

Martel Insights Presents

THE ADVANCED
GOLD COACHING
PROGRAM





INTRODUCTION

ADVANCED GOLD COACHING PROGRAM

Can you imagine working alongside an established real estate billionaire holding your hand every step of the way? There is no doubt that you will gain powerful insight, avoid expensive mistakes and ultimately skyrocket your success. Steve models his own program on mentors he has had along the way, mentors who have directly contributed to his success. Instead of falling prey to your emotions while you're out in the field, right in the midst of your perfect deal, and things don't go according to plan... you turn to your mentor for continuous guidance, support with your success in mind. Welcome to Steve Martel's Advanced Gold Coaching program.

CREATE,
PERFECT,
DELEGATE



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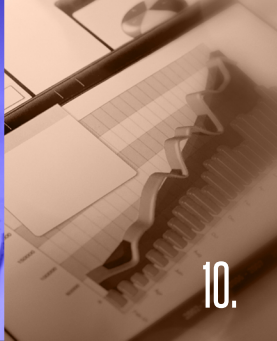
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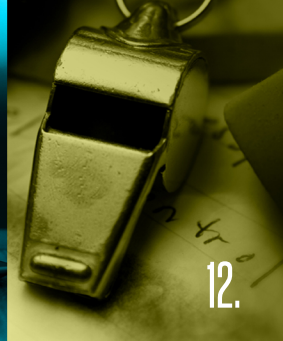
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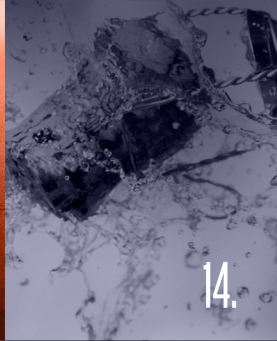
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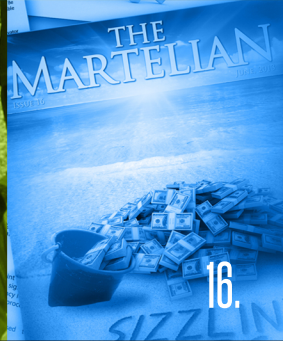
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17.

MARTEL insights

LIST OF PROGRAM FUNDAMENTALS

- 1 Customized Strategic Action
- 2 Start-Up Action Series
- 3 Support & Accountability
- 4 Elite Martelian Summits
- 5 Advanced Modular Education
- 6 Real-Time Market Updates
- 7 Exclusive Investment Opportunities
- 8 Network & Community
- 9 State of the Art Educational Platform
- 10 Innovative Resource Access
- 11 Concierge Department Service
- 12 Your Personal Coach
- 13 Live Deal Support
- 14 Achievement and Recognition
- 15 Giving Back
- 16 Martelian Insider Newsletter
- 17 Your Path to Financial Freedom



Raffaele Sabatino, 327 Units



Martin Li, 21 Units

1.

CUSTOMIZED STRATEGIC ACTION

Everyone is different and everybody has different goals. But, goals without plans amount to mere wishes. To help you achieve your goals, Steve's team will help you create your own strategic action plan. Your customized strategic action plan combines Steve's signature system and your personal goals, to devise your personal blueprint for your success. Based on this blueprint, we'll not only give you an action plan, we'll point you towards the right courses for you, and a personal coach with expertise right for you, so you have virtually every benefit of continuous guidance, support and accountability.

- *Your Personal Coach*
- *Your Strategic Action Plan*
- *Continuous Communication*

YOUR BLUEPRINT TO FOLLOW

2.

THE 'UN-OVERWHELM' START-UP ACTION SERIES

There's nothing worse than the paralyzing effect of too much information. Once you've been accepted into Gold Coaching, we recommend taking your notes and storing them far away (never to be seen again!) and get you started with the start-up action series. Your start-up action series gives you the step-by-step process to establish your professional foundation, without any of the hassle. It's simple, fast and crucial to your success. Within just six weeks, you'll have an arsenal of training, to jumpstart your real estate investing. There is no guesswork, stress or fear involved, only seamless daily action steps.

- *Daily Action Steps*
- *Document Templates*
- *Secure 6-Week Setup*

KEEP IT SIMPLE



Pierre and Louise Amyotte, 60 Units





Peter Jacobsen, 60 Units



3.

SUPPORT & ACCOUNTABILITY

No matter how well prepared you are, things rarely go according to your plans. You will always have support and accountability to rely on for guidance, solutions and insight. You do not need to know everything, but you do need instant access to answers to achieve your goals. With continuous regular communication, important market updates, weekly Q&A's with Steve, templates, live deal support, advanced education, elite summits, a mob of specialists at your fingertips, and more - your program is the best insurance policy in the world of high finance.

- *Continuous Email Communication*
- *Live Deal Support*
- *Private Coaching Sessions*

YOU ARE NOT ALONE



4.

ELITE MARTELIAN SUMMITS

You are whom you surround yourself with. Steve created this elite group of go-getters around the globe for your benefit. Every ten weeks, Steve and his team host invitation-only events for you to join for three full days of advanced real estate strategies. Martelian Summits are a powerhouse of opportunity for networking, partnership building, market strategy, financing options, property deals and more. It's not uncommon for members to walk away with deals in hand because that's exactly how it is all arranged.

- *Steve's Advanced Strategies*
- *Networking and Partnerships*
- *Power Team Building*

**WORK HARD
PLAY HARD**

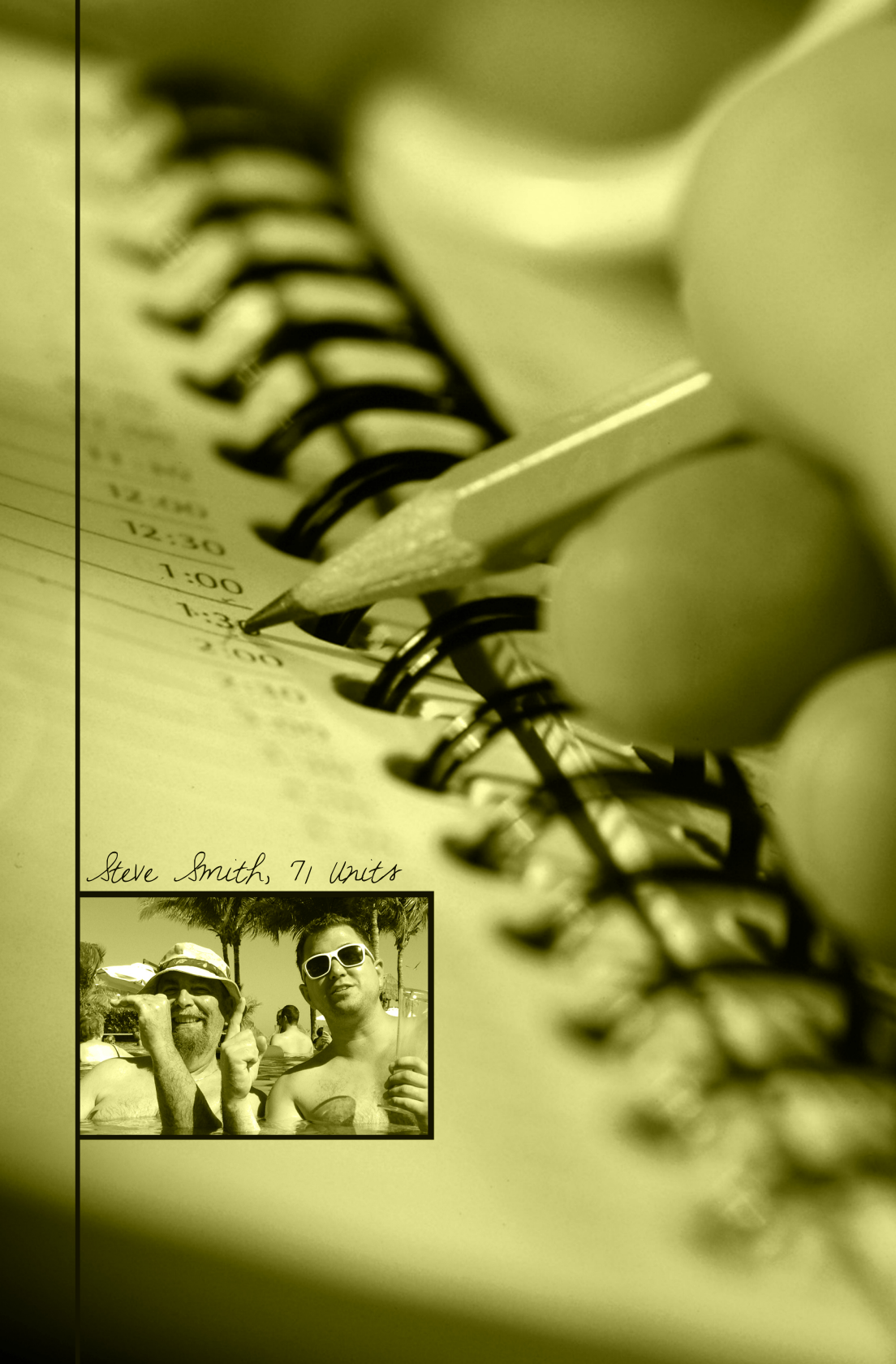
5.

ADVANCED MODULAR EDUCATION

Knowledge is the foundation of any success. Real estate changes every day and staying up-to-date is essential. No expense or effort has been spared in the design and development of your advanced modular education. Over the last six years (before U.S. real estate was the 'it' thing to do), Steve and his team had to first figure things out, making numerous mistakes and costly missteps along the way. From a mountain of expensive training programs, books, live conferences, podcasts, websites, years of research and first-hand experience, your education is hard-core actionable knowledge to achieve your goals.

- *12 Modules of Graduated Learning*
- *52 Zones of Coaching*
- *Financial Formula's & Checklists*

MODEL WHAT WORKS



Steve Smith, 71 Units



6.

REAL-TIME MARKET UPDATES

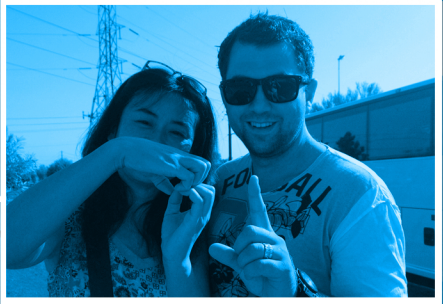
There is no greater advantage than to move at the speed of the market. You'll always have the latest market updates and key investment insights from Steve, so you stay connected and informed. With weekly Q&A sessions, regular telephone and email communication, your concierge department service, and live deal support right at your fingertips, you will have that 'unfair advantage' to score the hottest deals. Discover the power of real-time innovation that boosts your bottom line, without any of the guesswork.

- *Real-Time Market Updates*
- *Insider Trade Secrets*
- *Steve's Market Strategies*

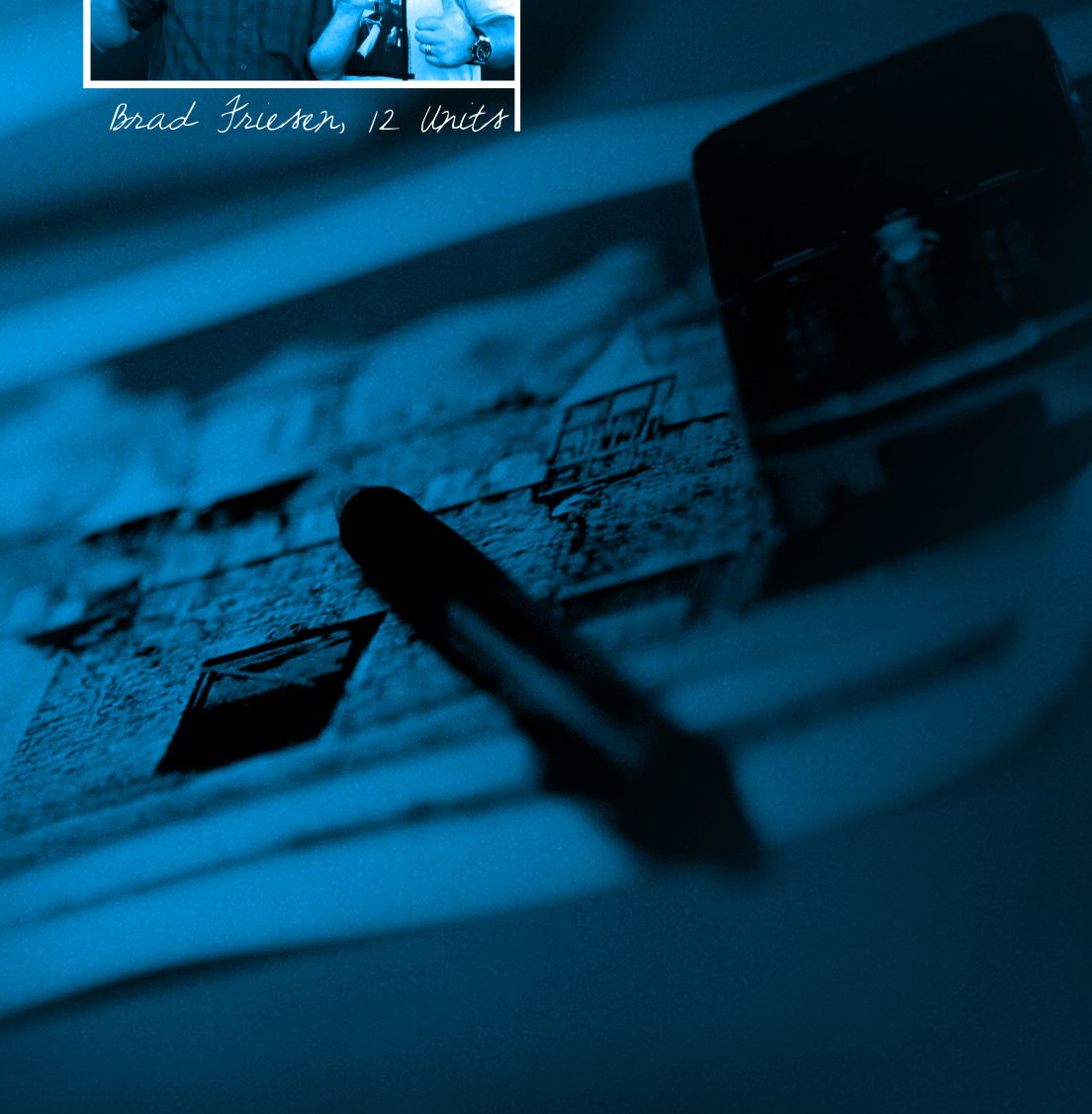
OPEN COMMUNICATION



Brad Friesen, 12 Units



Susan Guo, 81 Units



Graham and Mary Whitelaw, 33 Units



Steve and Justin DeBoer, 25 Units

ROA	ROE	Market Price	Dividend	Div Yield	Earn Yield
20.88%	84.6%	\$28.01	\$2.32	2.81%	5.38%
11.75%	17.1%	\$24	\$2.1	3.24%	5.86%
9.34%	31.97%	\$18.74	£0.81	4.1%	6.48%
9.03%	42.06%	\$67.53	\$1.88	2.78%	7.83%
2.02%	28.57%	\$68.53	\$2.06	3.01%	5.48%
	15.85%	CHF 51.40	\$1.85	3.6%	5.04%
	704.08%	\$74.55	CHF 1.85	3.22%	5.34%
	79%	\$67.45	\$2.4	3.38%	6.5%
		CHF 2.59	\$2.28	3.42%	7.18%
		\$3.88	\$1.16	1.8%	3.30%
		\$4.41	€0.72	1.6%	3.30%
		\$2.43	\$1.76	1.16%	3.8%
		€2.83	\$1.16	1.16%	3.8%
		\$4.05	\$1.82	1.16%	3.8%
		\$1.72	\$1.22	1.16%	3.8%
		\$0.06	\$1.92	1.16%	3.8%

7.

EXCLUSIVE INVESTMENT OPPORTUNITIES

Steve's personal database of investors has insurmountable reach built over years of his extraordinary success. You'll be kept in the loop on Steve's upcoming deals, the process, investment opportunities and more so you have inside scoop. Go behind-the-scenes to see it all unfold and discover exactly how to make it happen and gain hot investment opportunities.

- *Stay Informed & Connected*
- *Community Database of Investors*
- *Property Evaluations*

SEIZE OPPORTUNITIES

8.

NETWORK & COMMUNITY

There is only so much one person can do alone, but there is limitless potential for great achievements within a network of like-minded individuals. You'll join a community of established professionals, seasoned investors, hard moneylenders, expert specialists, fellow real estate colleagues and dozens more, to help you build your ideal team. Your power team is crucial to your success and your training will show you how to leverage resources for the best results. With Steve's winning tactics, his handpicked members and his database of industry contacts, you'll have an army of power team members to cultivate success.

- *Build Your Power Team*
- *Join the Martelian Community*
- *Access Member-Only Website*

ELITE CIRCLE OF INFLUENCE



Penny Purvis, 98 Units



Robert Passalacqua, 209 Units



Victor Fernandes, 63 Units



9.

STATE-OF-THE-ART EDUCATIONAL PLATFORM

All your program training, education materials, resources and more will be available to you online on the state-of-the-art Martel Coaching educational platform. You'll have 24/7 instant access to the exclusive members-only website, right at your fingertips. From video courses and document downloads to networking and expert solutions, your private member-only website is a treasure trove of knowledge and opportunity. You'll even have the chance to network on forums with the largest database of active real estate investors today and hear from Steve's team for regular updates.

- ***Connect with the Community***
- ***Member Only Platform***
- ***Networking, Partnerships and Training***

EXCLUSIVE WEBSITE ACCESS



Dean and Justin Corradetti, 29 Units



10.

INNOVATIVE RESOURCE ACCESS

Steve's personal vault of templates, checklists and best-kept free resources will save you time, money and frustration. You'll have access to Steve's personal 'grab bag' to accelerate your deal process with customizable tools, financial formulas, property evaluation and more on the state-of-the-art educational platform website. Access everything you need 24/7 on the private site and stay connected. With professional paperwork at your disposal and Steve's masterfully crafted tactics, you will be armed with safe and profitable methods to achieve prime results.

- *Customizable Business Templates*
- *Step-by-Step Checklists*
- *Property Evaluation & Financial Spreadsheets*

BUILT-IN SUCCESS

11.

CONCIERGE DEPARTMENT SERVICE

Steve has successfully created the most effective and profitable investment system using innovative technology and market cycle investing. You will have access to his proven system to achieve your financial freedom in as little as 12 months! The program has been expertly designed to ensure you receive the necessary resources and support to make your experience successful, safe and fun. The concierge department service is your go-to for guidance, answers and assistance so you have continuous communication with Steve's in-house power team. From his acquisitions team and project coordinators to client care services and administrative support, it is the magic of convenience working for you, so you can achieve more.

- ***Guidance & Support***
- ***Step-by-Step Checklists***
- ***Property Evaluation & Financial Spreadsheets***

CONTINUOUS SUPPORT



Tom Devost, 35 Units



Mike Ammirati, 60 Units





Marco Nordio, 79 Units



12.

YOUR PERSONAL COACH

The real estate business is fast and furious so you need to be able to take action with confidence. You'll have continuous communication, guidance and support to hold your hand through the entire process with your personal coach by your side every step of the way. You'll have unlimited email communication and regular bi-weekly calls to stay connected, focused and motivated with expert strategy and vital insights. You'll gain valuable trade secrets and completely private guidance to avoid expensive mistakes and realize your goals.

- *Bi-Weekly Private Coaching*
- *Continuous Email Communication*
- *Weekly Q&A Conference Calls*

CUSTOMIZED COACHING



Jeff Seydel, 229 Units



Doug and Nicole Manuel, 26 Units

13.

LIVE DEAL SUPPORT

Once you are established through your start-up series and training, it's time to pull the trigger and close a deal. You'll have one of Steve's handpicked leaders to hold your hand through the process to make sure it is smooth, safe and profitable. It is imperative for you to get in touch with live deal support, so you're armed with crucial insights and pro tactics that maximize your knowledge and ensure fair terms. With live deal support, you'll have the security and experience on your side.

- *Support & Guidance*
- *Expertise Investments*
- *Negotiation Strategy*

WALK YOU THROUGH DEALS

14.

ACHIEVEMENT AND RECOGNITION

Recognizing your success is part of the fun in your accomplishments. You will always hear all about fellow colleagues in the program closing on major deals and taking on new challenges, so that everyone has the chance to share lessons learned and gain exposure. From live presentations at events to the High Five monthly recognition program, we all celebrate your achievements and grow together.

- *High Five Program*
- *Recognize Accomplishments*
- *Track Your Achievements*

CELEBRATE SUCCESS



Chris Urganhart, 305 Units



Charles Carleton, 151 Units



Rick Glover, 18 Units





MARTEL
Alliance



15.

GIVING BACK

The attainment of financial wealth alongside brings more power, and with that power comes added responsibility. Whether you choose to get involved with charitable organizations, mentor others or launch your own initiatives, the cycle of success relies on those who will commit to giving back to others in need. Steve is passionate about giving back to make a positive social impact and works to support charitable efforts and cultivate opportunities for members to take part in.

- *One for One Model*
- *Be a Positive Force*
- *Join Social Change*

MAKE A DIFFERENCE



time for FIREWORKS

...blurred by Cedric Meloche, Assistant Manager

recognizing opportunity is a crucial factor to your success as an entrepreneur. Most people don't realize how much potential lies in this wonderful time of year. The truth is, some of my best deals, my most important contacts and off-market listings, all happened while I was networking at formal, casual, gatherings. Knowing how to talk at a party and network the right way makes a big difference in your life and career. So this summer, while you're out at a BBQ or enjoying a friend's party, remember these 6 simple rules of networking and watch the magic unfold.

1. JUST BE YOURSELF.
This is the very base of how to act around investors, lenders or anyone really. Don't be afraid to express your opinions and don't forget to relax.

2. PAY ATTENTION TO TIMING.
Timing is important in any conversation or negotiation. Sure, you should know what to ask for but be sensitive to when you ask for it. There are times to press ahead and times to wait. Beware of pushing too forward, poisoning any long term relationship.

3. DUMP UP YOUR LISTENING SKILLS.
The best negotiators are often quiet listeners who patiently let others have the floor while they make their case. They never interrupt and encourage the other side to talk first. Rule of thumb: it's generally better to sit tight and let the other side mention numbers first.

4. BRING HUMOUR TO THE TABLE.
Tap into your inner comedian - making people laugh is a great way to establish a positive connection. People love to laugh and they will remember how you made them feel. Just calling attention to something strange or unexpected can be a great way to laugh. Laughs are, the same things you find funny will make

others laugh as well. It's always a good reason to make conversations more casual and make serious subjects easier to address.

5. STICK TO YOUR PRINCIPLES.
As an individual and a business owner, you likely have a set of guiding principles... we all have values that we can't compromise. If you find yourself negotiating across those boundaries, it might be a deal you can live without. Keep in mind that walking away isn't defeat. Be true to who you are and you'll gain an invaluable reputation and stay passionate about your work.

6. PRACTICE YOUR PITCH.
When Steve mentions "working on your elevator pitch", it doesn't mean you should be pitching like a robot. Just that you need to repeat like a robot. Just that you need to know what topics to mention and know what topics to mention. Most investors are really smart people. Make sure your proposals are engaging.

Make summer fun part of your I expanding your social, connect relationships. Pitching to investors in portfolios of numbers, you need to social skills and tell a great story to attention. In the end, even a sound I quality pitch might not be enough someone to invest. Keep in mind, if you today it doesn't mean that they your company tomorrow. One connection with a potential invest connection with a potential invest got a chance of working together. It and stay connected to all your pe that you are constantly co maintaining your relationship.



said, "A bank is a place where they lend you an umbrella in fair weather and then they take it away when it rains to rain"... smart guy, and completely accurate depiction of many real estate investments are financed through multiple sources. Building your relationships and expanding your business contacts. Remember, when it's important for you to be sincere and positive.

When I started out in U.S. real estate investments, I had to get real creative coming out of bankruptcy. This was before U.S. real estate became the most profitable forever grateful for that experience because I gained invaluable insight to share it with you all now.

4-STEP FINANCING SYSTEM

1. MONEY BACK "SECURITY"
Doesn't matter who you are, a money-back guarantee. It's that combat the inevitable panic that follow huge sums of dough. You need either you'll deliver the results you lender will get the property. Be confident because there is nothing more than the faith you demonstrate in deal. No matter what misstep may occur to your agreements about other people, no one will lend you a red cent again.



...-21-... property is w...
... get a lower mortgage ra...
... cash-out.

REFINANCING RE-VERIFICATION

Refinancing eligibility begins at any point initial acquisition after you have completed rehab for your property and suggested vacancy obtained. Keep in mind that the refinancing process is the same as the mortgage process.

Typically, there are five elements used to determine your refinancing options.

1. Your employment and income history,
2. Your credit score and payment history,
3. Your debt-to-income ratio,

16.

MARTELIAN INSIDER NEWSLETTER

As a Gold member, you'll gain access to the insider Martelian Newsletter jam-packed with monthly updates for market opportunities and all the latest program news. Find out what markets to invest in, get important contact information, hot marketing tips and much much more! With your member subscription to the Martelian, you'll stay ahead of the game without any of the hassle or stress.

- ***Program Communications***
- ***Market Coverage & Hot Tips***
- ***Founders and Partner Insight***

GO BEHIND THE SCENES

17.

YOUR PATH TO FINANCIAL FREEDOM

There is only one true guarantee in this life: if you do nothing, you get nothing. You will find, on your path to financial freedom, that as you cultivate your own success you will also experience the joy of doing. When you join the Martelian community, you join a family – we are all in it together. You'll gain access to Steve's step-by-step system along with resources and tools to keep pushing you forward to achieve your financial freedom within 12 months. It is truly an amazing, once-in-a-lifetime opportunity filled with fun, laughter and fulfillment.

- *Join the Elite Community*
- *Systemized Success*
- *Make Something Happen Now*

LIVE THE DREAM



Sylvain Mino, 305 Units

Shane and Melissa O'Neill, 92 Units





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