



## How do you invest in Real Estate?

If you are like most people, you have, at one time or another considered or have been involved with real estate investing. In fact, if you are a homeowner, you are **ALREADY** a real estate investor. Recent studies have shown that over 92% of Americans are more secure with the performance of their residence than the stock market.

So, why haven't you invested in real estate?

You could simply call your local realtor and ask them to find you an investment. After you put 10, 20, or 30% down on an income property, you have an 85% chance of giving up within 3 years. Land lording isn't for everyone. Managing properties, tenants and dealing with that segment of the real estate investing industry isn't for everyone. Like walking through a minefield, your education can be abrupt and costly. Perhaps you could purchase a course off a late night infomercial or attend a weekend seminar? Maybe one of those "Guru's" has the key to unlocking this puzzle and putting your financial future together. While this process may seem simple and easy at 2 AM, once reality sinks in, most people realize that an industry as dynamic and important as real estate cannot honestly be mastered by simply reading a book or taking a weekend seminar.

Real Estate is one of the most secure and profitable investment vehicles known to man, and yet, there is no clear, honest, responsible, and effective methodology for learning how to invest...**Until now.**

The Springboard Group, Inc. is the country's only professional Real Estate Education Academy. Our local group is based in your own back yard in Wheaton, IL. Our philosophy is simple; teach people how to invest in real estate by doing it.

- **Real World Education.** Education becomes permanent when learned in the appropriate amount of time. Each student completes a semester-based course over 3-6 months (not 3 days) that focuses on your local market.
- **Make Money as you Learn.** Students must apply and qualify to enroll in the group. The best way to learn how to invest is by **doing it**. Unlike EVERY other book or tape program, our classes are only for investors who are action-oriented.
- **Custom Tutoring.** Working one-on-one with experienced professional, students will design a custom business plan. Your plan will utilize your individual strengths, goals, resources, and personality. (Not simply be a cookie-cutter plan from a book)
- **Guaranteed Results.** As the nations leading Real Estate investor organization, we have a 5-star reputation to maintain. 100% of our students are successful at real estate investing because of our commitment to your success and our "earn as you learn" program that uses YOUR deals as your fieldwork. Simply stated, no one graduates until they are making money at investing in real estate-period.



## Frequently Asked Questions

### *What is the Springboard Group?*

The Springboard Group is a corporation located in Wheaton, IL. Our mission is to provide the finest, practical education for real estate investors. The group consists of industry professionals, educators, bankers, attorneys, CPA's, investors, rehabbers, tradesmen, realtors, and students. This network of professionals allows NEW investors the ability to rapidly accelerate the time, energy, and resources it takes to learn how to invest in real estate and realize a profit.

### *What does it take to qualify?*

Due to the limited number of students in each class (12 per class/semester), Springboard has an application process that maximizes the benefit to all enrollees. Like an Ivy League university, Springboard works with the best of the best. Applicants should be highly motivated to learn, grow and most importantly-act! If an applicant is still in the beginning stages of investigation, or performing due diligence in the real estate investment industry, they are encouraged to learn more from those who have already done it. We encourage anyone to apply but realize that investing is not for everyone.

### *How do classes work?*

Each quarter Springboard hosts a full day, live event in the Chicago area. Students from previous semesters, current and future students gather for an orientation and "deal-making" day. Guest speakers are brought in to teach specific techniques, methods, and to motivate investors to raise their personal goals and to work their individual plans.

Each investor then enrolls in a weekly class held either in the Springboard training center or at home on their computer using Springboard's state-of-the-art, interactive, live, web-based training where they can actively participate in class, ask questions, and take notes from the comfort of their home computer.

Homework assignments are given out each week. Student/investors are required to complete these weekly assignments and deliver a progress report to their mentor/coach on a monthly basis.

Each month, a phone or personal meeting is scheduled with your mentor/coach to review your plan and adjust your goals and tasks to insure your success as a real estate investor.

Within a few weeks, students are expected to begin investing. Each deal is reviewed by the teacher and thoroughly analyzed by professionals prior to moving forward. Within three to six months, students are active real estate investors.

### *How long are they?*



Classes are two and one half to three hours, one night each week, and last for 10 weeks.

***How much time does it take?***

Students should allow a minimum of 5-10 hours per week to invest in real estate on a part-time basis. Each student/investor is treated as an individual. Your personal goals and plans will dictate the time necessary to achieve them.

***How much is tuition?***

As each student has specific needs, goals and resources, no two students are alike. Similarly, tuition is customized to your personal plan, what you would like to achieve, and the pace you set for yourself. Tuition is competitive with a traditional private college or university. The difference is, with Springboard, your results are GUARANTEED!

***What are the guarantees?***

Each qualified enrollee member is guaranteed to DOUBLE his or her tuition within six months of enrollment. This guarantee specifically states,

*“If you have not doubled your initial investment back within 6 months from your enrollment date, you can continue to work with Springboard until your agreed upon goals are achieved at no additional cost; provided you honor the commitments above.”\**

Each student commits to completing their business plan, investing a minimum amount of hours, completing their homework, attending class, presenting a minimum number of offers, providing a monthly progress report and applying the principles they learned.

***What if I have already started investing?***

Nearly half of all students have already invested in at least two income properties. Many of these investors find the networking, business planning, and deals done as a Springboard Group member double or triple their current returns.

***Why is your learning method superior to all others?***

Just as it would be ridiculous to learn to play the piano by simply reading a book or attending a weekend seminar, real estate education is best learned over time, with a teacher, and by DOING IT! This is the only methodology that produces measurable results in this industry.

***How long have you been in business? Who are the instructors?***

Doug Crowe, the lead trainer for the organization has been investing for over 15 years. The combined experience of all the principles, advisors, and instructors exceeds 57 years and over \$200,000,000 in real estate transactions. The Springboard Group education group was incorporated in August of 2001.

\*See enrollment application for restrictions and details

*(The following is an excerpt from our course materials. The purpose is to help you keep the proper perspective, courage and hope to establish your investment plan and stay on track.)*

## Where Are You Going?

My Dad was a pilot in the air force in the late 1940's. As a kid growing up in the 60's we were fortunate enough to fly in Dad's little single engine piper over the fields and hills of Ohio. I don't remember all the details of those flights, but I remember a couple of key moments that I have carried with me all of these years.



Before we took off, Dad filed a flight plan. He knew exactly where we were going and informed the air traffic control folks as to our destination and the route we were going to take to get there. During the course of the flight, wind, weather and the performance changes of the airplane moved us in different directions all throughout the flight. These factors moved our little airplane off our prescribed course almost constantly. Throughout our entire trip, there were constant deviations and course corrections to keep us "on target." It didn't matter what caused the deflection from our path, we were able to "stay the course" because of three critical elements.

- First, Dad received constant feedback from his instruments. The instruments and the charts he used, told us exactly where we were. The ongoing monitoring of our path relative to the path we planned allowed us to make course corrections on a constant basis.
- Second, my Dad not only planned the entire flight in his mind, he had committed it to a written plan. This written plan assured us that we had a clear and recognizable destination and a precise path to get to our destination.
- Finally, he shared that plan with the air traffic controller. By sharing his flight plan he was accountable to not only himself and his attentive 11-year old passenger, he had a second set of eyes watching his progress. This accountability to another professional not only made the journey safer, but also assisted my Dad in expediting the trip.

The flight of an airplane is the ideal metaphor for our goals. When we create our personal or professional goals, it doesn't matter if we are off target. The hope lies in the vision and constant monitoring of our plan by ourselves and a coach, mentor or associate. The metaphor of the airplane is only one of many such examples that prove the fact that in order to achieve a specific (and often long-term) goal, one must utilize a myriad of resources and adjustments to reach the desired destination.

Like the flight of an airplane, you are encouraged to seek the proper vehicle, plan, instruments, and accountability to reach any destination you desire.

## Goal Setting

I've set goals constantly throughout my life. There have been times when they were achieved and many more times when they were not. Some of the books I read were decent and others left me with a few gaps. In this special report, I hope to open your mind to a few unique angles and ideas to not only set your goals but to achieve them with value and purpose in record time. Many of the books and programs simply told me to write things down and to take action. While this is a good start, it never felt complete.

Over the years, I have learned that people are motivated in their own unique way. Some of us are more self-motivated and others rely on significant outside stimulus to make any progress.

The following program was developed by Springboard and is an excerpt from our curriculum that takes into consideration not only the advantages of goal setting and achievement, but also how to adapt YOUR personality and strengths to work with you.

***Complete the following goal-setting module for yourself and make sure you have another person to whom you can be responsible.***

This person is one whom you would be comfortable with sharing your dreams, goals, and plans and who is not a person who would tend to say, "You're crazy" or "That's impossible." You must have an advocate who is a big thinker. Any entrepreneur or soul mate who shares in your aspirations, a supportive parent, or local businessperson are excellent candidates. If you simply cannot find or think of someone yet, don't worry. As a student of our private coaching program, your coach will be a supportive member who will encourage you and help to keep you accountable.

### Exercise

When you begin your goal setting exercise make, sure you start with a clear head and have zero distractions. Find a quiet room or area where you are 100% at peace.

Next, start with an empty notebook or several clean sheets of paper. Now, write down as fast as you can every thing, situation, relationship, object, financial goal, travel goal, or everything you ever wanted and have EVER wanted. Let your mind go-completely. The key to this exercise is not to have ANY barriers towards your dreams. Don't let any barrier of age, finances, or interpersonal relationship situation cause you to NOT write something down. Write down ALL your dreams and goals with the assumption that it would be impossible for you to fail. Imagine if time and money were not an issue and that no matter what you dreamt about, would come true.

Write fast and furious. You should have no less than 100 things that you want to do, be, or have.

### **Categorize**

After you are done with writing down all of your dreams, goals and objectives, sort them out. Organize your dreams by topic (financial, relationship, spiritual, health, etc.). Once you have assigned each dream or goal by topic, take EACH topic, and shift your focus. When you FIRST started the exercise, you were asked to have NO LIMITS to how many dreams you could have. Now, once you have 10, 20, 30 or more dreams per topic, take a good, hard look at each topic and choose only 5 from each topic. Imagine that you can ONLY have 5 goals from each category. Highlight those goals or assign a “code” to them. Now, from those 5 goals, imagine if you are only ALLOWED one goal from each category. When you look at your list of 5, imagine that a “genie” was going to grant you a single wish for instant success in each category and you would instantly achieve that goal. Make sure that that goal is one that would, of course, have the biggest influence on your life and the lives of those whom you care for.

### **Values**

When you look at these top goals, make sure that the ones you select will have the most dramatic affect for you. If you really believe that you value health above finances that you invest your precious time for proper exercise before you take on that additional job, business, or project. If what you value is not in line with how you invest your time and other resources, you will be out of sync and incongruent with yourself. Make sure that the values that you hold important are congruent with each of these goals.

### **Prioritize**

Now, look at each of your categories and pick only ONE goal from each category. It should be selected on the criteria of the one goal that will have the largest positive impact on your life. Once you have selected that single goal, fill out the balance of the goal-setting sheet.

From your master sheet, transfer each goal to its own goals and objective sheet. In this part of the assignment, you will break each goal.

### **Benefit**

Below your itemized goal, list the single greatest benefit that you will realize by the achievement of that goal. Keep in mind that benefit must not only be congruent with your values, but it should be a benefit that not only helps you but benefits other people,



society, the environment, or have a greater benefit than a single, personal benefit to yourself. This makes the goal MORE powerful because you will attract other resources to attain your goal when there are more beneficiaries that just yourself.

## **Obstacles**

Every goal will have obstacles. Up until this point, your mind should have been running along as though it were impossible to fail. The exercise of writing down EVERY goal, without regard to any hurdles is important because it is always better to dream big.

*When you shoot for the stars, and merely hit the moon, you have achieved something. If you merely shoot to “go up”, the likelihood of hitting the moon is slim.*

Now it is time for a reality check. Go ahead and list all of the obstacles that have prevented you in the past from achieving this goal. Alternatively, if you have never tried to achieve it before, go ahead and think of all of the barriers to your goal. Write each one down and immediately write down your strategy, tactic, and/or solution for overcoming that obstacle. Remember, every problem HAS a solution. If you cannot think of a solution, ask your instructor for help. Be creative. Think big. Ask for help.

## **Action**

The specific action steps to achieve your goal are crucial to your success. Each time you achieve ANY milestone towards your goal, you need to check it off and congratulate yourself. Break down this goal into simple, clear, definable steps that can be measured and adjusted. Your action steps can be as simple as “pick up the phone and call X” or “Drive to Library for research.” Don’t worry about making large steps, here. All large goals are achieved one day and one hour at a time. Go ahead and break up your action steps and small and as specific as possible. Each action step, however, MUST have a date attached to it. Any goal, step, objective, or action without a date is simply a dream. Once you have specific dates assigned to each action step, turn over your sheet, and put the final action step date on the target date for your overall goal. If your overall goal is not one that has a date or is otherwise “ongoing” (as in relationship building), fill out a date for the beginning of that ongoing result. As you achieve each step, go ahead and put a check mark upon completion.

## **Affirmations**

Here is where we separate the goal achievers from the goal setters. Only 3% of the population has written goals. Congratulate yourself; you are already in the top 3% of the population in terms of goal achievement. Of course, not everyone who writes their goals down actually achieves them! There is only and ONLY one reason for this.

## **Belief**



If a person believes in something, it makes it even more easily to achieve. At one time, EVERYONE believed that manned flight was impossible. It wasn't until a couple of bicycle builders from Ohio BELIEVED it to be possible that they took the ACTION to make it so. If you "want" a million dollars in the next 5 years, or have a similar goal, and action steps to achieve it-congratulations, you are well on your way.

However, if deep down in your heart, you do not have the true, unshakable belief that you actually deserve that wealth and truly believe that it WILL happen, guess what? It will not. Action without belief is called "busy work" or "spinning your wheels." In order for you to attain your goals, you must trick your subconscious mind into believing that you already HAVE that goal done! You must write specific affirmations in the present tense.

If your goal is to have a one million dollar net worth in the next 60 months, you must write the affirmation, "I have a one million dollar net worth." Do not write, "I will have..." Stating such a thing with the words will, soon, hope, someday, etc. are dream words. Such words show doubt. Doubt grows as you attack your obstacles and the domino effect of that doubt is catastrophic.

(Use attached form "My Personal Action Plan" for this part of the exercise)

Now choose ONE specific goal you want to achieve. Identify the reason behind the goal, who will benefit, the obstacles you must overcome, and milestones necessary to achieve it. By inserting dates alongside your milestones and identifying a person to be accountable to, your chances for success will rise exponentially.

(End of excerpt)

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***"Real Deals, Real Experience, and Real Results  
for Real Estate Investors"***

For more information concerning goal setting and planning a business utilizing your individual strengths, resources, personality and assets, contact:

[Info@springboardcorp.com](mailto:Info@springboardcorp.com)