

Martel Insights Presents

THE ADVANCED
PLATINUM
COACHING
PROGRAM





INTRODUCTION

PLATINUM ADVANCED COACHING PROGRAM

Can you imagine getting caught up in a deal gone wrong and turning to your very own personal billionaire real estate mentor for in-the-moment advice? Platinum membership packs a powerful punch with Steve holding your hand every step of the way. You'll not only have access to all advanced gold program components, you'll also gain insider vital tools, mechanisms, opportunities, and resources to fast track your success using advanced core curriculum to Steve's multi-unit acquisitions strategy. You'll even have Steve's personal cell phone and email for continuous support, property evaluation and solutions to achieve your financial independence and live your dream.

FAST TRACK YOUR SUCCESS



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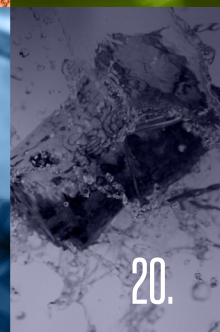
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 **MARTEL**
insights

LIST OF PROGRAM FUNDAMENTALS

- 1 Your Billionaire Consultant
- 2 Get “Un-Stuck” Call with Steve
- 3 Customized Strategic Action
- 4 Start-Up Action Series
- 5 Advanced Education
- 6 State-of-the-Art Educational Platform
- 7 Real-Time Market Updates
- 8 Private Member-Only Website
- 9 Weekly Group Connection
- 10 Private Coaching
- 11 Elite Martelian Summits
- 12 Advanced Breakout Sessions
- 13 Bucket List Adventures
- 14 Exclusive Deal Opportunities
- 15 Network & Community
- 16 Play with Steve’s Money
- 17 Concierge Department Service
- 18 Live Deal Support
- 19 The Platinum Confidential
- 20 Achievement and Recognition
- 21 Martelian Insider Newsletter
- 22 Giving Back
- 23 Your Path to Financial Abundance



Peter Jacobsen, 60 Units



1.

YOUR BILLIONAIRE CONSULTANT

Imagine having a top billionaire real estate investor right there in your corner, backing you up and showing you the ropes? Welcome to platinum consultation. You'll go behind-the-scenes with Steve and join his inner circle for an extraordinary personal experience that pulls back the curtain on the elite ranks of real estate. You will be in constant communication with Steve via phone, email, and Skype, with private coaching sessions so you stay focused, motivated and successful to earn while you learn.

- *Private Sessions with Steve*
- *Steve's Cell, Email and Skype*
- *Continuous Communication*

STEVE ON YOUR SIDE



2.

GET “UN-STUCK” CALL WITH STEVE

There’s nothing worse than analysis paralysis to keep you from making forward progress. As a platinum member, you’ll have direct access to the ultimate lifeline – Steve, your personal billionaire real estate consultant. Every month, you’ll have a 30-minute “un-stuck” call with Steve to maintain constant forward momentum. You’ll gain key insights and strategies to overcome obstacles with Steve’s solutions for your challenges. These calls are a rapid fire of troubleshooting and fast actionable answers to get you back on the horse. Your billionaire lifeline is there to support you through any trouble waters.

- ***Built-in Accountability and Guidance***
- ***Action Steps for Your Success***
- ***Continuous Communication***

FORWARD MOMENTUM



Raffaele Sabatino, 327 Units



Martin Li, 21 Units

3.

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 create your own personal blueprint to follow on your path to financial freedom. Your customized strategic action plan combines Steve's signature system and your personal goals, to devise a timely market investment strategy for your success. You'll receive customized course selections to enrich your training and accelerate the process and continuous guidance to realize the promise of your hidden potential. Steve will be ready and waiting on every call to make sure you are reaching keeping stride with that plan and keep you accountable and on track.

- *Personal Action Plan*
- *Secure Step-by-Step Process*
- *Real-Time Market Solutions*

STEP BY STEP BLUEPRINT

4.

THE 'UN-OVERWHELM' START-UP ACTION SERIES

Specifically fine-tuned for the Platinum program, with advanced knowledge to get you into the world of Multi-Unit acquisitions faster than any other program. You'll get 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. It's simple, fast and crucial for your success.

- *Daily Action Steps*
- *Multi-Family Acquisitions*
- *Advanced Actionable Content*

STEVE'S MULTI-UNIT SYSTEM



Pierre and Louise Amyotte, 60 Units



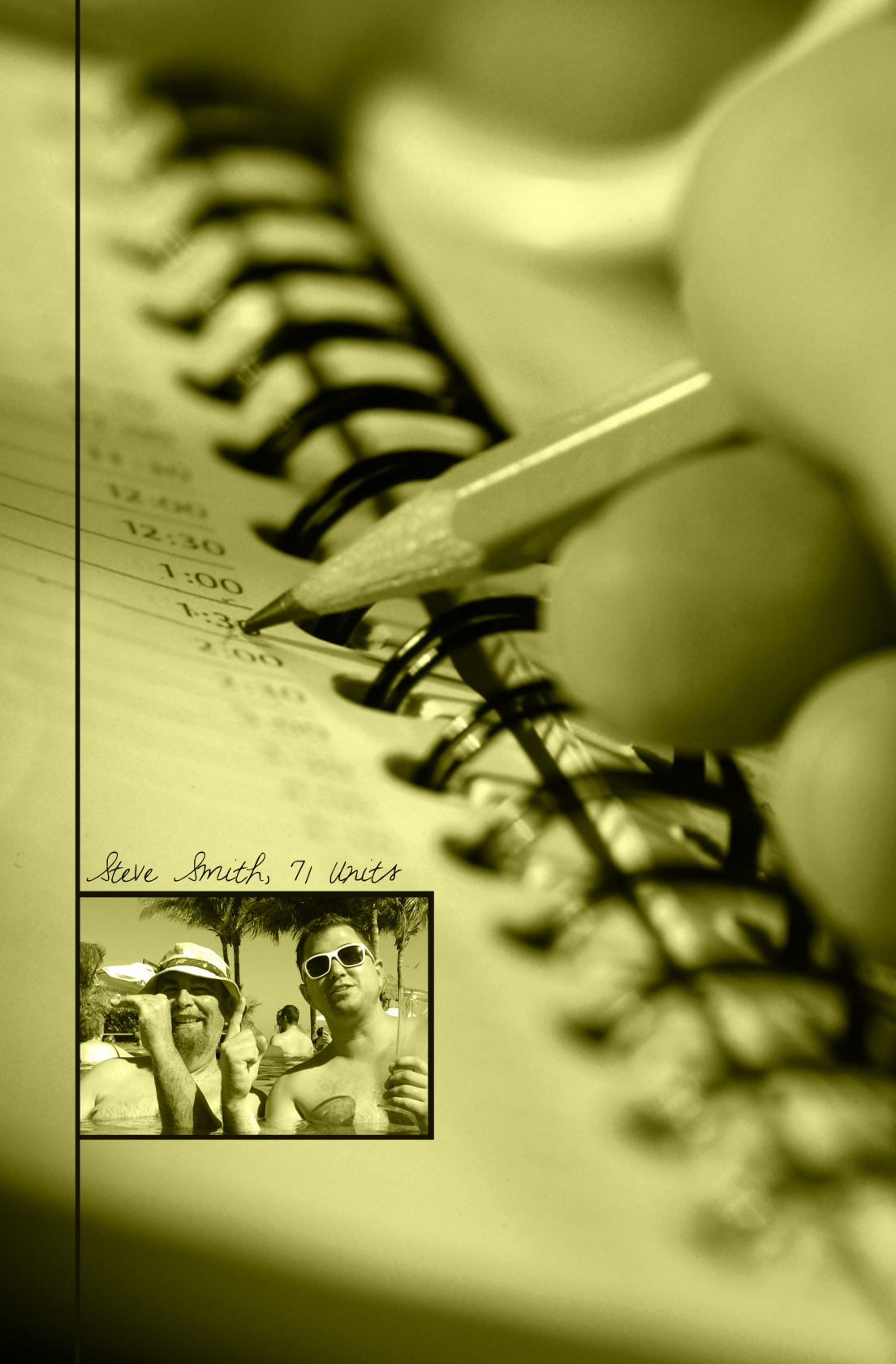
5.

ADVANCED 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 filters the charlatans from the champions to give you the most hard-core, innovative and actionable knowledge to achieve more.

- ***12 Modules of Training***
- ***52 Zones of Coaching***
- ***Actionable Knowledge***

POWERFUL EXPERTISE



Steve Smith, 71 Units





Victor Fernandes, 63 Units



6.

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 on your schedule right at your fingertips to the exclusive member-only website. 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.

- *Platinum Confidential with Steve*
- *Customizable Templates*
- *Networking, Partnerships and Training*

EXCLUSIVE PLATINUM CORNER

7.

REAL-TIME MARKET UPDATES

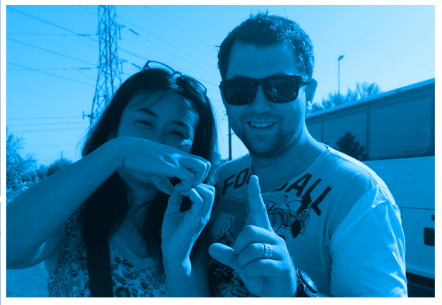
There is no greater advantage than to move at the speed of the market. As a platinum member you'll always be the first to receive the latest market updates and key investment insights from Steve, so you stay connected and informed. You're part of Steve's circle of influence. Not only does he share this news with you, you'll also have the opportunity to take part in his evaluation process. With weekly group sessions, weekly private consultation, continuous communication with Steve and his mentors, on-site pro apprenticeship, your concierge department service, and more, you will have that 'unfair advantage' to score hot deals for top profits. Discover the power of real-time innovation that boosts your bottom line, without any of the guesswork.

- *Latest Updates and Tips*
- *Insider Trade Secrets*
- *Steve's Market Strategies*

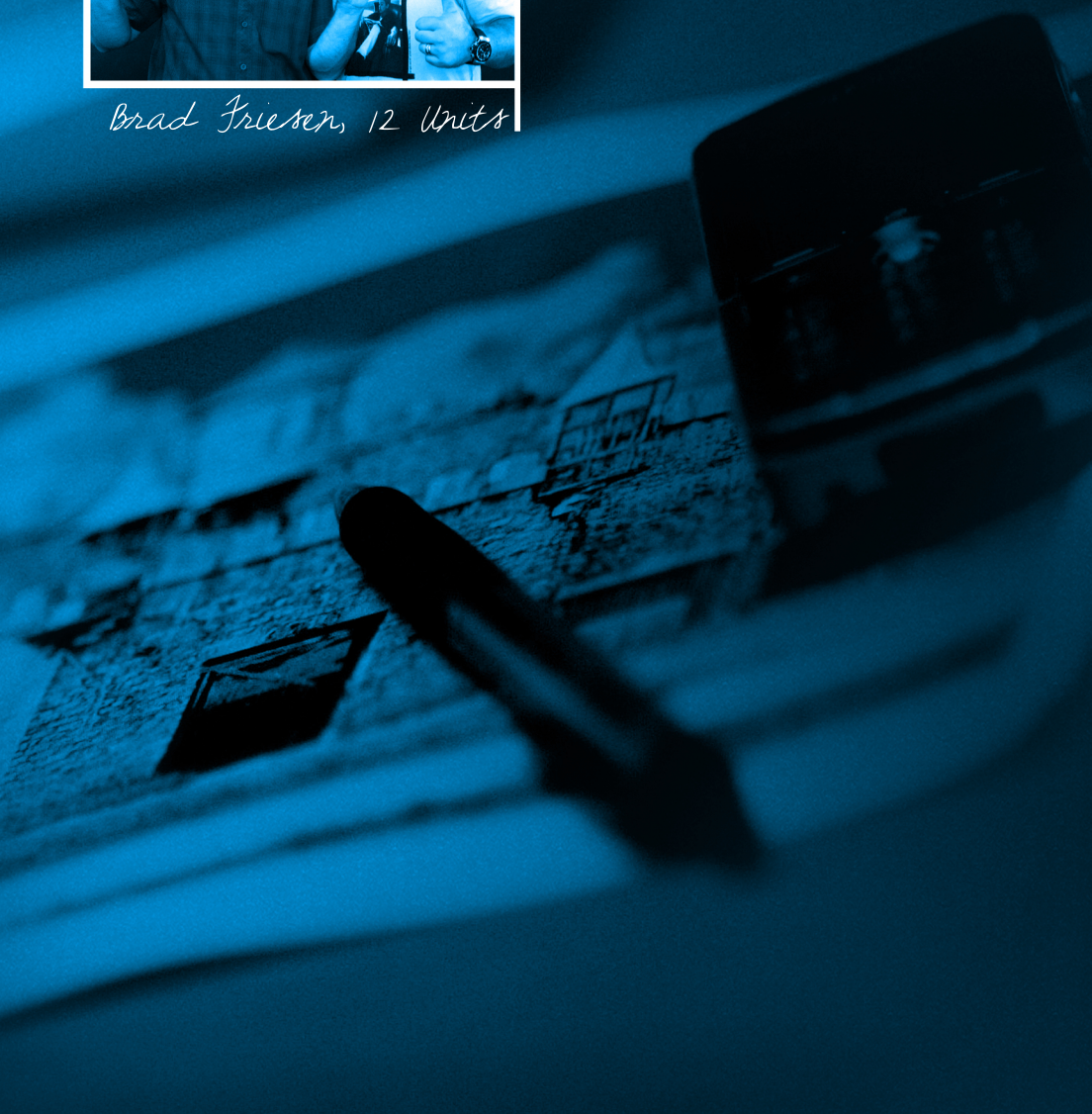
INNOVATIVE UPDATES



Brad Friesen, 12 Units



Susan Guo, 81 Units





Dean and Justin Corradetti, 29 Units



8.

PRIVATE MEMBER-ONLY WEBSITE

Imagine being part of the pioneers using new marketing tools and property analysis machines with the same advantages in this industry as Steve Martel... that's exactly what Platinum members get. You'll not only have access to all the Gold member resources of Steve's, you'll also get regular updates from Steve's cutting-edge developments. As Steve develops new tools, software, checklists and so much more, Platinum members are the first in line to have access – and even be part of the prime testing groups. You'll have access to Steve's personal 'grab bag' to accelerate your deal process with customizable tools, current existing financial formulas, property evaluation spreadsheets and more.

- *Checklists, Templates and Formulas*
- *Community Database of Investors*
- *Innovative Tools and Resources*

LEVERAGE YOUR NETWORK

9.

WEEKLY GROUP CONNECTION

Real estate is a relationship business; it is vital to your success to develop industry contacts and connections. Once a week, you and your fellow platinum members will get on a group call to share experiences, hear timely market updates and stay connected. Your weekly group connections give you the perfect platform to get to know potential partners and benefit from the experience of others. You'll always be up-to-date with the latest happenings and hear about upcoming opportunities so you have every advantage of first-pick.

- *Weekly Q&A with Steve*
- *Stay Connected*
- *Acquisitions Process*

TRADE SECRETS





Marco Nordio, 79 Units



10.

PRIVATE COACHING

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. You'll have private consultations with Steve's mentor every week to keep making forward progress. Whether you are dealing with property management and investment strategy or negotiations, you'll have all the answers you need to move forward with insider tactics to operate like a pro and boost your bottom line. You'll have bi-weekly coaching calls with Steve's personal mentor to ensure every benefit from a built-in system of accountability.

- ***Bi-Weekly Coaching Calls***
- ***Unlimited Email Support***
- ***Live Deal Support***

ONE ON ONE COACHING



11.

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 real estate investment Summits jam-packed with all the latest advanced content and in-depth analysis coverage. Martelian Summits are a powerhouse of opportunity for networking, partnership building, market strategy, financing options, power team contacts, red-hot property deals and more. As a platinum member, you'll also be invited to exclusive advanced strategizing and deal opportunities for the Platinum Exclusive pre-event sessions.

- *Steve's Advanced Strategies*
- *Networking and Partnerships*
- *Platinum Breakout Sessions*

WORK HARD PLAY HARD

12.

ADVANCED BREAKOUT SESSIONS

Every ten weeks, members are invited to take part in the epic three day Martelian Summits to gain exposure to hot new markets, meet with Steve's vetted local power team members, get advanced market strategies, network, buy hot deals and more. And if that wasn't enough, platinum members are invited to join Steve and his crew for private breakout sessions every step of the way for off-market listing opportunities and accelerated multi-unit strategies. You'll be invited to join two days before the main event, to sit with Steve and his mentor for all the latest updates, financing opportunities and platinum-only deal opportunities.

- *Mastermind with Steve*
- *Advanced Market Strategies*
- *Red Hot Off-Listing Properties*

JOIN STEVE'S INNER CIRCLE



13.

BUCKET LIST ADVENTURES

Platinum members join Steve and his team for private platinum events every ten weeks to gain insider access to the top industry leaders with full off-market property listings and vetted deals so you get powerful knowledge and deals handed right to you. Once the work is done, you'll join Steve and his inner circle of partners and platinum members for fun-filled bucket list activities to take part in thrilling once-in-a-lifetime activities. From skydiving and zip-lining to go-kart racing and deep-sea diving, you'll always have a blast.

- *Behind-the-Scenes with Steve*
- *Once-in-a-Lifetime Experiences*
- *Build Lasting Connections*

EXTREME LIVING



Graham and Mary Whitelaw, 33 Units



Steve and Justin DeBoer, 25 Units

	Dividend	Div Yield	Earn Yield
	\$2.32	2.61%	5.38%
	\$2.1	3.24%	5.86%
	£0.81	4.1%	6.48%
	\$1.88	2.78%	7.83%
	\$2.06	3.01%	5.48%
	CHF 1.85	3.6%	5.04%
	\$2.4	3.22%	5.34%
	\$2.28	3.38%	6.5%
	\$1.16	3.42%	7.18%
	€0.72	1.18%	3.30%
	\$1.76	1.16%	3.8%
	\$1.82	1.22%	3.8%
	\$1.22	1.92%	3.8%
	\$1.92	1.92%	3.8%

14.

EXCLUSIVE DEAL OPPORTUNITIES

Get exclusive deal opportunities to invest with Steve on his major deals (like development condos, master-plan community developments and apartment complexes) to instantly gain credibility in the real estate industry and make maximum profits in the process. You'll also gain opportunities to access Steve's extensive network of resources for partnership and investment opportunities every step of the way.

- *Access to Acquisition Team*
- *Investment Opportunities*
- *Property Evaluation*

PLATINUM PRIORITY

15.

NETWORK & COMMUNITY

There is no greater resource in the real estate investment industry than an active connection to specialists, hard moneylenders, investors and colleagues – and you'll have the most extensive database to tap into for your business right on the private website. You'll immediately be immersed with key contacts and heavy hitters to rub elbows with the best of the best and have partnership and networking opportunities. Whether you're at a live event or on in a platinum-only breakout session or weekly call, you'll have the exposure to powerful contacts to excel.

- *Connect with Largest Investor Database*
- *Join the Martelian Community*
- *Partnership Opportunities*

ELITE CIRCLE OF INFLUENCE



Penny Purvis, 98 Units



Robert Passalacqua, 209 Units



16.

PLAY WITH STEVE'S MONEY

Learning by doing is a surefire way to gain the experience and confidence for your own real estate investments. Every time Steve submits an offer on a new property, all platinum members are invited to join him on-site for three days of property inspection so you know how to complete your due diligence process with the hands-on knowledge of a pro. You'll know what to look for on location, how to talk to your power team members, and how to use property inspections to your every advantage.

- *On-Site Due Diligence with Steve*
- *Hands-On Experience*
- *Networking and Partnerships*

PRO APPRENTICESHIP

17.

CONCIERGE DEPARTMENT SERVICE

Steve has successfully created the most effective and profitable investment system using innovative technology and market cycle investing. 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.

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

SUPPORT & ACCOUNTABILITY



Tom Devost, 35 Units



Mike Ammirati, 60 Units





Jeff Seydel, 229 Units



Doug and Nicole Manuel, 26 Units

18.

LIVE DEAL SUPPORT

Once you are established through your start-up series and training, it's time to pull the trigger and close on an apartment complex deal. You'll have Steve and his personal mentor to hold your hand through your live deal and make sure it's smooth, safe and profitable. You are armed with crucial insights and pro tactics straight from Steve and your private coach to protect your investments and ensure profitable returns. With live deal support, you have security and experience by your side.

- *Unlimited Live Deal Support*
- *Constant Communication*
- *Secure Investment Process*

WALK YOU THROUGH DEALS



19.

THE PLATINUM CONFIDENTIAL

Leave nothing to chance with your platinum confidential. Once you've found a deal, use Steve's property evaluation spreadsheet to run the numbers – then send your file to Steve to receive his no holds barred in-depth examination and gain the insider analysis to leverage your deal and avoid any expensive mistakes. Whenever any of your fellow colleagues or you send a deal to Steve, he'll create a live video to break down the evaluation process with the numbers and show you how to do the same every step of the way. You'll never wonder about your deals... you'll know exactly what to look for and how to close on your terms for maximum profit.

- *Steve Analyzes Your Deals*
- *Stay Connected with Platinum Deals*
- *Simple and Secure Investments*

STEVE EVALUTES YOUR DEAL

20.

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 who are 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.

- *Recognize Your Achievements*
- *Track Your Progress*
- *Monthly High Fives*

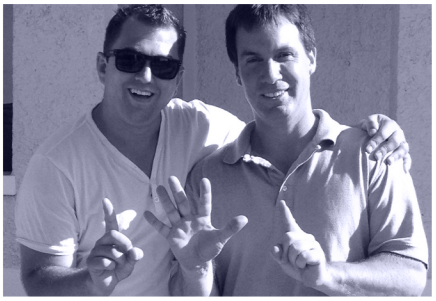
CELEBRATE SUCCESS



Chris Urganhart, 305 Units



Charles Carleton, 151 Units



Rick Glover, 18 Units





time for FIREWORKS

ESTATE NEWS
HOW TO

Illustrated 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 parties 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 try to get you to sign for it when it starts to rain"... smart guy, and completely accurate depiction

o many real estate investments are financed through multiple sources. Building your relationships and expanding your business contacts. Remember, when it comes to lenders, it's important for you to be sincere and positive.

en 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 "hot" investment. It was an incredible opportunity to get in on, and that I was a safe bet. I'm forever grateful for that experience because I gained invaluable insight into the industry and how to share it with you all now.

4-STEP FINANCING SYSTEM

1. MONEY BACK "SECURITY"
Doesn't matter who you are, you need a money-back guarantee. It's that simple. It's the only way to combat the inevitable panic that follows when you've invested over huge sums of dough. You need a guarantee that you'll either you'll deliver the results you need or you'll get the property. Be confident in your guarantee because there is nothing more powerful than the faith you demonstrate in your deal. No matter what misstep you make, your guarantee is there to your agreements about other people. Remember, 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 in time after you have completed your initial acquisition after you have completed your 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,



SIZZLING SUCCESS

21.

MARTELIAN INSIDER NEWSLETTER

As a Platinum 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. As a platinum member, you'll get to share your experiences on deals and investments to write articles and boost your credibility within the industry.

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

GO BEHIND THE SCENES



MARTEL
Alliance



22.

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 Impact*
- *Join Social Change*

MAKE A DIFFERENCE

23.

YOUR PATH TO FINANCIAL FREEDOM

Your platinum program ensures you will be set apart with outliers of higher success so you can reach new heights of success and attain financial abundance. When you join the platinum program, you join a close-knit community – a family – in a lifetime pursuit of excellence, wealth and happiness together. With Steve and his team by your side holding your hand every step of the way, you'll have all the right pieces in place for your success. The majority of the mentors in Steve's gold coaching program, were and always will be Platinum members. After all, once you are a Platinum member you are always a platinum member.

- *Join the Elite Community*
- *Make Something Happen Now*
- *Achieve Your Financial Goals*

LIVE THE DREAM



Sylvain Mino, 305 Units

Shane and Melissa O'Neill, 92 Units





MARTEL
Insights

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