



CONFIDENTIAL NEW MEMBER APPLICATION

INCLUDED:

- MONTHLY STRATEGY CALLS
- WEEKLY ACCOUNTABILITY CALLS
- UNLIMITED SKYPE AND EMAIL ACCESS
- FREE ACCESS TO ALL CURRENT PRODUCTS AND EVENTS WHILE YOU ARE A PLATINUM MEMBER
- FREE EARLY ACCESS TO ALL FUTURE PRODUCTS WHILE YOU ARE A PLATINUM MEMBER
- INNER CIRCLE ACCESS TO MY REFERRAL NETWORK OF JV PARTNERS AND CONTACTS
- FUNDING ASSISTANCE FOR ALL QUALIFIED DEALS
- INSIDER ACCESS TO UNPUBLICIZED SYNDICATION OPPORTUNITIES
- INSIDER EQUITY AND DEBT INVESTMENT OPPORTUNITIES

MEMBERSHIP CRITERIA:

- BE WILLING TO SHARE YOUR SUCCESSES, VICTORIES, FAILURES, FRUSTRATIONS AND PROBLEMS.
- HAVE A SINCERE DESIRE TO GROW YOUR BUSINESS
- MAINTAIN CONFIDENTIALITY OF ALL SENSITIVE INFORMATION DISCUSSED
- TWELVE-MONTH COMMITMENT
- QUALIFY

Contact Information

Name: _____ Phone: _____

Business Name: _____

Address: _____

City: _____ State/Province: _____ ZIP: _____

Country: _____

Email: _____

Main Website: _____

Please rank each of the following items according to the difficulty or challenge they currently represent to you; rank EACH ONE on a 1-5 scale, 1 = insignificant, to 5 = Very Significant. ALSO, number the seven most important items to you 1 – 8, 1 = most important of all.

<u>No.</u>	<u>Ranking</u>				
___ Getting conventional financing.	1	2	3	4	5
___ Establishing credibility with prospects.	1	2	3	4	5
___ Identifying non-traditional funding sources.	1	2	3	4	5
___ Analyzing your deals.	1	2	3	4	5
___ Finding potential deals.	1	2	3	4	5
___ Clarifying my USP, Positioning, Marketing Messages	1	2	3	4	5
___ Comfort level with compliance issues.	1	2	3	4	5

Please rank each of the following business and financial-oriented items according to the difficulty or challenge they currently represent to you; rank EACH ONE on a 1-5 scale, 1 = insignificant, to 5 = Very Significant. ALSO, number the five most important items to you 1 – 6, 1 = most important of all.

<u>No.</u>	<u>Ranking</u>				
___ Finding time to implement	1	2	3	4	5
___ Hitting short-term business goals	1	2	3	4	5
___ Hiring/training/managing employees	1	2	3	4	5
___ Taking a satisfactory amount of time off	1	2	3	4	5
___ Having a long-term retirement/exit strategy	1	2	3	4	5

DESCRIBE MAJOR GOALS YOU ARE WORKING TOWARD:

#1 _____

#2 _____

#3 _____

#4 _____

DESCRIBE 3 MAJOR SOURCES OF STRESS, FRUSTRATION OR UNHAPPINESS THAT INTERFERE WITH YOUR PRODUCTIVITY AND ROB YOU OF PEACE OF MIND:

#1 _____

#2 _____

#3 _____

YOUR SCHEDULE:

Number of hours you work on average per week _____

Number of hours you'd prefer to work per week _____

% of work-time you rank as productive _____

No. of hours per week you work "on" vs "in" your business _____

No. of weeks of vacation taken: 2008:_____ 2009:_____ 2010:_____

No. of weeks vacation you'd prefer taking _____

READINESS ASSESSMENT:

RANK YOURSELF IN REAL ESTATE EXPERIENCE: (Mark one)

___ Very knowledgeable; serious student; very active in using strategies

___ Very knowledgeable; serious student; but not very actively implementing

___ Somewhat knowledgeable; actively implementing

___ Somewhat knowledgeable but not very actively implementing

___ A relative novice

Investment Agreement

I, _____ enroll in the Investor Insights Platinum Coaching Program and authorize the following charge. I understand that this is a 12-month non-cancelable commitment. I understand the program details described in the letter which accompanied this Agreement and I warrant the information I have provided on the accompanying Application is accurate.

If I qualify enroll me at: *Please choose one payment method*

___ One Pay Option: \$10,000 (\$2,000 savings)

___ Four Pay Option: \$3,000 monthly

I authorize the above charge on the credit card below and understand that once I am notified of my program acceptance, my credit card will be charged immediately according to the payment option selected above.

Requirement for acceptance is agreeing to the terms and conditions of the "Investor Insights Platinum Coaching Program" Confidentiality/Non-Solicitation Agreement, which will be provided once your application is approved.

Credit Card: ___ Visa ___ Mastercard ___ American Express ___ Discover

Credit Card #: _____ **Exp. Date:** _____

SIGNATURE _____ **Date:** _____

Subject to acceptance.

NOTICE: After acceptance, all payments made are NON-refundable. Lassiter Marketing Group, LLC reserves the right to cancel "Investor Insights Platinum Coaching" at any time Lassiter Marketing Group, LLC reserves the right to accept/reject/terminate participants without explanation as to criteria or cause. Applicant acknowledges that no guarantees expressed or implied, concerning specific results to be achieved via participation were relied on in applicant's decision to participate. Participants also acknowledge that advice and information provided via "Investor Insights Platinum Coaching" is not intended as or to be considered as substitute for legal, accounting or other, similar professional advice or services, and should such advice or services be appropriate, participant is advised to seek such advice or service from the proper professional. Further Lassiter Marketing Group, LLC does not accept any responsibility or liability for individual participants' particular interpretations, uses or applications of information provided, and participants indemnify Lassiter Marketing Group, LLC from any such liability.

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