant information and ideas gained from one of them:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### YOUR SCHEDULE

Number of hours you work, average week \_\_\_\_\_

Number of hours you'd prefer to work, average week \_\_\_\_\_

% of work-time you rank as productive \_\_\_\_\_

No. of hours per week you work "on" vs. "in" your business \_\_\_\_\_

No. of weeks of vacation you took last year: \_\_\_\_\_

No. of weeks of vacation you'd prefer taking: \_\_\_\_\_

What Newsletters, Magazines, Membership Programs do you subscribe to on a monthly basis:

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What is your favorite food? \_\_\_\_\_

What is your favorite music / artist? \_\_\_\_\_

If you could sit on a barstool next to Scott and ask any one question, what would you ask:

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MAGIC WAND QUESTION – If you could change (only) three things in your Business or Life, instantly and easily, what would they be?

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Is there ANYTHING holding you back that wasn't covered in this short application?

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Completed application must be faxed to 260-459-7778.

Scott or one of Scott's key staff will call you within 1-2 business days to discuss your application and the coaching program that you are interested in.

All Inquiries for 1 on 1 coaching are taken very seriously, and not all applicants will be approved.

Scott offers an "Iron Clad, Unconditional, You Can't Lose Guarantee" – If you don't absolutely Love everything you get, you can simply cancel or downgrade your membership at any time. If you Paid in Full, your Membership will be Prorated and Refunded.

**With my signature I declare that the application is complete, true and correct and I give my permission for screening this application for *Personal Real Estate Coaching*<sup>™</sup> and entering into and continuing to coach in the future. If any signature is faxed or digitally produced it shall have the same legal force and effect as an original ink signature.**

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**Applicant signature**

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**Date**

*Thank you*

**PLEASE REVIEW FOR ACCURACY**

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