



MOM'S HOUSE HOME STUDY COURSE

# CHAPTER FOURTEEN

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*Full Certification Program Available*

APPLICATION LINK

# *Chapter Fourteen*

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This brings us to the end of our time together, and I hope you've learned a lot. I want to go over just a recap of everything we learned.

I hope you know how big of an opportunity that this is.

What you've taken is action to find this home study course on how to find the best real estate leads in your market. It's super powerful if you can go out and build these relationships with these stakeholders that we've gone over.

Do you have what it takes to do this?

I think so.

I've got it set up to where you know who to talk to, what to say to them and how to be the thing that helps them with their business. What people care about is what's in it for them. And I really hope you've learned today on how to present yourself as a solution to the problem that faces them in their own business. Can you handle a lot of leads? Maybe. I see so many people in this industry, they get wound up over, "I got a hundred leads, but they're all crap." I have been in this business so long I don't want to work bad leads anymore. I think that's time-wasting and I don't want to see you waste your time. If you're going to be in real estate that means you're going to be in the marketing business. I'm teaching you on how to find the best leads that are reoccurring.

How much more free time would you have if you talked to 12 people a month, but you bought four houses? Would that get you to your goal to buy 48 houses a year? Would that get you to what your true goal is? I think that it is.

Talking to 12 people takes how long of your day? There's so many bad lead sources out there that today we've really talked about how to cultivate relationships, getting the best leads in the industry.

If you like working badly, continue to do whatever you've already done, continue to do the old marketing style, the spray and pray models that have some success, but not nearly the success that I've done with the Mom's House model.

There's going to be a phase two to this that we're going to talk about in the future, and that's having leads in your own city to work. We want to work with people that have taken the certification process.

We call the certification a sensitivity training to the senior living world. We want to know that you're the right person for that. The thick of it is that you can do this.

If you're overwhelmed by building just 20 relationships, then this is definitely not right for you. But 20 relationships to set up your financial future is a pretty small price to pay. Of course you might say, "Well, I'm a go getter. I'm going to go out and get 40 relationships or a hundred relationships," and maybe you will.

What I'm trying to say is for you to be very, very successful and have almost no marketing budget, 20 is plenty.

In our certification class, we go really, really deep into how to make that 20 is plenty list, how to reach those people, what to say to them, the step by step guide on how to make this be your best lead source.

What we really want to do is work with people that have the right attitude, the wherewithal to do what they say, that have good ethics. Mom's House is not for everyone, but if you want to become a Mom's House certified investor, it's very simple.

Just get a hold of me, go to [momshouse.com](http://momshouse.com), let's talk about it.

Let's talk about your city and to see if you're the right fit for this.

I think that you could be.

Thank you for taking this step with the in-home study course. I hope you've learned a lot. I hope you're excited about building your 20 is plenty list and going out and starting to build these relationships.

What I want you to know about the deeper certification class is that we have the mentorship with the group from all the cities that have taken this course, all the other high level investors nationwide that you can bounce questions off of to really build this out in your city and make it the success that I've made it with my own investing business.

Thank you for taking this course.

I'm here if you have any questions; just reach out to me on the site, [momshouse.com](http://momshouse.com). I will be happy to get a hold of you and talk about your future goals and showing you exactly how to get there.

Thank you.