

The Built To Sell ASSESSMENT

Comparing Your Present Business to the
Your Home Sold Guaranteed Realty
Built-to-Sell Model

Must-See Video #1

How Todd Walters Went from Bankrupt and Homeless
to Multi-Billion-Dollar Broker Owner
And What That Means for
Your Business' Sellability & Profitability.

SCAN
HERE!



Must-See Video #2

The Double Exit Strategy: How to Get Up
to 4X Gross Earnings For Your Business
While Simultaneously Continuing to Earn
100% of the Income Like You Do Now.

SCAN
HERE!



Three Steps to an Out of this World Built to Sell Webinar Experience

- Watch Video #1 From Bankrupt to Billion Dollar Biz!
- Watch Video #2 Double Exit Strategy.
- Take Built to Sell Assessment

Show up to the Built to Sell Strategy Webinar with an Open Mind!

GO SERVE BIG



*Ready to Have Your Very Own
Sellable Business Asset,
10X Your Success and Live the
Life You Were Born to Live?*

The Built to Sell **ASSESSMENT DIRECTORY**

Belief Level of Threats	4
Organizational Checkup	5
Your Vision	7
The 3 Lids Assessments	8
Magnitude of Impact Scale	9
The 7 Forces of Impact	11
3 Points of Reflection and Integrations	15
Assessment Two	18
Scale vs. Scaling	19
Next Step	20



BELIEF LEVEL OF THREATS TO YOUR BUSINESS GROWTH

On a scale of 1 to 10 rate your belief level of the listed threat.

1 = no threat. 10 = extreme threat.

- It's Getting More and More Costly to Generate Sellers/Listings.

1 2 3 4 5 6 7 8 9 10

- Prospects are going to Google when they see your and your competitors marketing over following the call to action on the marketing piece.

1 2 3 4 5 6 7 8 9 10

- The overall talent pool/skill level of agents is diminished. It's becoming more difficult for You to find great talent for Your Team.

1 2 3 4 5 6 7 8 9 10

- Zillow, Redfin, Realtor.com (and others) are using your listings to build their Billion Dollar Companies.

1 2 3 4 5 6 7 8 9 10

- I-Buyers are Gaining More and More Market Share.

1 2 3 4 5 6 7 8 9 10

- Real Estate Commissions Continue to Decline.

1 2 3 4 5 6 7 8 9 10

- MLS's/Boards are Forcing You to Operate Like Everyone Else.

1 2 3 4 5 6 7 8 9 10

- More and More homes are being sold outside of the MLS.

1 2 3 4 5 6 7 8 9 10

- According to a survey conducted by Clever, a real estate consumer resources and data firm, people are willing to take on average \$45,400 less for their homes to avoid the current home sale model, especially if they get to choose a closing date, and that 65 percent of homeowners would consider selling their homes to an iBuyer.

1 2 3 4 5 6 7 8 9 10

ORGANIZATIONAL CHECKUP

**For each statement below, rank your business on a scale of 1 to 5,
1 is weak and 5 is Your Home Sold Guaranteed Realty Built-to-Sell Business.**

Circle the appropriate choice.

- | | | | | | |
|---|---|---|---|---|---|
| 1. We have a clear vision in writing that has been properly communicated and is shared by everyone in the company | 1 | 2 | 3 | 4 | 5 |
| 2. Our Core Values are clear, and we are hiring, reviewing, rewarding, and firing around them. | 1 | 2 | 3 | 4 | 5 |
| 3. Our Core Focus (core business) is clear, and we keep our people, systems, and processes aligned and focused on it. | 1 | 2 | 3 | 4 | 5 |
| 4. Our 10-Year Target (big, long-range business goal) is clear, communicated regularly, and is shared by all. | 1 | 2 | 3 | 4 | 5 |
| 5. Our target marketing (definition of our ideal customer) is clear, and all of our marketing and sales efforts are focused on it. | 1 | 2 | 3 | 4 | 5 |
| 6. Our 3 Uniques (differentiators) are clear, and all of our marketing and sales efforts communicate them. | 1 | 2 | 3 | 4 | 5 |
| 7. We have a proven process for doing business with our customers. It has been named and visually illustrated, and all of our salespeople use it. | 1 | 2 | 3 | 4 | 5 |
| 8. All of the salespeople in our organization are the "right people" (they fit our culture and share our core values) | 1 | 2 | 3 | 4 | 5 |
| 9. Our Accountability Chart (organization chart that includes roles/responsibilities) is clear, complete, and constantly updated. | 1 | 2 | 3 | 4 | 5 |
| 10. Everyone is in the "right seat" (they get it, want it, and have the capacity to do their jobs well. | 1 | 2 | 3 | 4 | 5 |
| 11. Our leadership team is open and honest, and demonstrates a high level of trust. | 1 | 2 | 3 | 4 | 5 |
| 12. Everyone has Rocks (1 to 7 priorities per quarter) and is focused on them. | 1 | 2 | 3 | 4 | 5 |
| 13. Everyone is engaged in regular weekly meetings. | 1 | 2 | 3 | 4 | 5 |
| 14. All meetings are on the same day and the same time each week, have the same agenda, start on time and end on time. | 1 | 2 | 3 | 4 | 5 |
| 15. All teams clearly identify, discuss, and solve issues for the long-term greater good of the company. | 1 | 2 | 3 | 4 | 5 |
| 16. Our Core Processes are documented, simplified, and followed by all to consistently produce the results we want. | 1 | 2 | 3 | 4 | 5 |
| 17. We have systems for reviewing regular feedback from customers employees, so we always know their level of satisfaction. | 1 | 2 | 3 | 4 | 5 |

- | | | | | | |
|--|---|---|---|---|---|
| 18. A Scorecard for tracking weekly metrics/measurable in its place. | 1 | 2 | 3 | 4 | 5 |
| 19. Everyone in the organization has at least one number they are accountable for keep on track each week. | 1 | 2 | 3 | 4 | 5 |
| 20. We have a budget and are monitoring it regularly (e.g. monthly or quarterly) | 1 | 2 | 3 | 4 | 5 |

Total Number of Each Ranking:

1 _____
 2 _____
 3 _____
 4 _____
 5 _____

Multiply by the number above:

1 X _____ = _____
 2 X _____ = _____
 3 X _____ = _____
 4 X _____ = _____
 5 X _____ = _____

Add all five numbers to determine the percentage score that reflects the current state of your company, compared to a Your Home Sold Guaranteed Realty Company. _____ %

SCORING RESULTS

If your score falls between:

20 and 34% You need help! Best to start with a Cut Through the Crap and Build a Sellable Business Asset Call at Your Home Sold Guaranteed Realty at www.yhsgrelegacycall.com

35 and 49% You are normal. But would you prefer normal or a great Sellable Business Asset?

50 and 64% You are above average, but there is still much room for scaling a Sellable Business Asset.

65 and 79% You are well above average.

80 and 100% This is where a Sellable Business Asset lives. This is your goal.

YOUR VISION

Having a Sellable Business Asset Does Not Happen by Accident

What you think about and how you think, shapes your routine. Your routine determines your results!

10 YEAR VISION

As you look out 10 years from today, what kind of vision do you have for your business? Fill out the boxes below to frame that vision.

REVENUE	OWNER'S DISCRETIONARY EARNINGS	NET WORTH

ONE YEAR

PLANNED GOALS

*Enter Your
Business Results*

REVENUE	# of EMPLOYEES	PROFIT MARGIN	OWNER'S EARNINGS

3 YEARS

PLANNED GOALS

*Enter Your
Business Results*

REVENUE	# of EMPLOYEES	PROFIT MARGIN	OWNER'S EARNINGS

5 YEARS

PLANNED GOALS

*Enter Your
Business Results*

REVENUE	# of EMPLOYEES	PROFIT MARGIN	OWNER'S EARNINGS

Rank your BELIEF level that you are prepared to **exceed these goals:**

1 2 3 4 5
NOT CONFIDENT SOMEWHAT CONFIDENT VERY CONFIDENT

THE 3 LIDS ASSESSMENTS

Rate your confidence in your abilities in each of the lid categories below by circling a number 1 to 10 (1 - not confident, 5- neutral, 10 - extremely confident):

BELIEF LID	Low									High
My confidence to grow my revenue and profitability	1	2	3	4	5	6	7	8	9	10
My confidence to stop erosion of profitability	1	2	3	4	5	6	7	8	9	10
My confidence to invest in my business despite decreasing revenues	1	2	3	4	5	6	7	8	9	10
My confidence to expand to multiple locations in this economy	1	2	3	4	5	6	7	8	9	10
My confidence to grow my net income by more than 100%	1	2	3	4	5	6	7	8	9	10
My confidence to capture the maximum market share in my area	1	2	3	4	5	6	7	8	9	10

TOTAL BELIEF LID SCORE:

OPERATIONAL EFFECTIVENESS LID	Low									High
My confidence to identify top performers in my business	1	2	3	4	5	6	7	8	9	10
My confidence to duplicate top performers in my business	1	2	3	4	5	6	7	8	9	10
My confidence to identify the gaps in my business's performance	1	2	3	4	5	6	7	8	9	10
My confidence to incentivize my team to contribute to the business	1	2	3	4	5	6	7	8	9	10
My confidence to align my team with the goals of the business	1	2	3	4	5	6	7	8	9	10
My confidence to grow revenue by more than 100%	1	2	3	4	5	6	7	8	9	10

TOTAL OPERATIONAL EFFECTIVENESS LID SCORE:

LEADERSHIP LID	Low									High
My confidence to influence my team to affect the growth of my business	1	2	3	4	5	6	7	8	9	10
My confidence to inspire my team to help build the business	1	2	3	4	5	6	7	8	9	10
My confidence to lead my team to ensure we're all on the same page	1	2	3	4	5	6	7	8	9	10
My confidence to invest in my people if I have decreasing revenue	1	2	3	4	5	6	7	8	9	10
My confidence to be out of the business and still grow my net income	1	2	3	4	5	6	7	8	9	10

TOTAL BELIEF SCORE:

TOTAL LID SCORE:

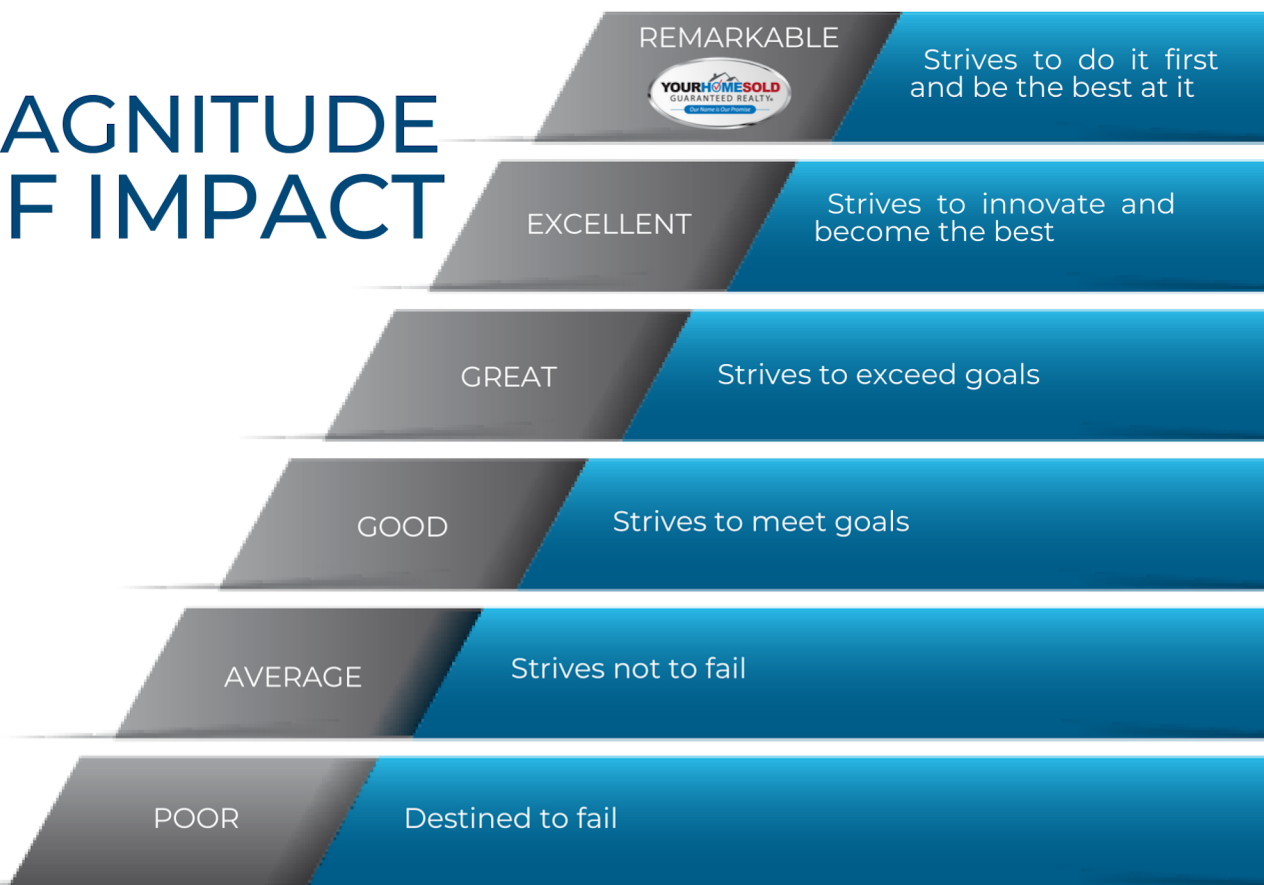
OPERATIONAL EFFECTIVENESS

The Magnitude of Impact Scale can be defined as a ranking of your business and all the elements that drive success within it, layered in a way that showcases the impact to your business across

a spectrum. This spectrum can vary from similar roles doing the same job to very specific jobs

that require high attention to detail, or even simple processes that are designed to amplify the overall success of the business. The purpose of this ranked spectrum is to easily identify the top performers, create best practices and, in turn, duplicate them across the organization.

MAGNITUDE OF IMPACT



A remarkable business, is a Built-to-Sell business.

OPERATIONAL EFFECTIVENESS

THE MAGNITUDE OF IMPACT SCALE

Poor - A poor business has minimal to no process documentation, lacks measurement of key performance indicators, does not have alignment between its goals and the staff goals, has limited accountability to best- practice team performance benchmarking, and is unaware of its market opportunity.

Average - An average business has some process documentation, measures a few key performance indicators, has minimal to no alignment between its goals and the staff goals, has limited accountability to best-practice team performance benchmarking, and is slightly aware of its market opportunity.

Good - A good business has limited process documentation, measures basic key performance indicators, has some alignment between its goals and the staff goals, has some accountability to best-practice team performance benchmarking, is aware of basic market opportunity, and infrequently strategizes to capture it. **Great** - A great business has significant process documentation, measures key performance indicators based on flow, conversion, and retention, has good alignment between its goals and the staff goals; holds the team accountable to best-practice team performance benchmarking, has a good understanding of its market opportunity and sometimes strategizes to capture it.

Excellent - An excellent business has most processes documented, has proven that its processes are duplicable, measures most key performance indicators based on flow, conversion, and retention, is able to incrementally shift the levers to lift business profitability, has great alignment between its goals and the staff goals, and meets those goals, has proven best-practice duplication for team performance; falls into the top 20% to 25% of peer-to-peer benchmarks; has a great understanding of its market opportunity and actively strategizes to capture it.

Remarkable - **Your Home Sold Guaranteed Realty** - a remarkable business has all processes documented; has proven that its processes are duplicable for every role; measures all key performance indicators based on flow, conversion, and retention shifts the levers to lift business profitability on a frequent basis; has complete alignment between its goals and the staff goals, and exceeds those goals every month, has proven best-practice duplication for team performance, falls into the top 5% to 10% of peer-to-peer benchmarks, holding its team accountable to sustainability of performance, has a dynamic understanding of its market opportunity and executes strategy to capture it.

Cut Through the Crap and Build a Sellable Business Asset

OPERATIONAL EFFECTIVENESS

THE 7 FORCES OF IMPACT

Does your business have the processes, motivation, and self-awareness necessary to run a Sellable Business Asset (a remarkable business)? What forces stand between your business and the top tier of high-performing Your Home Sold Guaranteed Realty's? To determine where your business falls on the Magnitude of Impact Scale, you need to measure yourself against the 7 Forces of Impact — the elements that drive value in your business. These elements are:

1. Process Documentation
2. Performance Measurement and Enhancement
3. Best Practice Duplication
4. High Accountability Standards
5. Peer-to-Peer Benchmarking
6. Financial Alignment Based on Impact
7. Market Opportunity

ACTIVITY: MEASURING YOUR MAGNITUDE OF IMPACT

For this activity, you'll assess your level of effectiveness in each of the 7 Forces of Impact. Rate your business by selecting the number that best describes your current level of impact in each area based on the description.

PROCESS DOCUMENTATION

1

Nothing is documented.
We do not follow a consistent process.

2

3

We document some systems and sometimes follow a process.

4

5

We have all systems and processes fully documented, and we consistently follow all of them on a daily basis. We meet monthly to discuss updates and refresh our processes.

OPERATIONAL EFFECTIVENESS

PERFORMANCE MEASUREMENT AND ENHANCEMENT

1

We do not track any key performance indicators, and we do not meet as a team to discuss results.

2

3

We track some key performance indicators and sometimes meet as a team to discuss results and ways to improve.

4

5

We track all key performance indicators on a daily basis and meet weekly by functional role to discuss and implement incremental improvement.

BEST PRACTICE DUPLICATION

1

We do not benchmark team performance or specific role performance.

2

3

We sometimes benchmark team performance using key performance indicators and we sometimes meet as a team to share best practices.

4

5

We always benchmark team performance using key performance indicators and we meet weekly as a team to share best practices. On a monthly basis, we utilize industry peer-to-peer benchmarking with a focus on the top 10%–15% as a target.

HIGH ACCOUNTABILITY STANDARDS

1

I do not hold my team accountable to performance and do not meet with them to review results.

2

3

I sometimes hold my team accountable to their performance using key performance indicators and benchmarked best practices within our team. I inconsistently conduct one-on-one meetings with my team to review results and sometimes practice, drill, and rehearse with them.

4

5

I always hold my team accountable to their performance using key performance indicators and benchmark best practices within our team, as well as industry peer-to-peer top performance. I conduct weekly one-on-one meetings with my team to review results, as well as practice, drill and rehearse for improvement.

OPERATIONAL EFFECTIVENESS

PEER-TO-PEER BENCHMARKING

1

We do not utilize peer-to-peer benchmarking in our industry for team performance improvement.

2

3

We sometimes utilize peer-to-peer benchmarking in our industry for team performance improvement, focus on setting.

4

5

We always utilize peer-to-peer benchmarking in our industry for team performance improvement, we focus on setting goals to remain in the top 10%-15% in every role in the business, and we meet those goals every month.

FINANCIAL ALIGNMENT BASED ON IMPACT

1

I do not have a clear understanding of the finances of my business, align the goals of my business with the goals of the team, or have a performance-based incentive plan for my team.

2

3

I have a basic understanding of the finances of my business. I somewhat understand how to align the goals of my business with the goals of my team. I have performance-based incentive plans for some members of my team that sometimes pays out.

4

5

I have a complete understanding of every aspect of the finances of my business. I always align the goals of my business with the goals of my team, and we always review these during our one-on-one meetings. I have performance-based incentive plans for all members of my team that frequently pays out.

MARKET OPPORTUNITY

1

I do not understand the market opportunity for my business in my area, and I do not have a strategy for determining that opportunity.

2

3

I somewhat understand the market opportunity for my business in my area. I have a basic strategy for capturing the opportunity. I sometimes execute on that strategy, and sometimes my team participates.

4

5

I have a full and complete understanding of the market opportunity for my business in my area. I have a comprehensive strategy for capturing the opportunity. I review monthly and always execute on the strategy to capture the potential in my market. My team has full transparency into this opportunity and participates in the execution of the strategy.

OPERATIONAL EFFECTIVENESS

ADD UP EACH OF YOUR RANKINGS AND ENTER THAT TOTAL

Based on your score, find your profile definition below.

Magnitude of Impact Score

Score	Profile	Definition
1-7	Poor	A poor business has minimal to no process documentation, lacks measurement of key performance indicators, does not have alignment between its goals and the staff goals, has limited accountability to best-practice team performance benchmarking, and is unaware of its market opportunity.
8-14	Average	An average business has some process documentation, measures a few key performance indicators, has minimal to no alignment between its goals and the staff goals, has limited accountability to best-practice team performance benchmarking, and is slightly aware of its market opportunity.
15-21	Good	A good business has limited process documentation, measures basic key performance indicators, has some alignment between its goals and the staff goals, has some accountability to best-practice team performance benchmarking, is aware of basic market opportunity, and infrequently strategizes to capture it.
22-28	Great	A great business has significant process documentation, measures key performance indicators based on flow, conversion, and retention, has good alignment between its goals and the staff goals; holds the team accountable to best-practice team performance benchmarking, has a good understanding of its market opportunity and sometimes strategizes to capture it.
29-34	Excellent	An excellent business has most processes documented, has proven that its processes are duplicable, measures most key performance indicators based on flow, conversion, and retention, is able to incrementally shift the levers to lift business profitability, has great alignment between its goals and the staff goals, and meets those goals, has proven best-practice duplication for team performance; falls into the top 20% to 25% of peer-to-peer benchmarks; has a great understanding of its market opportunity and actively strategizes to capture it.
35	Remarkable	A remarkable business has all processes documented; has proven that its processes are duplicable for every role; measures all key performance indicators based on flow, conversion, and retention shifts the levers to lift business profitability on a frequent basis; has complete alignment between its goals and the staff goals, and exceeds those goals every month, has proven best-practice duplication for team performance, falls into the top 5% to 10% of peer-to-peer benchmarks, holding its team accountable to sustainability of performance, has a dynamic understanding of its market opportunity and executes strategy to capture it.

ACTIVITY: INCREASING MY MAGNITUDE OF IMPACT

3 POINTS OF REFLECTION



01 SELF REFLECTION

- Predicting future decline, stagnation or growth based on historical performance
- Predicting future growth based upon maximizing current business' highest performance standards



02 TOP PEER GROUP

- The business's performance benchmarked against the top 20% of peer business
- The individuals' performances benchmarked against the top 20% their peers



03 HIGHEST MARKET SHARE

- Maximizing the business' market share dominance
- Duplicating market share dominance in new markets

How do you know if you're operating effectively in the areas of flow, conversion, and retention in your business? From a short-term perspective, you can accomplish this by tracking your efforts, tactics, and initiatives in each category. But for long-term analysis and planning, you need to view your business through the lens of the 3 Points of Reflection.

When you use the 3 Points of Reflection, you are afforded different views of how your business can succeed. These three areas give you a macro view of your business opportunity:

1. **The People** - understanding how your people are currently performing as well as how their higher rate of performance would impact the business
2. **The Competition** - comparing top-performing, like-size, like-market businesses, how their people are currently performing, and what the business impact would be if your people performed at or above the same level.
3. **The Market** - the perspective of your ability to deeply penetrate a specific market based opportunity.

YOUR 3 POINTS OF REFLECTION

For this activity, you'll identify which of the 3 points of reflection you currently utilize and then rate your confidence level in each point.

STEP 1: Select the Reflection Point that you currently utilize in your business by checking the box.

STEP 2: Rate your level of confidence around the understanding of each Reflection Point by entering a number from 1 to 5 in each box (1=not confident, 5= extremely confident)

CURRENTLY UTILIZE	CONFIDENCE LEVEL	
<input type="checkbox"/>	<input type="checkbox"/>	Reflection Point 1A: Predicting future decline, stagnation, or growth based on historical performance.
<input type="checkbox"/>	<input type="checkbox"/>	Reflection Point 1B: Predicting future growth based upon maximizing the current business's highest performance standards.
<input type="checkbox"/>	<input type="checkbox"/>	Reflection 2A: The business's performance benchmarked against top 20% of peer businesses.
<input type="checkbox"/>	<input type="checkbox"/>	Reflection 2B: The individuals' performances benchmarked against the top 20% of peers.
<input type="checkbox"/>	<input type="checkbox"/>	Reflection 3A: Maximizing the business's market share dominance.
<input type="checkbox"/>	<input type="checkbox"/>	Reflection 3B: Duplicating market share dominance in new markets.

Today = ?

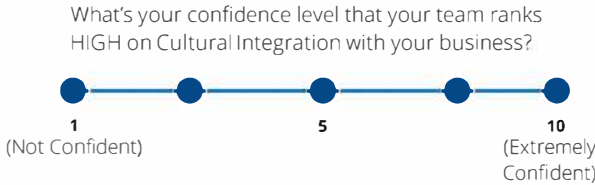
Future = Sellable Business Asset

3 POINTS OF INTEGRATION

CULTURAL

Mediocre to Remarkable:

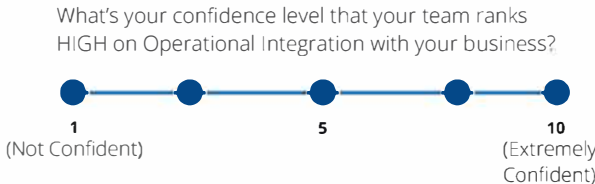
- R3: Right People. Right Place. Right Expectations.
- Generational Dynamics
- Leadership Development



OPERATIONAL

Lowest to Highest Impact:

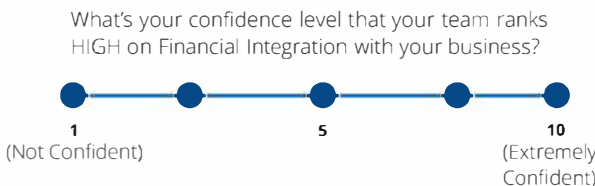
- Highest Valued Contribution
- Accountability/Standards
- Duplication of Best Practices



FINANCIAL

Break-even to Profitability:

- Financial Requirements
- Contribution Compensation
- Leverage Points



Cut Through the Crap and Build a Sellable Business Asset

ASSESSMENT TWO

Rate your level of confidence in each of the following financial areas (1=not confident, 5=extremely confident):

QUALITY OF ACCOUNTING PERSONNEL

1	2	3	4	5
My accounting team is inexperienced. I receive no/few periodic reports of the financial health of the company. He/she does not proactively look at the financial health of the company. Tasks are not completed in a timely manner (payables, receivables, etc.). My accounting team occasionally makes careless mistakes.		I have an experienced accounting team, but they are slow to complete tasks or struggle to provide reports in a timely manner. He/she does not provide a sense of urgency to keep reports and tasks up to date. They do not make careless mistakes.		I have an experienced accounting team that provides timely reporting and is knowledgeable of key reports and KPIs. He/she is quick to respond and holds me accountable to providing information to keep reports and tasks up to date. They do not make careless mistakes.

STRATEGIC PLANNING

1	2	3	4	5
We do not have a strategic plan other than in my head.		We have a plan based off of facts and data, but it is shared with only a few people within the organization. Department specific goals and expectations are not clearly defined.		We have a plan based off of facts and data, our plan is shared across departments and has both short- and long-term goals expectations.

BUDGET PREPARATION AND UTILIZATION

1	2	3	4	5
Goal resides in the owner's head.		Budget is built by senior management with a focus on high-level business targets and is not supported by operating metrics to justify key assumptions.		Budget is built with a bottom's up approach focused on department specific goals and KPI's, upcoming projects, future staffing needs, and cash flow analysis to ensure proper funding of the business.

MONTHLY REPORTING ON FINANCIAL ITEMS

1	2	3	4	5
We do not utilize monthly financial reports.		We sometimes utilize monthly financial reporting and inconsistently meet as a team to discuss results and ways to improve.		We utilize monthly financial reporting and meet regularly as a team to discuss the results and ways to improve.

OPERATING METRICS REPORTING

1	2	3	4	5
We do not track any key performance indicators in the business, and we do not meet as a team to discuss results.		We track some key performance indicators and sometimes meet as a team to discuss results and ways to improve.		We track all key performance indicators on a daily basis and meet weekly by functional's role to discuss and implement incremental improvement.

IS HAVING A SELLABLE BUSINESS ASSET ON YOUR VISION BOARD?

1	2	3	4	5
---	---	---	---	---

SCALE VS SCALING

Understanding the nuances between Scale and Scaling is essential as you prepare for expansion planning.



Scale: Maximizing existing platform, systems, and processes within the company's infrastructure. The company is growing - 20% of your time is dedicated to the business, while 80% of your time is spent managing and developing your internal processes and teams



Scaling: Innovating existing platforms, systems, and processes to maximize new growth opportunities. The company is driving consistent growth and increasing its margin over time - 80% of your time is dedicated to replicating the optimal business model, while 20% of your time is spent managing it.

BUSINESS CATEGORIES

Additionally, identifying which Business Category you currently reside within and where you'd like to target will help you understand the complexities for which you will need to prepare.



Select which category you currently operate within:

BUILD	BUILD OPTIMIZE	EXPAND	TRANSFORM
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Select which category you aspire to be operating within over the next 12 months:

BUILD	OPTIMIZE	EXPAND	TRANSFORM
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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