



# THE BOOK OF BENEFITS



# The Best Place TO WORK, BUY AND SELL REAL ESTATE

- *#1 Brand for Seller Attraction*
- *#1 Plan, System, Skills Training*
- *#1 Leading Edge Technology*
- *Sellable Business Asset and Double Exit Strategy!*
- *Six Broker/Owner Guarantees*



**\*\*Scan the QR Codes**  
on each page for  
additional details on  
that benefit\*\*

# THE #1 BRAND FOR SELLER ATTRACTION



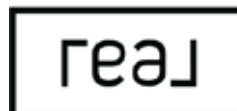
  
Scan Code for Video  
Details on The #1 Brand  
for Seller Attraction.

[tinyurl.com/1-brand-for-seller-attraction](https://tinyurl.com/1-brand-for-seller-attraction)

*Why Would I Contact  
You to Sell My Home  
Over Any Other?*

**YOURHOMESOLD**  
GUARANTEED REALTY®

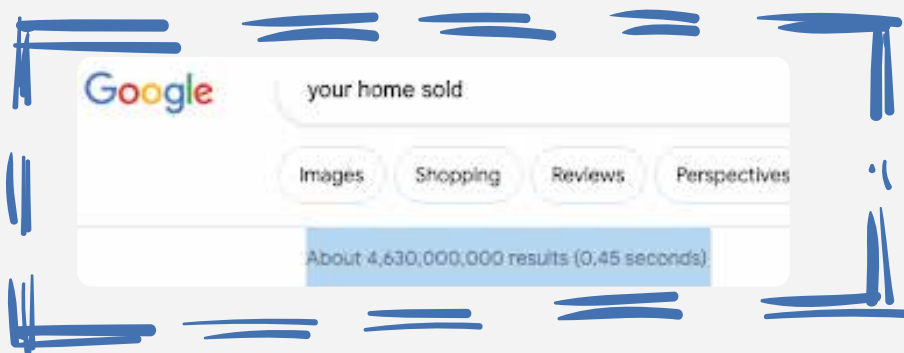
Our Name is Our Promise



COMPASS REAL ESTATE

corcoran

4.6b results in  
most search  
engines!



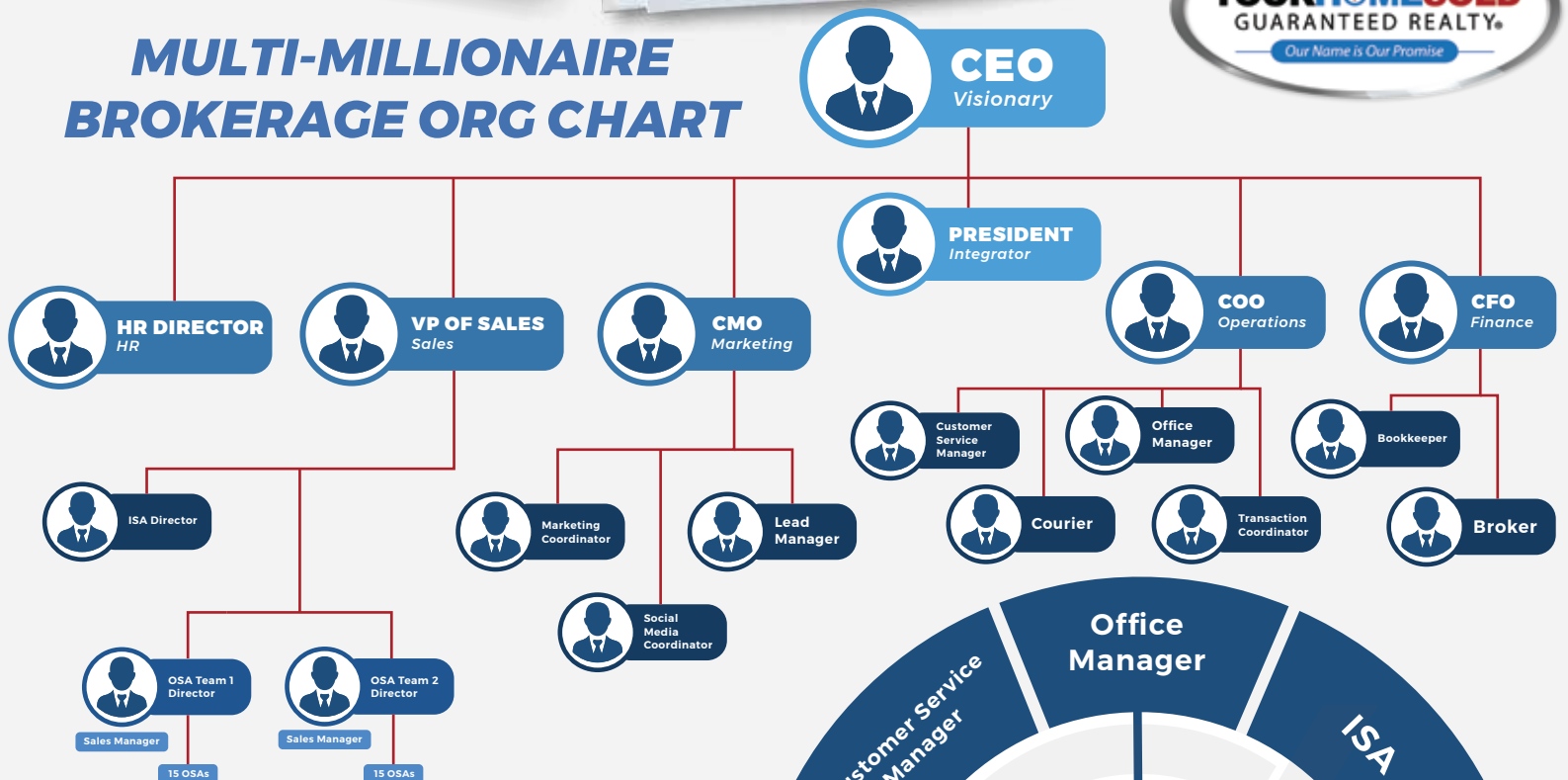
*If you have to run around town spending time and money  
telling prospects who you are, what you do, how your different  
and how that benefits them... you have a brand positioning  
problem...*

Gary V.





## MULTI-MILLIONAIRE BROKERAGE ORG CHART



## MILLIONAIRE AGENT ORG CHART





# THERE IS ONLY PLAN AND SYSTEM



Scan Code for Video  
Details on The Plan and  
System.

[tinyurl.com/plan-and-system](http://tinyurl.com/plan-and-system)

## THE SYSTEM

### AUTOMATIC REVERSE PROSPECTING SYSTEM



Run Direct  
Response  
**LEAD  
GENERATORS**  
to compel  
prospects  
to contact you

1



Use  
AUTOMATION  
to answer  
**SIFT & SORT**  
your best  
prospects

2

### LEAD CONVERSION SYSTEM



Implement  
**FOLLOW-UP**  
System  
(convert  
prospect to  
appointment)

3



Compellingly,  
**PRESENT  
BENEFITS**  
(USPs) (convert  
prospects to  
clients)

4

### LIFETIME CUSTOMER SYSTEM



Provide WOW  
**SERVICE** by  
implementing  
Systems &  
Assistants to  
handle a Quantum  
Leap in business

5



Communicate  
with clients to  
obtain  
testimonials &  
**REFERRALS** to  
build future  
business

6



*The Millionaire Agent  
Super Profitable Sales Team*

**100% of Agents who  
have Implemented  
this Plan are  
Millionaire  
Agents!**

## FIRST TWELVE MONTH'S CHECKLIST

Growing a business is  
complicated. We all want to  
get it right. We exist to help.



# YHSGRU.COM

The #1 sales skills, negotiating skills, closing skills, and marketing skills training platform in real estate guaranteed! if anyone can show better well donate \$10,000 to the charity of their choice.

THE BEST PLACE TO WORK, BUY, & SELL REAL ESTATE

HAVE QUESTIONS? NEED HELP? HOP ON OUR LIVE SUPPORT ZOOM!

## AGENT SUPPORT HOTLINE

SCROLL TO THE RIGHT TO ACCESS THIS WEEK'S LIVE TRAINING!

JOIN THE SUPPORT HOTLINE

LIVE M-F 9AM - 8PM ET

MONDAY 11AM ET/8AM PT  
HOW TO GET PAID LIKE A BROKER OWNED WITHOUT BEING ONE!

YHSGRU.COM

File Vault

Document Folders

Public Notes

Folder Name	File
ML 123 Success New Business Additional Materials	1
ML 123 Success New Business Additional Materials	7
Additional Local Description Examples	1
Advanced Agent Workshop	10
Advanced Follow Up and Remarketing Systems	8
Advancing the YHSGRU Agent System	1
Agent Marketing Materials	41
Agreements for YHSGRU Agents and Sellers	4
America's Preferred Home Warranty	8
Brokerage Information	14
Business Cards	1
Digital 2014 Backgrounds	8
Direct Mail Marketing	8
DMC	1
Email Response Templates	1
Financial Modeling & Reporting	1

Over 60 libraries  
Containing over 1000  
Millionaire Agent Maker  
Resources!

Special Stipulations:  
"Closing Costs" as referenced on page one of the Purchase and Sale Agreement include but are not limited to attorney fees, intangible tax, title insurance, title exam fees, buyer agency fees, lenders inspection fees, appraisal fee, tax service fee, underwriting fees, courier fees, loan origination fees.



# AGENT RECRUITING SYSTEM



Scan Code for Video Details on The Revenue Share Plan.

[tinyurl.com/revenue-share-plan](https://tinyurl.com/revenue-share-plan)



- *Weekly Why YHSGR Zoom.*
- *Your Grand Slam Offer Video Ads.*
- *The YHSGR Revenue Share Plan.*

## REVENUE SHARE PLAN



### DOWNLINE GROWTH MAP

- Tier 1 = You personally introduce
- Tier 2 = Tier 1's agent recruits
- Tier 3 = Tier 2's agent recruits

THIS GROWTH PLAN DESCRIBES PAYS OUT **\$350,000.00** IN ANNUAL RESIDUAL INCOME.

- Tier 1 = 10 agents  
 $\$5,000.00 \times 10 = \$50,000.00$
- Tier 2 = 20 agents  
 $\$5,000.00 \times 20 = \$100,000.00$
- Tier 3 = 40 agents  
 $\$5,000.00 \times 40 = \$200,000.00$



# LEADING EDGE TECHNOLOGY

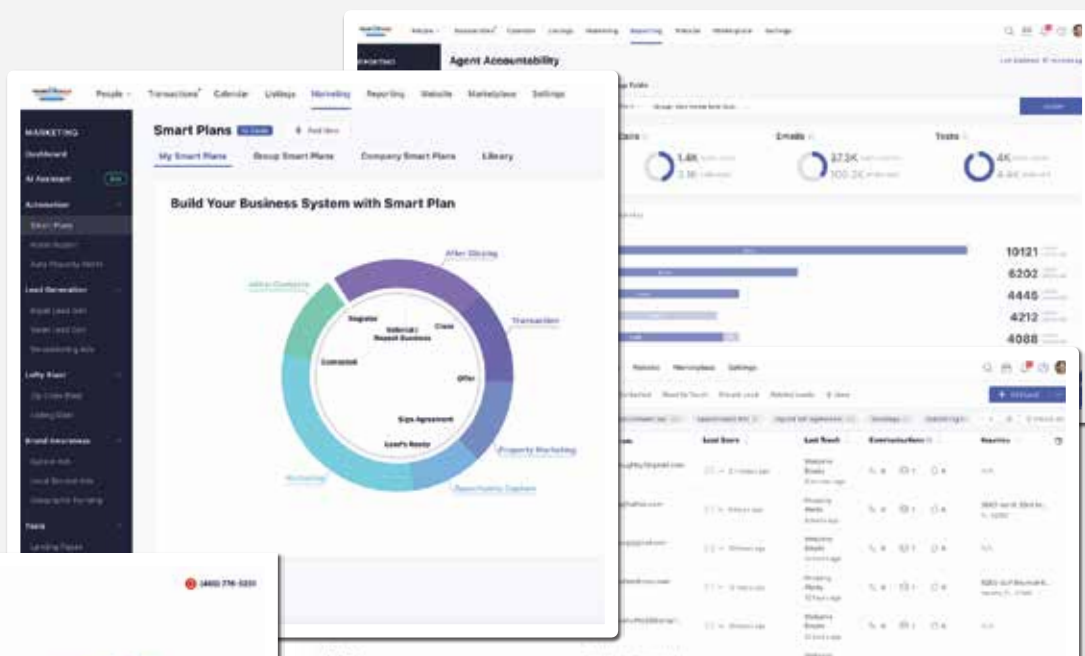


Scan Code for Video Details on The YHSGR Website and CRM.

[tinyurl.com/yhsg-r-website-and-crm](https://tinyurl.com/yhsg-r-website-and-crm)

## YHSGR LEAD GEN WEBSITE AND CRM

- YHSGR CRM
- YHSGR Cash Offers Platform.
- Dotloop for YHSGR.



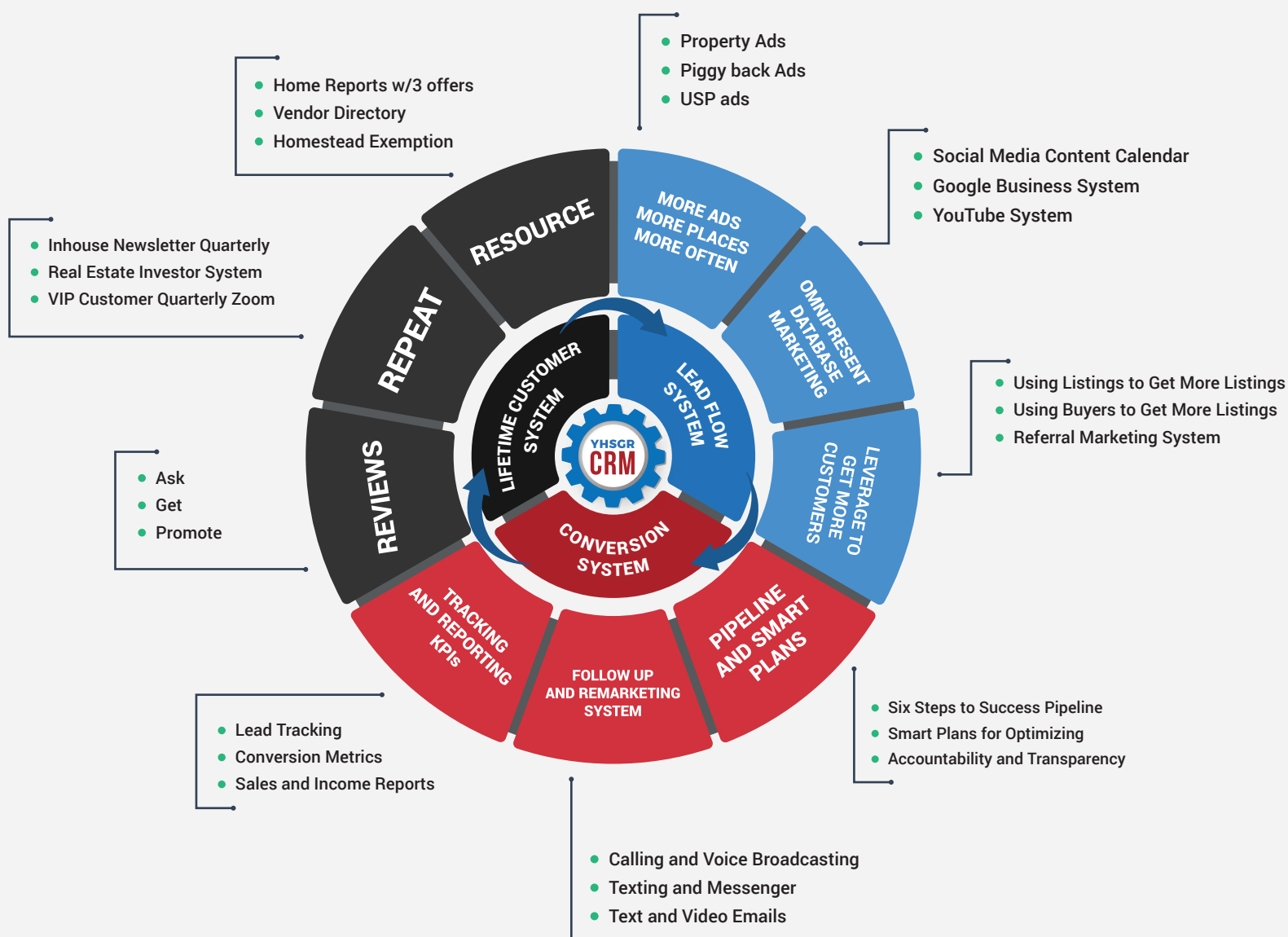




Scan Code for Video  
Details on The YHSGR  
Website and CRM.

[tinyurl.com/yhsggr-website-and-crm](https://tinyurl.com/yhsggr-website-and-crm)

# YHSGR CRM THE #1 WEBSITE AND CRM TO POWER YOUR VISION



# YHSGR LEAD GEN WEBSITE



Scan Code for Video Details on The YHSGR Website and CRM.

[tinyurl.com/yhsgr-website-and-crm](https://tinyurl.com/yhsgr-website-and-crm)



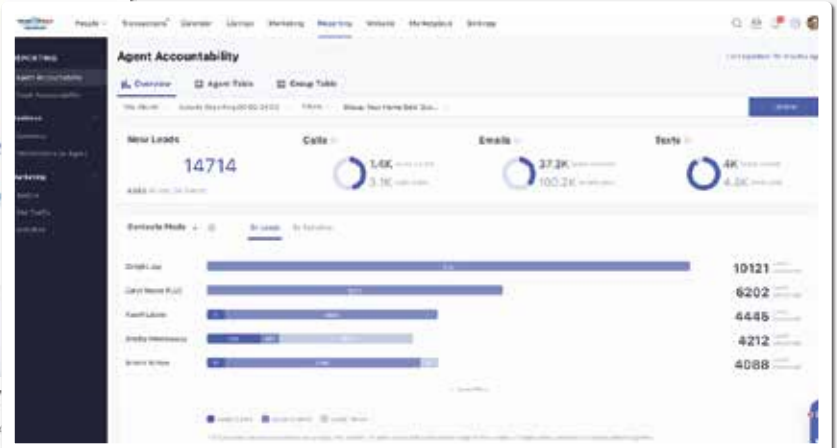
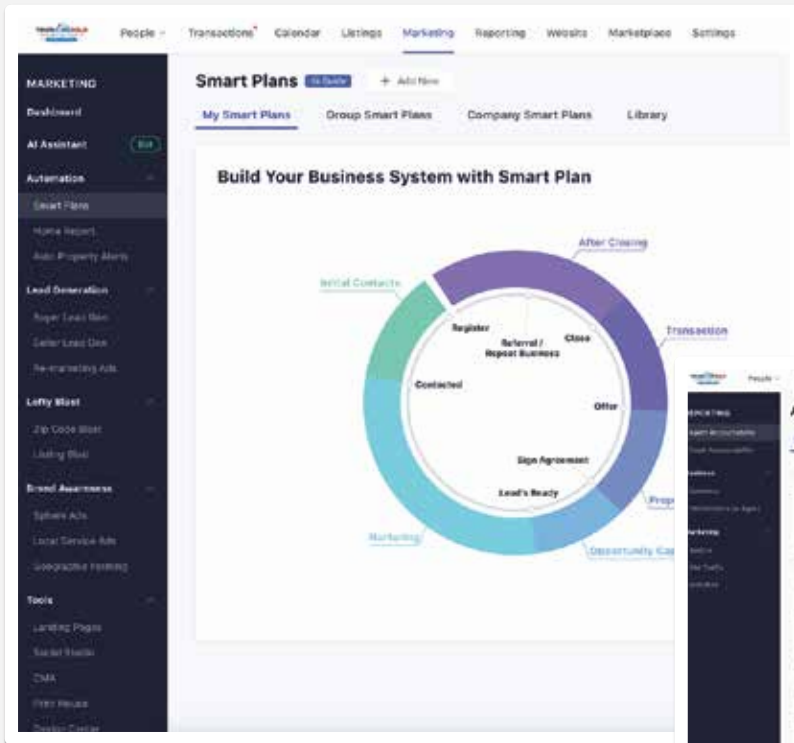
# YHSGR CRM



Scan Code for Video  
Details on The YHSGR  
Website and CRM.

[tinyurl.com/yhsgcr-website-and-crm](https://tinyurl.com/yhsgcr-website-and-crm)

## YHSGR CRM THE #1 WEBSITE AND CRM TO POWER YOUR VISION




Company Leads								
All Leads 135471								
New Leads 10301   Attempted Contact 3001   Follow Up/Nurturing 3432   Appointment Set 1001   Appointment Met 47   Signed VIP Agreement 101   Showings 86   Submitting O...								
Name	Pipeline	Agent	Contact Info	Lead Score	Last Touch	Communications	Inquiries	
No Name Seller	New Leads	Dwight Joy	susanwilloughby7@gmail.com N/A	35 3 minutes ago	Welcome Emails 3 minutes ago	0 1 0	N/A	
Geoffrey Hetter Seller	New Leads	Deborah Kling	keo_xiong@yahoo.com N/A	37 6 hours ago	Property Alerts 6 hours ago	0 1 0	3065 North 33rd Av... FL, 32683	
PHASE YUNG Seller	New Leads	Dwight Joy	phaseyung@gmail.com N/A	38 10 hours ago	Welcome Emails 10 hours ago	0 1 0	N/A	
Nancy Czapar-Charlton Seller	New Leads	Deborah Kling	nancycharlton@msn.com N/A	37 12 hours ago	Property Alerts 12 hours ago	0 1 0	8269 Gulf Boulevard... Naverre, FL, 32568	
Andrew Andrade Seller	New Leads	Cheryl O'Reilly	andrewcuellarfritz99@gmail.com N/A	35 15 hours ago	Welcome Emails 15 hours ago	0 1 0	N/A	
No Name Buyer	New Leads	Chase Lance	americo_ebart@goldenmar... N/A	34 4 hours ago	Welcome Emails 16 hours ago	0 1 0	N/A	
K Seller	New Leads	Dwight Joy	georgiakaren@hotmail.com N/A	38 19 hours ago	Welcome Emails 19 hours ago	0 1 0	N/A	
Ashlynn Kulas Buyer	New Leads	Chase Lance	morris4@mdhmx.com N/A	34 5 hours ago	Welcome Emails 19 hours ago	0 1 0	N/A	
Lisa Taylor Buyer	New Leads	Dwight Joy	mlblisa@yahoo.com +1 706-621-2136	55 High Interest 19 hours ago	Property Alerts 19 hours ago	0 1 0	\$459.1K - \$469.7K Pendegrass, Jackson...	

# MULTIPLE CASH OFFER PLATFORM AND SYSTEM



Scan Code for Video  
Details on The Multiple  
Cash Offers.

[tinyurl.com/multiple-cash-offers](https://tinyurl.com/multiple-cash-offers)




**Multiple Cash Offers & More**


Find out what your home will sell for with convenience, choice and certainty and no obligation.

Enter your address:

AS SEEN ON



402 W Country Dr  
Dubuque, IA 52002



Offers Received: 6

Offer Range: \$903,983 - \$1,490,082

Created Aug 16, 2024

Updated Aug 16, 2024

**Offers**

Offer	Amount	Buyer Rank	Net Offer	Seller Fees	Net Proceeds	Expires
Upgrade & Sell	\$1,490,082	\$40,000	\$1,450,082	\$14,504	\$1,335,578	Sep 14, 2024
Zoom Casa Cash Offer Plus	\$1,390,743	\$10,000	\$1,280,743	\$10,000	\$1,270,743	Aug 26, 2024
Cash and Sell	\$1,362,929	\$10,000	\$1,352,929	\$10,000	\$1,342,929	Sep 14, 2024
Sell and Leaseback	\$1,345,975	\$10,000	\$1,335,975	\$10,000	\$1,325,975	Sep 14, 2024
Homebound	\$1,231,423	\$10,000	\$1,221,423	\$10,000	\$1,211,423	Sep 14, 2024
Straight Cash	\$903,983	\$0	\$903,983	\$0	\$903,983	Sep 14, 2024

402 W Country Dr  
Dubuque, IA 52002

Highest Offer:  
**\$1,490,082**

Upgrade & Sell

Offer Amount:  
**\$1,490,082**

Zoom Casa Cash Offer Plus

Offer Amount:  
**\$1,390,743**

Cash and Sell

Offer Amount:  
**\$1,362,929**

Sell and Leaseback

Offer Amount:  
**\$1,345,975**

Homebound

Offer Amount:  
**\$1,231,423**

Straight Cash

Offer Amount:  
**\$903,983**

**GUARANTEED**  
*Multiple Cash Offers  
on your Home Today for 100%  
of Market Value or we'll Pay  
you the Difference!\**



**YOURHOMESOLD**  
GUARANTEED REALTY®

Our Name is Our Promise



# THE ONGOING COACHING and TRAINING SYSTEM



Scan Code for Video Details on The Coaching and Training System.

[tinyurl.com/coaching-and-training-system](https://tinyurl.com/coaching-and-training-system)

## The #1 Business Building Coaching and Training in Real Estate Guaranteed!

Exclusively for Broker/Owners, their partners and Key admin!

### ● FLOW

#### The Monday YHSGR Lead Generation Workshop!

Every Monday at 11am ET/8am PT join Todd Walters and a Panel of Multi-Millionaire Owners and Team Leaders as we roll up our sleeves and Increase Lead Flow and Sales!

- ✓ The 1st Monday of the month: YHSGR Cash Offers System Best Practices.
- ✓ The 2nd Monday of the month: YHSGR Omnipresent Database Marketing Systems
- ✓ The 3rd Monday of the month: Using Customers to Get More Customers
- ✓ The 4th Monday of the month: More Ads in More Places More Often Systems.

### ● ONLINE BRAND POSITIONING

#### Tuesday Onboarding Session: Your Online Brand Positioning Seller Attraction System.

Every Tuesday at 11am ET/8am PT join Chase Lance and Super Star Agents as we show you how to get at least one new deal a week from Organic Online Existence and Search Engine Optimization.

- ✓ If you are not getting at least 4 sales a month Organically from your online brand positioning (no ad spend), then attend this session until you are.
- ✓ With this Online Seller Attraction System... it wont take long!

### ● CONVERSION

#### The Wednesday YHSGR Conversion Workshop.

Every Wednesday at 11am ET/8am PT join Todd Walters and a Panel of Multi-Millionaire Owners and Team Leaders and Improve Conversion Systems!

- ✓ The 1st Wednesday of the month: The Art of the Deal: Prospect to Close Systems.
- ✓ The 2nd Wednesday of the month: Pipe Line and Smart Plan Automation
- ✓ The 3rd Wednesday of the month: Follow Up and Remarketing Systems.
- ✓ The 4th Wednesday of the month: Tracking, Reporting and KPI's.



### ● FINANCIAL MODEL

#### Thursday Onboarding Session: The Millionaire Agent Financial Model

Every Thursday at 11am ET/8am PT join Chase Lance and Super Star Agents as we help you increase the amount of money per sale.

- ✓ You deserve a pay raise, so following our value stacking system, you will increase your income by 50% or more per transaction. Essentially make a lot more money without any additional work... but by delivering extreme value. In addition you will see how to follow our exclusive Profit and Loss Model to guarantee you a Super Profitable Real Estate Business as you scale up!

### ● RETENTION

#### The Friday YHSGR Life Time Customer System Clinic!

Every Friday at 11am ET/8am PT join Todd Walters and a Panel of Multi-Millionaire Owners and Team Leaders as We Turn Clients into Life Time Customers!\*

- ✓ The First Friday of the Month: Systems, Mindset and Guarantees!
- ✓ The Second Friday of the Month: Using DISC to Win and Influence!
- ✓ The Third Friday of the Month: The VIP Buyer System.
- ✓ The Fourth Friday of the Month: Working with Sellers.

### ● BONUS

#### The YHSGR Owner Built to Sell MasterMind!

Every Tuesday at 4pm ET/1pm PT join All of the Your Home Sold Guaranteed Realty Broker Owners and Key Persons as We Deep Dive into the Built to Sell Playbook Maturity Areas of Focus.

- ✓ Sales and Marketing Execution.
- ✓ Expansion and Operational Planning.
- ✓ Financial Modeling and Reporting.
- ✓ People Development and Alignment.

\*The Friday Sessions are Open to ALL at YHSGR Including Outside Sales Agents and Team Members!

# Double Exit Strategy Roll Up and IPO



Scan Code for Video  
Details on The Double Exit  
Strategy Roll Up and IPO.

[tinyurl.com/double-exit-strategy](https://tinyurl.com/double-exit-strategy)

## SELLABLE BUSINESS ASSET

- We have a vision for YOU to Sell Your Business for Multiples of valuation while simultaneously keeping 100% of the income you make from it.
- This can be done with a Roll Up of all the YHSGRs into ONE Company and taking it public.

## 200 YHSGR OWNERS = \$3.2 BILLION...

- What does 200 look like?
- Current 63 = \$250 Million in Combined Revenue.
- 135 New YHSGRs at an average \$1.2 million annually = \$150 million.
- This would give us \$400 Million +/- Top Line Revenue.
- 1600 agents/\$250,000 income per agent.
- 8X = \$3.2 Billion...
- What would your stock % look like?



# Double Exit Strategy Roll Up and IPO

## EQUITY SHARE FOR YHSGR HOLDINGS LLC ROLL UP POST 200 YHSGR BROKER OWNERS. TAKE A PIE OF 100%.

50% for Investors, TW and Leadership Team (currently YHSGR Holdings LLC).  
50% for YHSGR Broker Owners (You and the rest of the 200)

The 200 broker owners receive equity (stock) according to their gross income.

(Tracy King example).

Tracy King brokerage earns \$10 Mil Gross Revenue.

YHSGR total gross revenue \$400 Million (with 200 YHSGRs Projected)..

Tracy would be 2.5% of the revenue.

\$400 Million @8X = \$3.2 Billion Valuation.

2.5% of \$3.2 Billion / 2 = \$40 Million.

Tracy King would be at \$40 Million in STOCK value.



**AND TRACY WOULD STILL CONTINUE EARNING HIS \$10 MILLION INCOME ANNUALLY!**

**A DOUBLE EXIT STRATEGY!**

## A BOLD VISION

- Once We Hit 200 YHSGRs/\$400 Million Revenue/\$250K per agent....
- We Merge/Roll Up YHSGRs into ONE company and IPO.
- Then We Scale to:
- 10,000 real estate agents helping 10,000 customers a month.
- To be the most productive real estate company in the world:
- 5X more income per agent compared to industry average.
- Highest Customer Satisfaction Score.
- Highest amount of \$ donated to worthy causes as a % of income.
- Highest # of 5 Star Reviews per Agent.

“

**PRV 29:18**

Where there is  
no vision, the  
people will  
perish.

”

## TOP REASONS WHY:

- To Raise Capital for the Business.
- Liquidity for YHSGR Owners/Investors.
- Liquidity for Employees and Agents.
- Marketability, Credibility and Branding.

## WITH THE CAPITAL RAISED...

- Buy Technology (Cash Offer Platform, Home Tour Platform).
- Centralize ISA Appointment Setting, and Transaction management.
- Acquire Agents and Brokerages.
- Acquire Complimentary Businesses.



## SIX BROKER/OWNER GUARANTEES

- You Will Have at least a \$1 Million Increase in Annual Revenue or You don't Pay!\*
- YHSGRU.com is The Best Sales, Negotiating, Closing and Marketing Skills Training Platform in Real Estate. If anyone can show better, we will donate \$10,000 to the charity of your choice.
- The Built to Sell Playbook and Millionaire Agent Business Plan (i.e. The First 12 Months Checklist) is the #1 Plan and System for Scaling Up a Real Estate Business! If anyone can show better, we'll donate \$10,000 to the charity of your choice.
- The YHSGR Lead Generation Website and CRM (YHSGR CRM) is the #1 Real Estate Business Operating Platform in the Industry! If Anyone Can Show Better, We'll Donate \$10,000 to the Charity of Their Choice!\*
- Your Very Own Your Home Sold Guaranteed Brokerage will be open within 90 Days or We'll refund your \$10,000 License Fee.\*\*
- Second Mile Service! Your Requests for Assistance Will be Handled Within a Business Day - Guaranteed. If we fail, we'll pay you \$500 as a penalty for poor service!\*\*\*

## Terms and Conditions

- \*Provide documentation of your previous 12 months of income working as a real estate agent or broker owner within 30 days of your start date at Your Home Sold Guaranteed Realty from a certified public accountant; and show proof fully implementing the YHSGR First 12 Months Check List within 13 months of your start date at Your Home Sold Guaranteed Realty. Thats it!
- \*\*Simply Copy and Implement the Checklist and Show Proof that You Did.
- \*\*\*Paid as a credit on next billing cycle.

Signature: \_\_\_\_\_





**Scan Code for Video  
Details on The 5 Core  
Values.**

[tinyurl.com/5-core-values](https://tinyurl.com/5-core-values)



**The Best Place to Work,  
Buy and Sell Real Estate.**