

THE MARTELIAN

ISSUE 18

AUGUST, 2013

HEARTWAVE



TABLE OF CONTENTS

ISSUE 18 - AUGUST 2013

REAL ESTATE NEWS

Everything you need to make your goals happen NOW...

- 03** **10 Ways To Max Out Business Trips**
by Steve Martel
- 05** **Organized Chaos: The Lucky 7**
by Bronwen Gagné
- 19** **Behind The Scenes: With Yoshi**
by Yoshi Shiraki
- 21** **The Lost Art Of Telephone Sales**
by Jason Campbell
- 26** **3 Ways To Manage Development Projects**
by Cedric Meloche

COACHING & SUCCESS

Find out the latest program updates, events and important announcements here.

- 07** **Ninja Reminder**
by Paula V.
- 10** **Monthly Meeting Update**
by Penny Purvis
- 11** **My First Deal**
by Corey Maclean
- 12** **Coaching Updates**
by Randee Blais
- 16** **FYI From The Sky: The Endless Summer**
by Anthony Kokai-Kuun
- 18** **August High Fives**

21



LIFESTYLE & HEALTH

Every summer has a story, make your summer a sizzling success story.

- 08** **Box Office Hit: McCartney Concert**
by Daniel and Diane Pontikes
- 09** **Box Office Hit: History Of The Eagles**
by Pierre Amyotte
- 13** **Book Your Vacay**
by Marie-Eve Boissonnault
- 23** **Ninja Moves**
by Paula V.
- 24** **Summertime Yum Yums**
by Crystal Cybulski
- 28** **How To "Chill Out" When Dealing With Difficult People At Work**
by Randee Blais





10 Ways To Max Out **BUSINESS TRIPS**

Contributed by **Steve Martel**

By now you should have already sent your reservation for the Multiunit Repositioning 2013 Summit in Chicago. If (for some lame reason) you haven't, be forewarned that this Summit is going to be jam-packed with fresh new content that I've personally devised based on my investments over the last 12 months. You will walk away with a complete system to reposition your multiunit acquisitions from start to finish, so don't miss out.

To be honest with you: this is the absolute most valuable and powerful knowledge for your investments going forward. Forget recommending... I'm telling you: prioritize this event because you will gain crucial step-by-step info that I used to make millions and millions of dollars. And so should you.

I meticulously crafted the content for this event to give you a comprehensive exit strategy with built-in contingency plans all geared towards the most profitable investments on the market now. If Chicago is your market, don't even think about double-duty during the day because you just can't miss this content (we aren't even going to have a flex day this time around because there's just too much to cover). What you can do (and what I always do while I'm travelling) to optimize on your business trip is get completely set up to do business on your schedule.

10 WAYS TO PREPARE:

1. Plan to be at the event during the event.
2. Make all your travel arrangements and set any reminders on your calendar.
3. Make your essentials packing list (contact numbers, notebook, U.S. currency, passport, killer costume for networking party, etc.).
4. Familiarize yourself with which neighborhoods and strategy for that market.
5. Communicate your goals with your power team, your coach and your fellow members so that others contact you for deal opportunities.
6. Nurture your power team relationships in that market.
7. Create your schedule for your trip (and plan to stay longer if need be).
8. Connect with other Martelian members also looking for deals in the market.
9. Contact your power team before the event to ask your power team members to visit you in the evenings for meetings.
10. Line up any financing, partnership or property deals and get a good sense of the numbers you are working with (even if this is general, you should have numbers on the tip of your tongue).



Cont...

Whether or not you plan on closing deals or just making the most of an amazing networking and training event, you should still have a good idea of the market and the numbers so you're ready to pounce on opportunities that may arise. Our Chicago Summit is going to be content heavy so if you are planning on an extended stay, it's best if you can arrange to do it after the event and approach your deals armed with vital new insights and a fresh perspective.

It's a good idea at this time of year to take stock of your year so far, and see what numbers you want to hit in the last quarter to meet your goals. Q4 should be your moneymaker so get started with the planning before you get so busy that you are just playing catch up. As much as you can systemize and automate, do it and free up some valuable time for creative new projects and your deals.

Don't forget your superhero costume for our networking extravaganza. It's the perfect opportunity to blow off some steam and make important connections with everyone in the community. If you are well-versed with the market and you know what your strategy is and what you are looking for, this one networking platform might change your overall financials for the year so max it out.

See you all in Chicago!

SM



DID YOU KNOW?



The month of August was named after Augustus, the founder of the Roman Empire and it's first Emperor, ruling from 27 BC until his death in 14 AD

// Practice is the master of all things"

-Augustus





ORGANIZED CHAOS: THE LUCKY 7

Contributed by **Bronwen Gagné**,
Project Coordinator

Last month I shared with you an overall picture of the balancing act that keeps my overall life together. This month we are going to get in depth on a subject I get asked rather frequently, the art of multitasking and project fulfillment (this is actually where the name Organized Chaos comes from). If you see my office at the beginning of the day versus at the end of the day, you'd understand completely.

Multitasking is one of my biggest challenges. Some people are born with an innate talent for it while others (like me) are distracted more easily and find too many tasks just make for unfocused work. Easily distracted (maybe even forgetful) people need parameters to run their day and their projects. Every successful project I have had the privilege to work with uses this model I'm going to breakdown here. I hope it will be as useful to you as it has been for me.

7 RULES FOR PROJECT MANAGEMENT

1. HAVE A GOAL

Obviously this is number one, but it's important to make sure it's the right goal, and, even more importantly, the same goal everyone on your team has. When you are working on a collaborative project, chaos will ensue if the vision is not the same. Avoid missing deadlines and ultimately failing on your project with a clear goal for everyone involved in the project.

2. SET THE SCENE

I always come into the office 30 minutes early just to organize my workspace for the day. Once I'm "in the zone", you have to roll my office chair to my car to get me out of it, and my workspace tends to get cluttered as I hammer through tasks. Taking that time to get everything in order first thing in the morning is essential for me. It not only gives me a few minutes to wake up, it also gives me time to get organized and focused for the day ahead. Don't underestimate how your work area influences your overall productivity and quality of your work. I personally use an Asian Zen theme to create a pleasant and calm atmosphere.

Cont...



3. START WITH AN OUTLINE

Before a project starts, you need to have your road map. When Steve talks about the importance of reverse mapping your goals, he's talking about creating an overall course of action that will focus your efforts. This is also called an outline. From the outline right at the starting point, you should establish what steps you will take going forward to complete your project. If you're working with a team, it's best to create the outline as a collective. That way, you all brainstorm together on what steps need to be completed and can clearly divide tasks involved and deadlines to complete your project.

4. KEEP TASKS SMALL

It's important to understand the breakdown process of an overall large goal. For example, if you are working with a team, you should clearly understand the boundaries of your roles and responsibilities. Any task can be broken down into smaller steps and when you create a task for each step, the overall task becomes manageable. Do the steps in order and complete them fully.

5. KNOW YOUR LIMITS & LEVERAGE YOUR TEAM

If you are working alone, you will not only need longer timelines, you will also be more likely to become overly stressed. Whenever you have a large task, try to reach out to your network for support. Take the time to connect with your team on a personal level. You should know their strengths, know where they will shine, and ultimately, know how they will be of the most benefit to the project. Most importantly: know when to let go, a project doesn't belong to one it is a cornucopia of ideas, concepts and designs of many.



6. SET DEADLINES

I have to admit that I tend to produce my best work when I'm under the gun with a looming deadline. When the heat is on and my stress level is high, that's when my creative juices and efficiency are at their highest. If I have too much time, I'll overthink the whole process. Your initial first reaction is usually the right reaction. When you give yourself deadlines (the tighter the better), and you achieve them, the satisfaction is that much higher.

7. KEEP A CHECKLIST

Every project can be broken into tasks and every task can be broken down into steps. There is nothing more satisfying than crossing something off of a list (well, almost nothing...). Our team uses Trello. Which is an amazing free platform that allows you to work with a team for collaborative projects. If you are partnered with someone who doesn't work in the same physical space as you, this is a must-have tool. I love being able to post my completed step or task on Trello, and I love to see the domino effect of the stages of completion it goes under afterwards from anywhere. I know the moment a task has made it to its completed stage by a notification on my phone.

If you follow these 7 rules, you will have a system to complete your projects, work with your team and accomplish your goals. Many of these steps are "common sense", but seeing how this results into a successful product over and over again has made me a firm believer that this recipe works. When the project is complete, go over the project, take the time to look over what could have been done differently with your team to fine-tune your process.. Most importantly, celebrate the completion together because it's a success you all share.



NINJA REMINDER

Contributed by **Paula V.**,
Party-In-A-Box Event Coordinator

I just want to remind all of you about the upcoming event in Chicago. This event is going to be EPIC and one you really don't want to miss. With all of Steve's fresh new killer content and the amazing **Super Hero Networking Party**... this is one event that people will be talking about for some time to come.

The Chicago event will be one of largest events ever, so we had to cap attendance at 200 seats. Please don't forget to fill out the form and email it to me to confirm for this stellar event. Make sure you get organized to reserve ASAP because rooms operate on a first-come first serve basis and this event is already filling up fast!



HOTEL BOOKING:

We have a room block for our group at the Doubletree Hotel Chicago – Oak Brook. You must make your reservation no later than August 21st, 2013 and the Group Code is **MARTEL GROUP**.

The number to call is 1-866-812-3959.

Doubletree Hotel Chicago - Oak Brook
1909 Spring Road
Oak Brook, IL 60523
630-472-6000

BOOK ONLINE:

<http://doubletree.hilton.com/en/dt/groups/personalized/C/CHIOADT-MRL-20130911/index.jhtml>



**DOWNLOAD THE CHICAGO
2013 SUMMIT AGENDA!**

<https://www.dropbox.com/s/aob89yw0jdkxb1/Agenda-ChicagoIllinois2013.pdf>

Pre-Platinum Exclusive

September 11th & 12th (starting on Wednesday evening at 5pm)

Main Coaching Event

September 13th, 14th & 15th (starting on Friday morning at 9am)

Superhero Networking Party

September 14th at 8-11 P.M. at the Doubletree Hotel

THE MARTEL THEATER BOX OFFICE HIT:

MCCARTNEY CONCERT

BY: DANIEL ADAM AND DIANE PONTIKES

When we heard Paul McCartney was to play in Ottawa on July 7, we knew we had to be there. We tried to score pre-sale tickets as Macca fans, and then again when they went on sale to the general public, but no luck, it was completely sold out (very similar to the feeling of trying to get a prime property in the U.S.). Then we thought of the Martel network, gave them a call... and scored two complimentary tickets in the Martel Box Office!!!

Did we have a good time? YOU BET WE DID! We noticed that even Prime Minister Steven Harper had taken the time from his busy schedule to see McCartney's concert. Since 1989, we have seen Macca perform in Montreal (3 times), New York and Boston. Now we can add Ottawa, with heartfelt thanks to Steve and Paula!

McCartney is still iconic... shaggy hair, long black Nehru jacket, black stovepipe pants and Beatle boots. Just him and his four band mates singing the songs we so want him to sing (and whatever else he chooses from that vast musical catalogue that he has created) was incredible. For three hours, he doesn't stop to drink or leave the stage until the first encore set. He's like that Energizer bunny that just keeps going and going and going... Macca loves what he does, which is obvious just in the energy he puts into his concert.



McCartney began his concert with "Eight Days a Week". At times, we feel we need an 8-day week because we are so busy with our real estate business as well as keeping up with other personal commitments. As we drove back to Montreal that night after the concert, we realized when you want something really bad, you do think outside of the box. We REALLY wanted to see that concert and after failing twice to get tickets, we thought of another angle. We can't thank Steve, Paula and Bronwen enough for that.

You just can't give up when initially things don't go the way you had hoped and thought. Taking this into account, we still haven't given up on U.S. real estate. We are putting in offers for deals in Chicago and talking to our network of friends and acquaintances to be investors for our projects. Maybe we're amazed (Macca credit there!) that we really are having fun with this U.S. Real Estate project, even though we seem to attract new obstacles at every turn. In the meantime, we work it out to take the time to enjoy some fun time. You just don't want to miss out on that long and winding road that leads to your door (luv that guy)!!



THE MARTEL THEATER BOX OFFICE HIT:

HISTORY OF THE EAGLES

BY: PIERRE AMYOTTE

We were lucky enough to get tickets to the Eagles concert in the Martel Box at the Canadian Tire Centre on Monday, July 15. The show was an amazing experience that brought us back to our youth – the whole gang loved it.

Although it is important to live life in the fast lane by staying motivated and putting in long hours, as real estate investors we have to remember to ‘take it easy’ once in a while. Louise and I hope to have more occasions to enjoy that peaceful, easy feeling while pursuing our investment goals. Enjoying ourselves and spending time with friends and family (doing the things we don’t get a chance to do often because of our busy schedules) is important for us. This Eagles concert was one of those rare occasions to sit back and just soak in great music with great company and it was awesome!



HAPPINESS HAPPENS



Did you know that August is ‘Happiness Happens’ month? Basically it’s a month to say, “I’m happy” and bring more happiness to the world. But how does it work?! It’s scientifically proven that happiness is contagious so if you’re happy... everyone can be happy too!

Read up all about it here:

<http://sohp.com/society-celebrations/happiness-happens-month/>



MONTHLY MEETING **UPDATE**

Contributed by **Penny Purvis**,
Hometown Events Coordinator

Since the summer is here, we typically see a drop in attendance at the hometown events. Hey who can blame you for wanting to enjoy the sunshine as much as possible? Even I understand the "concept" of holidays but I do want to stress how important the hometown event opportunities are for all of us. Also, as we are winding down with the last throes of summer and gearing up for what is typically the busiest quarter of the year, take the time now to prepare and you'll be glad you did later.

The hometown events give everyone the chance to network, learn new material and pick the brains of our peers. These type of gatherings are the type of forward momentum and connections that will make the difference for your bottom line. We all know how much we get from the Martelian Summits, our energy is at 110% with our mojo going through the roof. Once we go back home, we're itching to invest armed with new

insights and powerful contacts. Hometown events give you a dose of Martelian mojo that keeps you going. Extra bonus: if you did miss any of the advanced content at a Summit, we usually have coverage for you to get the inside scoop.

Have a great rest of the summer and prepare yourselves for some awesome presentations, special guests and more. As always, I look forward to your feedback and suggestions for the hometown meetings. If you want to be more involved, contact your local hometown representative because we're happy to have your input and it's a great chance for you to reach out to your local members.

Have a great and productive month everyone!

-Penny

Your Provincial Representatives

CALGARY	Doug Manuel	info@crazyusdeals.com
EDMONTON	Marcy Anderson	marcy@windmeridian.com
MONTREAL	Mathieu Gauthier	Mathieu_gauthier@sympatico.ca
OTTAWA	Pierre Amyotte	info@themillstonegroup.com
REGINA	Bert Stuckless	bstuckless@sasktel.net
TORONTO W.	Jeff Seydel	jeff@stevecoaching.com
TORONTO E.	Roger Pazin	roger@torvette.com
VANCOUVER	Penny Purvis	penny@stevecoaching.com
WINNIPEG	Brad Friesen	brad.l.friesen@gmail.com

my first **DEAL**

Contributed by **Corey Maclean**



I just closed on my first deal so I'm excited to report that it was an incredibly straightforward process for me! It is a single-family house in Atlanta.

I found the deal while I was in Atlanta for the Martelian Summit last month. My coach introduced me to a wholesaler, Captain Kirk, who a fellow student had bought a house through in Atlanta. When he was going to look at the house, I asked him if he minded me tagging along and he had no problem with that. As we pulled up to his house, I noticed that the house across the road was boarded up as well. I decided right then and there that I wanted to get my hands on that property and spoke to the wholesaler about it the next day.

Captain Kirk informed me that he was actually trying to find out information on it for the last couple weeks and he'd get back to me as soon as he had details. Sure enough, one week later he called me up and told

me he was working on a deal with the owner of the property... so I told him I wanted it! Everything has gone really smooth up to this point and looking back over the deal there is nothing I can think of that I would do different.

Thanks to Steve and his team for all the help!



-Corey Maclean
Welsh State Investments Inc.

**// In order to succeed,
we must first believe
that we can"** *-Nikos Kazantzakis*



Coaching **UPDATES**



Contributed by **Randee Blais**,
Client Care Coordinator

Hey guys! It's summertime and I have to say my inbox has sizzled down; is everyone out enjoying the summer heat? Whatever the case may be, I miss you all so don't be shy to let me know what's going on!

As usual, we're plowing through content and updating. We're adding descriptions (It's taking time but don't you worry it's getting done) and spicing up content for upcoming events. I'll keep you all informed and connected with program updates as we add new content for you.

For those of you waiting on Mastery, we are very nearly ready to launch, so that is a big something to look

forward to. Don't forget to send me any tips, feedback or requests. I'm always here for you!

Live long and prosper,



“You are never too old to set another goal or dream a new dream”

-C.S. Lewis



book your **VACAY**



Contributed by *Marie-Eve Boissonnault*,
Platinum Member

Most people like to take a quick getaway in August to recharge for the busy last quarter just around the corner but fear that a vacation is beyond your budget. Well stop counting pennies and start planning! There are plenty of affordable destinations for your globetrotting pleasure. A holiday doesn't have to drain your bank account - Here are the top 5 affordable travel destinations:

1. SPAIN

Lonely Planet travel guides chose Spain as one of 2013's most affordable holiday destinations. News reports may be filled with stories about the country's financial woes, but travelers are finding that the situation is a boon to vacation plans. The weak Spanish currency and falling costs connected to hotels, attractions and shopping are making Spain an affordable, must-see vacation target for North Americans.



2. GREECE

Similar to Spain, Greece's financial hardship is benefitting tourists seeking a 2013 bargain. Hotels in financially strapped countries are more willing to offer deals to potential visitors. The fear of being stuck with unsold rooms or airline seats gives the savvy traveler the financial edge.



3. ANTALYA, TURKEY

According to Budget Travel magazine, the Turkish Riviera is a beautiful European destination that comes without an excessive price tag. Hotel rates have dropped by nearly 25 per cent in the past year, and as a result, it's become a must-visit playground for money savvy travelers. The city of Antalya located along Turkey's south-western coast offers the best of everything: Mediterranean beaches, ancient ruins, shopping and several all-inclusive 5-star waterfront resorts with budget-pleasing rates of \$100 a night.



Cont...

4. CRUISES

Bargain travelers should look beyond dry land for a holiday that checks all the money-saving boxes. Cruises have huge value, offering many destinations with one price and the ease of unpacking just once. Try Portugal in the Algarve region. It has great prices and you can enjoy the Mediterranean food, wine and culture at a very reasonable price.



5. SOUTHEAST ASIA

Southeast Asia – Thailand, Laos, Vietnam, Burma/Myanmar, Malaysia, Singapore and Indonesia – are among the most popular regions for budget travelers. With several budget airlines competing for tourist business, it makes flying very reasonable. Flights can cost around \$900, but when you prepay for hotel accommodation, you can often stay for mere peanuts - \$16 per night with dinners a steal at \$10.



Keep in mind that when you travel with a group, you can save lots and spend quality time with friends and family.

GROUP TRIPS

10 is a small number that will save you lots! Whether you are travelling with friends and family, celebrating a destination wedding or special event, planning a family reunion, or organizing a corporate incentive or club gathering, **Signature Vacations** offers great deals on group vacations, all inclusive packages, and excursions for groups travelling with 10 people or more. When you travel with your group, multiply the fun and multiply the savings!

HOME AWAY FROM HOME GETAWAYS

Sunwing created the "Villas and Condominiums Collection". Featuring vacation home rentals, villa rentals, and holiday houses, this collection is perfect for travellers and families who like the comfort and serenity of a home-like environment while on vacation.

With specially selected affordable home away holiday rentals, you can design and enjoy the vacation you've been dreaming of. For example, the **Boardwalk Vacation Retreat Aruba**, located on the island's Palm Beach, looks out onto the turquoise waters of the Caribbean Sea. This cozy and quaint hotel is minutes away from Palm Beach, and offers relaxing, laid-back island living for families and couples. The bungalow and condo-style rooms feature colourful, modern decor and all the amenities for your exotic home-sweet-home.

Cont...



FAMILY VACATIONS

No need to worry when you choose one of the exclusive **"Sunwing Family Collection"** resorts. This brand new collection features all inclusive family beach resorts and hotels across Mexico, Central America, and the Caribbean, all with sandcastle friendly beach settings. Every little detail has been planned out, from age-specific supervised Children's Clubs and playgrounds, to special children's buffet selections. Some properties also feature rooms that can accommodate three or more children with their parents. These family resorts are not only for children though. They offer plenty of facilities, entertainment, and dining options to truly impress parents as well, ensuring the best in family travel.

- Up to two children aged between 2 and 12 years old stay, eat and play FREE.
- Exclusive special deals for teens aged 13 to 17.
- If you're the sole parent travelling with your children, there's "No Single Supplement" to pay if you share the room with your children. (Limited availability/restriction may apply)

NEED A QUICK FIX?!

When all you need is a quick getaway to paradise, and a few days is enough to relax and recharge your batteries, Signature Vacations offers a selection of affordable 3 to 4-day escapes to satisfy your cravings for the beach. Weekend getaways or "mini breaks" during the week provide the affordability and flexibility of travelling for shorter durations, while still treating yourself to the rest and relaxation you deserve. Don't delay when booking weekend getaways and short stays to your favourite southern destinations. Time is a precious commodity, so spend it wisely, under the sun with your loved ones where turquoise waters meet white sands.

READY TO BOOK YOUR HOLIDAY? NEED MORE INFORMATION?

I can make all your holiday travel bookings for a hassle free and memorable vacation. I'll take care of all the details so that you can focus on simply having fun and relax! Contact me at:

<http://www.voyageaquarelle.com/marieeveboissonnault>

5 Tips to Save While You Travel

Traveling is one of the most rewarding life experiences you can enjoy. Reconnect with your true motivation, get inspired by local entrepreneurs and actually relax! Live outside of your comfort zone with these budget savvy tips:

1. Book Early
2. Travel During The Low Season
3. Get a Temp Work Visa
4. Check Currency Rates
5. Step Away from the Tourist Traps



FYI FROM
THE SKY:

THE ENDLESS SUMMER

Contributed by **Anthony Kokai-Kuun**,
Martel Ambassador

Here we are, summertime summertime... but, we all know it won't last forever. October is only 2 months away and old man winter will be knocking on our door. I like winter as much as the next guy, but it can get a bit long sometimes. That's why one of my goals in real estate is to ensure I can skip out on winter from time to time (or even altogether) if I so desire in my quest for the endless summer.

On the short term, that means using my real estate business in the United States to write off my travels to warmer climates. In the long term, my goal is to own a property in the south outright (mortgage paid by renters), to eventually have for my personal use.

The overall strategy to achieve my goals is to buy property for a price that allows the rent to pay off both interest and the principal and provide cash flow... I guess that's pretty much always the plan with buy and hold. Whether it's long-term rental, vacation rentals or property you intend to use for your eventual summer retreat... this is a profitable strategy for short and long-term planning. Win-win.

Whenever I speak with potential investors or partners for homes in the southern United States, I often find that people are looking for retirement property to get away from the Canadian winter (a.k.a. 'snow birds'). I tell them it's a great idea to invest in the United States, but if they want to find their 'dream retirement home', I refer them to one of my real estate agents. I do this mainly because I've found that there is just too much emotion involved in finding the 'dream' retirement property, and it will likely be priced way too high, and take way too much of my time to be worth it.

Instead, I work with investors looking to find rental properties in the area that they like for a great price. I look for distressed inventory or a home that is more difficult to sell because it is in need of renovations. My thinking is that lower priced homes not only keep pace with the other homes in the neighborhood, it has potential to outpace comparables once renovated. Most investors see my logic and agree.

The fun part of this strategy? Now I plan a business trip down to tour properties and find our diamond in the rough. Going down to Florida or Arizona during the depths of the Canadian winter is always a great getaway, and being able to write it off of taxes is even better. There is some additional market cycle considerations though. In Phoenix, for example, the summer is extremely hot, but the housing market cools off during that time. One might say that the prices of the homes vary inversely with the outside air temperature.

That being said, one of the reasons prices increase in the winter is the influence of northerners taking winter retreat vacations. So how do we take advantage of the cyclical market and still get some time away from Jack Frost? We go down before the "rush". Most "mortals" work from 9 to 5 Monday to Friday and they are hard at it from September until Christmas. As a matter of fact, airlines like WestJet only fly from some northern destinations starting in late October or November because there is just not enough demand. Check out their schedules, it's a sure sign of when the high season for tourists and snowbirds will begin. All we need to do is go down a week or two before those dates and cash in on the fact that supply is greater than demand. We'll get great weather and (hopefully) great prices.

Cont...

Once we've got our foot in the door in the neighborhood that we (or our investors) like, the next step is to set the property up to rent out long term. The definition of long term, in this case, is when you (or your investor) wish to begin your "endless summer". At that point, you start to shop for your "dream retreat" and simultaneously put your investment property up for sale. Whatever capital gains on your investment property should be rolled out into your new purchase, assuming you do it within the prescribed timeframe and that the new property is of equal or greater value. Disclaimer: I am not an accountant; verify plans with yours before implementation.

As a potential medium-term use for the property, you can use it as a vacation rental and use it yourself for

part of the year whilst renting it out the remainder of the time. This can be tricky and requires some legwork, but it is a way to continue to write off expenses for the property and still benefit from using it part of the year.

You can see that there are many possible scenarios to accomplish the "endless summer". My goal with this month's edition is to illustrate a few of the possibilities for your end game. Next month, I'll start a new series in FYI From the Sky that I like to call "Everything You Always Wanted to Know About Flying, and Were Afraid to Ask".

Until next time,
This is Capt'n Anthony, signing off!!!



how to nail **YOUR SKYPE CALLS**

1. LOOK THE PART:

Shedding your loungewear will help switch your mind to professional mode.

2. PREPARE YOUR SURROUNDINGS:

Whether your call is video or telephone, do it in a quiet, businesslike setting, ideally in a room with a door.

3. PRACTICE IT FIRST:

Your first few video calls are bound to feel awkward as you figure out where to look, what to do with your hands, or how loudly to speak – practice first!

4. DON'T FORGET TO SMILE!:

Smiling shows you are a positive person and without the live person in front of you, you may give off the wrong vibe..

5. STAY PRESENT:

Ever heard of active listening? Especially with a phone interview, it's important to give the other caller periodic clues that you're still there.

6. GO AHEAD AND CHEAT:

Keep notes handy and you don't have to remember everything you want to mention.

7. ADDRESS TECH ISSUES IMMEDIATELY:

Be sure to say a simple 'excuse me' if you miss out on parts of the conversation



HIGH FIVES!



Platinum Members

- **Jim Van Dijk & Stephen Steckler** – 6 Plex in Chicago
- **Louis Gagne** – 6 Plex & 11 Unit in Chicago
- **Benoit Chretien & Marie-Eve Boissonnault** – 10 Unit in Chicago
- **Wayne McRae** – 4 Units in Chicago

Gold Members

- **Corey Maclean** – Single Family in Atlanta
- **Mike Hawes & Tyler Boucher** – 5 doors
- **Graham Coverley** – 2 doors

Mastery Members

- **Paul van Veen** – 2 Duplex in Detroit & 2 single families under contract
- **Melody & Cory Conger** – Single Family in Atlanta
- **Mike Timmermans** – Single Family

BEHIND THE SCENES

Contributed by **Yoshi Shiraki**,
Martel Coach

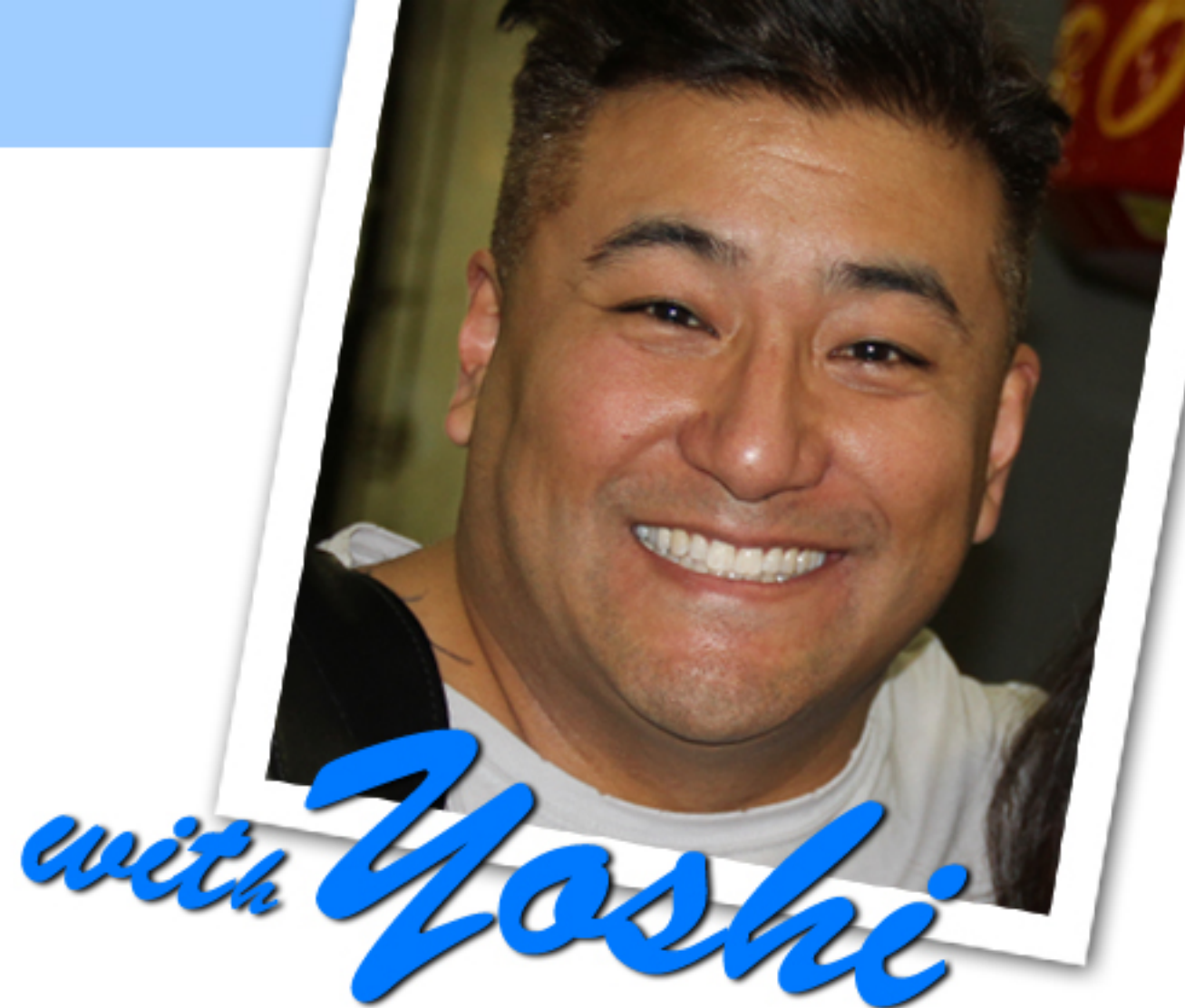
In this heat wave that has taken over our summer, it has been a little challenging staying cool. This intense heat has given me two choices: stay indoors (in a nice cool air conditioned office) and work or go outside to hike, golf, cycle, and dehydrate and die. As much as I love the outdoors, I also love to work (which is why it has been an easy decision) to stay cool and press forward in my businesses. Donald Trump said one of the things he learned from his father is "Work can make you happy, but you have to love what you do."

That statement hits home perfectly for me!!!

For most people, it is a complete surprise when I tell them how many hours I work on a daily average. Can you guess? Yes, on average, I work about 12-16 hours a day, not because I have to work 12-16 hours a day, but because I have found sources of income that are as fun to pursue as playing golf, going for a hike (or dehydrating and dying). Also, did you know that Donald Trump works about 12 hours a day? I guarantee it is not because he needs the money; it is because he loves what he does.

So what are the businesses that I work on that keep me busy through out each day and how do they all relate? Well, I am sure you guessed the first one, yes, real estate. As a mentor of mine always says, "I FREAKING LOVE real estate!" I am so thankful that I discovered my love for real estate, as real estate is what started it all for me to be able to pursue my other businesses that I now manage today.

You see, it is real estate that has given me the free time to start up other businesses, publish a book, create an invention, and be able to run my life on my schedule. Because of real estate, if I do feel like going to play golf, I can. I don't have to worry about calling in sick to play a



round of 18 holes, or use up precious vacation time to go for a day of hiking with friends. Because of real estate, I have the flexibility to choose when I do what I do and when I do it.

So now that you know I freaking love real estate, what else do I freaking love? Well, here is a list of things that keep me busy each and every day and because I love this list below so much, that is why it is so easy for me to work 12-16 hours a day.

THE DAYS ARE JUST PACKED:

- Real Estate
- www.SnapLeash.com - This is my invention that I mentioned earlier. I have patented this invention and launched this company 8 months ago and who ever knew selling leashes could be so fun. On the flip side, I am sure if this leash was not my invention, I would have no desire to sell them.
- www.ProtectOurAngels.com - This is the book I published that educates children on the prevention of sexual abuse.
- Internet Marketing - Who does not want to make money online while sleeping?
- And a few other business ideas in the works to (hopefully) launch soon.

So how do they all relate? Systems and marketing! If there is one thing you remember from this article, let it be that every successful business out there has great systems in place and great marketing (and that includes real estate)!

Cont...

Now I know what you are probably thinking, how in the heck do I manage all of these businesses, my personal life, my health, and anything else one needs to address on a daily basis?



One thing that I learned early in business is anything we "play by ear" never gets done. This is why I have put systems in place so I know what needs to be done and when it needs to be done by. Think about a 9 to 5 job, the boss of this company does not tell his employees, "Hey everyone, here is what needs to get done but feel free to play it by ear and do it whenever you feel like it." No, the complete opposite happens. The boss tells you what needs to get done and when you better have it done by or else you may be looking for a new job.

Well I take the exact same approach, it just happens to be that I am the boss that has to decide what needs to be done, and then I simply execute it as if I was working for someone else. It is interesting how the majority of the population in this world will work harder to make someone else wealthy before they work to make themselves wealthy. For example, let's imagine that Donald Trump called you up out of the blue and asked you if you would like to come work for him? He tells you he will match your pay at your current job and match your current work hours/schedule so your daily routine would not have to change.

Now let's say you take him up on this new gig. There is a really good chance that you will work your butt off to not disappoint Mr. Trump and maybe even work extra hours for free just to show how good of an employee you are at making him rich. Do you see where I am going with this? Now if you can simply take that mindset and replace Donald in this example with you or your family, or the homeless and hungry in Haiti, or whoever... I promise you will find the desire to work hard for yourself as well and not play your businesses by ear. So what is this system that keeps me organized?

WELL IT IS A COMBINATION OF A COUPLE OF THINGS...

1. A good old excel spreadsheet. My daily schedule from the time I wake up to the time I go to sleep, Monday - Sunday is all laid out for me on an excel spreadsheet so I do not have to think about what business do I need to work on today as I just simply have to look at the excel spreadsheet I created and the schedule tells me what I need to do and when I need to do it.

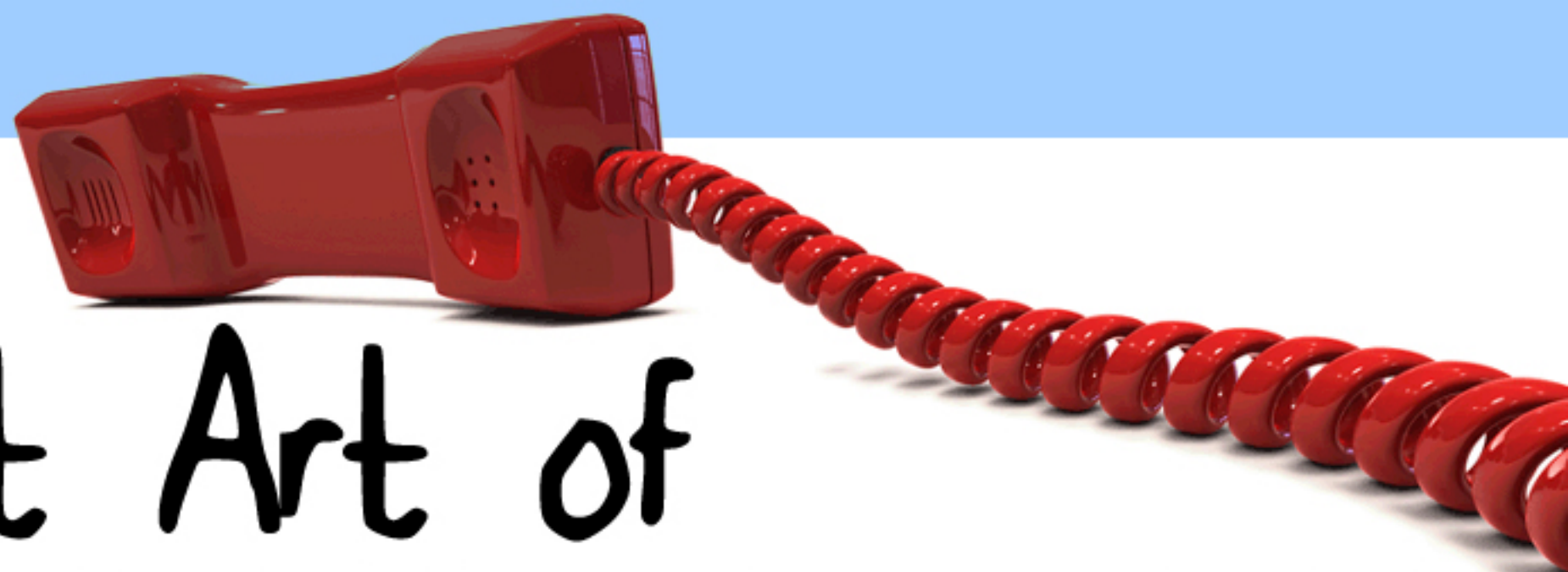
2. The second tool that is vital to me is the app Wunderlist. This is a To-Do app that allows me to delegate To-Do's to who ever I want for any of my businesses as it categorizes each To-Do from work to personal.

3. The third tool I can not live with out is iCalender as it syncs with my desktop, laptop, iPad, and iPhone, so I always know my schedule any where I am.

4. The most important tool is my Why, my Musts, & my Goals, and having a crystal clear vision of what those are. It is so important to not be vague with your goals as your mind may not figure out how to achieve it. For example, a goal I often hear is "I want more money." Well, if someone gave you \$1.00, then you just got more money. Wanting more money is a very vague goal but wanting \$100K in the bank by the end of the year is much for refined. It is also critical you remind yourself of these goals by writing them down every day, if you are not reminding yourself on a daily basis of your Whys, Musts, and Goals, then it is very easy to let life be "played by ear."

So in closing, remember work can make you happy and for me real estate and www.SnapLeash.com are where I spend most of my day playing. Thankfully for me, my wife and two pups love playing real estate as well so we get to play together as one big happy family.





The Lost Art of **TELEPHONE SALES**

Contributed by **Jason Campbell**,
Investor Relations

I'm pretty lucky to have grown up while technology was exploding because I started to learn how to work with computers from the age of 6... followed soon after by a boom with the internet, text messages, Facebook and all those others innovative ways for us to communicate and "connect".

But what has happened to the telephone?! Those new methods of communication were supposed to simplify the way we interact, but instead it has made things harder. How many times have you misinterpreted the tone of a text message which led to arguments (or at least misunderstanding!). I get frustrated every time I see those "blast emails" confirming details about meetings, deals, or even new business relationships. Most of all of these problems are solved by... a quick phone call!

HOW I GOT RID OF MY TELEPHONE SHYNESS

I'll be the first to admit I was very shy on the telephone before. It's easier to hide behind an email or a text message and you get to plan out your communication. Being on the phone is scary because you're on the spot all the time! But 4 years ago, I wanted to become a real estate agent and was assigned to the Inside Sales Agent department to start. For those who don't know what that means, it's basically your job to call all the new potential clients that come in and book meetings with agents.

Sounds simple enough right?

I remember my first call to this day. I was scared to pick up the phone because I had no idea what that person on the other end would be like. I was actually shaking. My heart rate was going at 180 bpm. And for what? I was just calling someone back for a report they requested and I even had a script! I was equipped and prepared. So off I went to dial and the person hung up on me after my initial hello! I remember my boss coming in and seeing me pale, shaking and heart racing, with a look of failure. I was already thinking "I can't do this", but luckily I was comforted and coached by my boss to understand that this rarely happens (which was true, I just got really unlucky) and that it's normal to feel this way when you start. That kick in the butt really helped, and 6 months later I was the top producing telephone salesman as well as team leader for new trainees. I also developed new scripts and training material with top results.

Cont...



Fast forward 4 years later and I'm now able to sell condos in Florida (properties I've never seen) to clients in Montreal (who I've never met), while on a beach in Thailand (where I spent most of my time for the last 12 months). I absolutely love telephone sales now. I can go into a new city to invest in real estate and build myself an amazing power team that will immediately respects my leadership and directives.

WHAT YOU NEED TO DO TO BE SUCCESSFUL

Being able to sell today is more important than ever. Being a "rainmaker" at putting deals together, lining up products or services with interested parties and "closing"... will turn you into someone who is in control of your financial freedom.

So what's the magic formula?

P.R.A.C.T.I.C.E

Sorry, I don't have a magic pill. It's purely a question getting out there and practice, practice, practice. Got a list of buyers? Call them all in one day. Follow-up on all their questions. Existing clients? Call them all to see if they are still happy or have more questions!



Going into a market to invest in real estate? Call 20 realtors, 20 contractors, 20 property managers, 20 lawyers, 20 accountant, 20 inspectors. Find the pattern in each conversation. Once you've done it that many times, you'll lose that hesitation and know how to just pick up the phone and get what you want. Trust me, since this is becoming more and more of a lost art, you will find yourself at a ridiculous advantages for getting what you want on the phone (a note to all you single men out there: imagine how successful you'll become at booking that first date after you become a telephone salesmen!).

Remember: for the first calls you do, just expect to be shy and expect that you may get rejected. That's ok. It's part of the learning curve. Forget about these little uncomfortable feelings, push through and do it and you will notice a change in your attitude and confidence sooner than you think.

SUPER ORGANIZED = SUPER PRODUCTIVE

Your calendar should be a priority when you are multitasking and juggling responsibilities. In the last throes of summertime, take time to plan out your upcoming Fall schedule and save yourself the investable stress so you can execute your plans.

1. Write down all your established dates, appointments and deadlines. From your kids first week of school to dentist appointments, business meetings, birthdays and any other important dates – mark it in your calendar ahead of time. Set up auto-responders if you are tech inclined, or mark up your wall calendar.

2. Plan out your Q4 strategy on paper and mark important action steps on your weekly to-do list for each month. This can range from holiday shopping to your due diligence trip. You don't need solid dates, but you need to have an idea so that you are prepared to take action.

3. Make a list of bonus activities you want to take part in and look at your upcoming months. You'll get a good idea of when is a good time to pursue your quality time so you don't miss out on fun or push back your deadlines.



NINJA MOVES



Contributed by **Paula V.**,
Party-In-A-Box Event Coordinator

As most of you are probably already aware, planning events is a huge passion of mine but to burn off some of the stress involved in event planning is another passion of mine. The single most effective way that I burn stress and stay productive is through my martial training and teaching (hence the Ninja nickname).

Right now, I'm preparing for my second competition coming up in October for crossfit training. I decided to share a few of my crazy workouts with you this month. These workouts are an excellent way to stay alert and in shape so don't be shy to give these a try. Once you start, this is addictively fun. Also, I will be working out in the mornings while we're in Chicago so if you are interested in joining me, please bring your runners (or as Heather would say "Tennis Shoes") and I promise you will have a great start to your day.

People relieve stress in all sorts of different ways and I may be crazy by doing some of these workouts but it's how it keeps me focused on a daily basis. If you follow this workout on a 3-day rotational basis, you'll find out just how quickly your body adapts to new muscle movement and feel amazing!



For those of you who are trying to lose a few pounds, these are relatively straightforward workouts if you have access to the right equipment that you can work into your day to really ramp it up a notch. When you push yourself outside of your comfort zone in any area of your life, you gain confidence and usually find out it was not as hard as it may have seemed at first. I personally love working out and training because I know I have done something good for my mind, body and soul. It's fun with a workout buddy and alone with some great tunes.

DAY ONE WORKOUT

- 30 GHD sit-ups
- 30 Deadlifts 225/175lbs
- 30 Double Under
- 30 Front Squats 135/85 lbs.
- 30 Pull-ups

DAY TWO WORKOUT

- Shoulder Press 3 x 6 reps
- Push Press 3 x 6 reps
- Push Jerk 3 x 6 reps
- 32 GHD sit-ups
- 32 Kettlebell Swings 2/1.5 pood
- 32 Double-unders
- 32 Squat Cleans 95/65lbs
- 32 Burpees

DAY THREE WORKOUT

- 21 Deadlifts 225/175lbs
- 50 Squats
- 21 Handstand Push ups
- 15 Deadlifts 225/175lbs
- 50 Squats
- 15 Handstand Push ups
- 9 Deadlifts 225/175lbs
- 50 Squats
- 9 Handstand Push ups



Summertime **YUM YUMS!**

Contributed by *Crystal Cybulski*,
Client Care Coordinator & Investor Relations

Hey Guys! Summer is here, and let's face it: unless it is a BBQ, most people don't want heavy meals during the hot hot heat. Smoothies are ALWAYS a wonderful choice, and can be a very healthy choice. I know many people fear fruit because of the sugar, but that's nonsense! Yes, some fruits are very high in sugar, but your body digests them faster than anything you eat that is processed, so feel free to indulge (and if you are REALLY concerned, stick to berries as they are much lower in sugar).

Enjoy these recipes, and stay cool and healthy my friends! Also, a wonderful little hint: glass mason jars of all sizes are wonderful for smoothies and drinks in the summer. They are easy to close and just throw in a refrigerator for later.

No-Cook Overnight Oatmeal

STEPS

1. In a half-pint glass, add about a 1/3 a cup of old fashioned rolled oats (no instant or quick ones!)
2. Add enough milk to cover the oats in the jar
3. Add 1/3 cup of plain yogurt (I find Greek yogurt works best because it is thicker)
4. You can add either 2 TBSP of chia seeds or flax seeds for some extra omega 3 and brain food!
5. Shake, shake, shake!
6. Add your choice of fruits/nuts to this mix. I have a few different options here – and you can sweeten with the honey or maple syrup to your liking!



SWEETING OPTIONS

Mango, Honey & Almond
Blueberry & Maple (my personal favorite!)
Applesauce & Cinnamon
Banana, Cocoa powder & Honey
Peanut Butter, Honey & Banana
Raspberry & Vanilla

This jar will last in the fridge for 2 days. It's best to make it the night before you want to eat it, but sometimes its nice to do things ahead of time!

Cont...

Green Ginger Peach Smoothie

This drink is a fantastic way to get an awesome boost for the day, or just a tasty, healthy treat! Spinach is also one of the greens that, as long as you don't add too much, can easily blend and not make a very 'chunky' vegetable smoothie. We want our smoothies to be SMOOTH!

INGREDIENTS

- 2 handfuls baby spinach
- 1 teaspoon grated fresh ginger (peeled)
- 2 cups frozen peaches
- 2 teaspoons honey
- 1 ¼ cup water (cold)



INSTRUCTIONS

Toss into blender, mix and enjoy!

Simple and Amazing Fruit Smoothie

For those new to smoothies, sometimes the green smoothies can taste a bit bitter. Here is a quick recipe to get jam-packed vitamin C and all the antioxidants you can want, plus it tastes fantastic!

INGREDIENTS

- 2 oranges (peeled and seeds removed)
- 1 cup frozen blueberries
- 1 cup frozen raspberries

INSTRUCTIONS

Toss into Blender and go mmmmmmm good!





3 WAYS TO MANAGE DEVELOPMENT

PROJECTS

Contributed by **Cedric Meloche**,
Acquisitions Manager

Most of you know all about Steve's massive development in North Dakota and Clearwater, but did you know that a lot of the management is done in-house with Marco, myself, Bronwen, Paul and a few other key players? We're at work behind-the-scenes, making sure all the i's are dotted and all the t's are crossed because when you have a project at this level, small miscalculations can make a huge impact on your bottom line. While I've done many projects with Steve, the development in North Dakota and Clearwater has been a whole new level of investment management and I thought I would share some of my experience with all of you.

MEETINGS

To keep track of all the different moving parts on a large-scale development, you need to be organized, think on your feet and connected to your team. A big part of managing an investment project is staying calm and communicative with your power team from lawyers and investors to contractors and accountants. I keep one master folder with subfolders for each different power team project and whenever I am speaking with someone, I make sure to keep records of our conversation to save in each folder.

If you are taking notes while you're having a meeting, chances are either your notes are practically illegible or you're not really engaged with your team during the meeting. Simplify the process by recording your conversation and take notes afterwards so you can really give the time and attention your meetings deserve. I like using the Notability app or Skype call recorder (depending on the whether it's an in-person meeting or a call).

STAY CONNECTED

It's really important to stay connected and engaged with your team members. I can't stress this enough. No matter how tired I am at the end of the day from everything else that is going on, I just keep a weekly check-in (or more) with each team leader for all the different aspects in the program. If you have lots of different priorities to juggle around, it's easy to let this little check-in slip to the wayside. My rule is at least one weekly email or text plus at least one phone call every two weeks. That does not even count for meetings.

The reason I do this is simple: I need to know what is going on with others while they are in the trenches talking to lenders, crafting our partnership structures and so on. You would be surprised how much information is taken for granted. To be effectively managing this type of development, you need to engage on a personal and professional level with your team. I will even put auto-reminders into my calendar so I remember to make that call or send out an email. Make it easy for your team to reach out to you for suggestions and ideas so you stay informed and up-to-date for everyone involved. Don't be shy to have in-person casual gatherings as well, you might end up shop talking a fair amount of the evening, but it still allows you some time to get an idea of what's going on in others minds and makes you a better leader.



Cont...

TAKE OWNERSHIP

Everyone makes mistakes. Whether you make a small blunder or a giant T Rex of a mistake, taking ownership of a project means that it's always on you to be the first person to step forward and shoulder the blame. As soon as you discover that you've made a blunder, go to damage control and take steps to fix the problem. Then, be sure to communicate with your team and avoid any negative re-hashing. If you know how to move forward, that's what matters. And, of course, don't do it again.

When your team sees that you are ready to shoulder the blame and ready to fix issues on your feet, you demonstrate that you are honest and trustworthy and that you respect those qualities. The last thing you want is someone trying to cover up a mistake under the rug, because it can cost you quite a bit, so lead by example. Be sure to keep your To-Do list handy and share an active file with your team online (I like using Box... the new and improved dropbox).



I hope you all are ready to get the lowdown from Steve in Chicago on multifamily investments because this type of strategy is IT for the next two years. You will have to be able to manage larger scale development but that also means that you will have a higher profit margin. The thing to remember is, you will either achieve success or learn valuable lessons. If you are always ready to work with your team and people enjoy doing business with you, that is what matters at the end of the day.

HOW TO HOW TO GET PAST ANALYSIS PARALYSIS

1. GO FROM 0 TO 60:

Practice making decisions in 60 seconds or less.

2. PLAN LIKE A PRO:

Put planning on a deadline.

3. GET IT DONE:

Reject perfection.

4. SIMPLIFY:

No what ifs – yes, no and observe.

5. FORWARD MOMENTUM:

Follow through with plans by recording meetings and writing it out on paper and keep at it.

Life Instructions	
Have fun	Do not hurt people
Do not accept defeat	Strive to be happy



HOW TO "CHILL OUT" WHEN DEALING WITH DIFFICULT PEOPLE AT WORK

Contributed by **Randee Blais**,
Client Care Coordinator

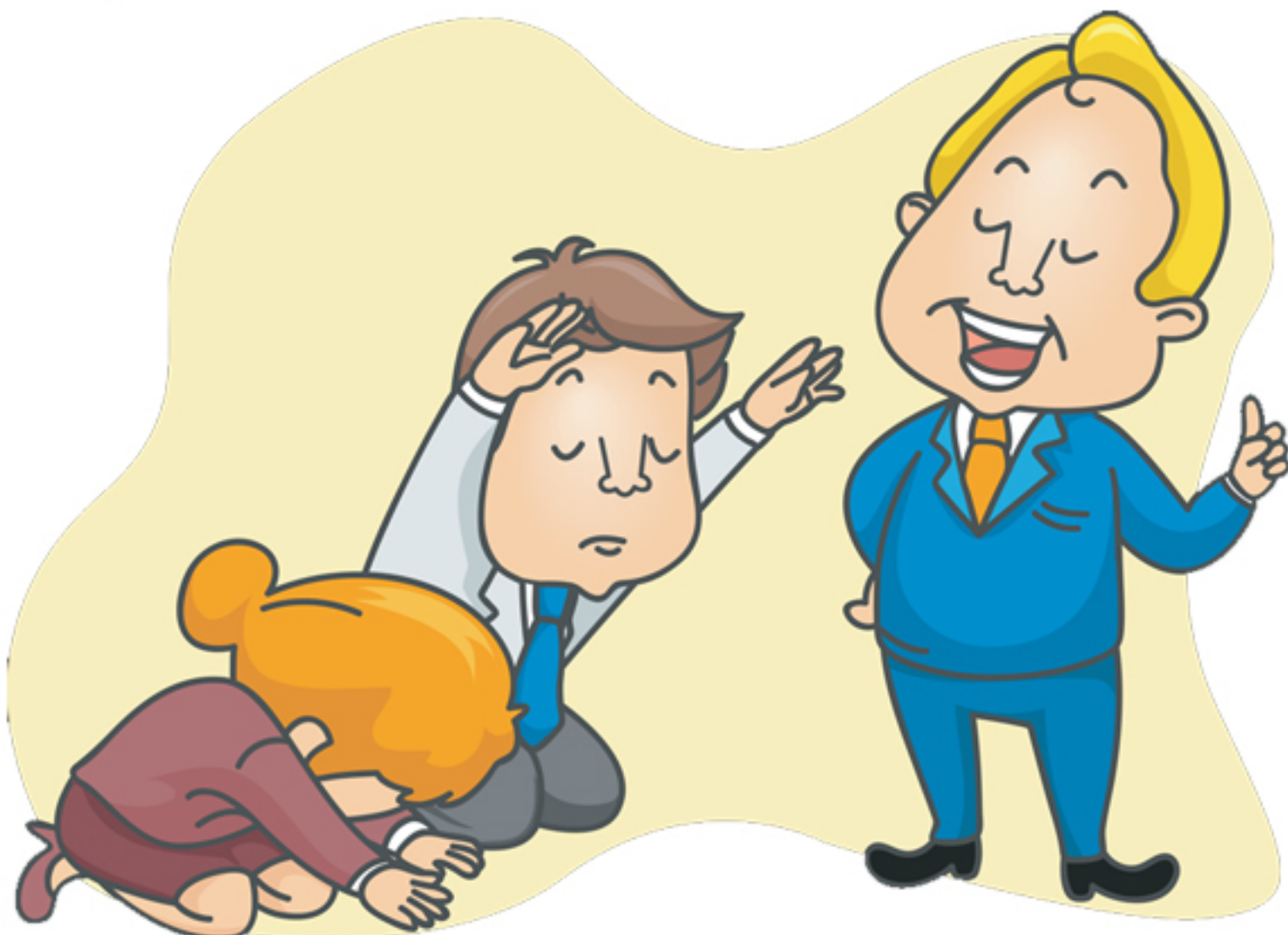
Another day at the office, another day to listen to whining, bickering and gossip while you try to navigate your way through office politics. Ted in accounting is a jerk, Janice won't answer the phones, Justin doesn't clean up after himself, Kelly hates life and everything about it... when it comes to working with other people, let's face it – it's not always easy!

Recently, I found an article that listed different types of coworkers and how to deal with them and I have to say... it helped me with my day-to-day life (not just at work). I learned how to deal with different types of people and although I had to merge some personalities and change some of the ways I dealt with them, I found it super useful, so I thought I would share some insights with all of you. So here we go!

"KNOW IT ALL'S"

Personality: They never care about your ideas and think they are always right. They are extremely knowledgeable and they know it.

How to deal: Flattery gets you everywhere with these types. Ask them what they think of a situation or what they would do.



"THINK THEY KNOW IT ALL'S"

Personality: These are the opposites of Know-It-Alls in the sense that they try to make you think they know it all but really know nothing. They exaggerate and brag, a lot.

How to deal: Get specific! Ask them about their ideas and what they think of specific areas of it.

"SNIPERS"

Personality: They'll use your weaknesses to their advantages and make sure other people notice them as well. They are manipulative.

How to deal: Confront them about it; if they are asked to explain in front of others they often can't and they'll get the hint.

"GRENADES"

Personality: These guys become explosively angry and throw temper tantrums when they don't get their way, or when they want to get a point across.

How to deal: After you give them time to calm down talk about the situation or problem. Praise them for their hard work and ask them what they would do.

Cont...

"EXPRESSIONLESS"

Personality: They are inexpressive and never offer feedback.

How to deal: Ask them directly, preferably in an open handed type of question.

"NO PEOPLE"

Personality: They say no to everything because they generally only see the negative. They shoot down ideas and discourage everything.

How to deal: Figure out how they think and what they do agree on, find ways to present your ideas to them so that they see things they like.

"THE GOD COMPLEX"

Personality: They are impossible to please and think they are entitled to the world. They believe that their opinion is the only one that matters. They set unattainable goals and standards and then judge you for not achieving them.

How to deal: Don't back down to these people. Show them how they are treating you and how it's not acceptable.

"NEGATIVE NANCY'S"

Personality: They hate their life, their job and/or the people around them. They always think their boss is a jerk and that they are being treated wrong. They hate the clients and nothing is ever good enough.

How to deal: Encourage positivity. Help them see things by "throwing them in someone else's shoes". Sometimes they just want to vent so let them.



"WHINERS"

Personality: Victims to everything and everyone.

How to deal: Ask for specifics to their problems and keep asking. Eventually you'll come to conclusions and help them solve the real problem.

"YES PEOPLE"

Personality: Unfinished work and broken promises are these guys specialty. They always say yes and agree to ideas and work handouts.

How to deal: Don't give them too much work and set clear deadlines.

"MAYBE PEOPLE"

Personality: They avoid making decisions until it's often too late.

How to deal: Sit with them and go through all the options. Help them make a decision then and there.

Of course not everyone that causes you stress will fit into one of these categories but learning how to deal with the vast majority will definitely cause you less stress and help you sizzle down! There are simple things that you can put into effect daily to help make your life easier:

- Overcome your fear of confrontation and conflict
- Play well with others
- Learn how to have difficult conversations
- Learn how to deal with your boss
- Be a good team player
- Just say no to gossip
- Be the "better person"

Whatever it is that works for you, use it daily. Don't be afraid to ask questions and tell someone how they make you feel. After all, most of us see our co-workers more than we see our family, might as well have fun!

Source:

<http://www.forbes.com/sites/jennagoudreau/2012/09/14/how-to-deal-with-coworkers-you-cant-stand/>