

SUPREME COURT OF THE STATE OF NEW YORK
COUNTY OF NEW YORK

-----X

THE PEOPLE OF THE STATE OF NEW YORK,
by ERIC T. SCHNEIDERMAN, Attorney General of the
State of New York,

Petitioner,

-against-

Index No. 451463/2013

IAS Part _____

Assigned to Justice _____

THE TRUMP ENTREPRENEUR INITIATIVE LLC f/k/a
TRUMP UNIVERSITY LLC, DJT ENTREPRENEUR
MEMBER LLC f/k/a DJT UNIVERSITY MEMBER LLC, DJT
ENTREPRENEUR MANAGING MEMBER LLC f/k/a DJT
UNIVERSITY MANAGING MEMBER LLC, THE TRUMP
ORGANIZATION, INC., TRUMP ORGANIZATION LLC,
DONALD J. TRUMP, and MICHAEL SEXTON,

Respondents.

----- X

**EXHIBITS TO THE AFFIRMATION OF ASSISTANT ATTORNEY GENERAL
TRISTAN C. SNELL IN SUPPORT OF THE VERIFIED PETITION
VOLUME 6 OF 9 – EXHIBITS T1-Z**

ERIC T. SCHNEIDERMAN
Attorney General of the State of New York
Attorney for Petitioner
120 Broadway
New York, NY 10271
(212) 416-8294

Of Counsel:

JANE M. AZIA
Bureau Chief
Consumer Frauds and Protection Bureau

LAURA J. LEVINE
Deputy Bureau Chief
Consumer Frauds and Protection Bureau

MELVIN L. GOLDBERG
TRISTAN C. SNELL
Assistant Attorneys General

TABLE OF EXHIBITS

Exhibit	Description
T1-T3	E-mails regarding Entrende's and David Early's role in reviewing seminar transcripts
U1-U3	E-mails regarding Entrende's and David Early's role in training and coaching Trump University instructors
V	Trump University Playbook
W1	Trump University list of "Hard Money Portfolio Lenders"
W2	Free list of lenders currently on <i>Scotsman Guide</i> website
X	E-mail from April Neumann to David Early, Mar. 5, 2010
Y1	Steve Goff human resources documents
Y2	Stephen Gilpin human resources documents
Z	E-mail from Michael Sexton, Jan. 19, 2009

Exhibit T1

From: David Early <david@entrende.com>
Sent: Friday, December 19, 2008 10:17 AM
To: gmartin8@cfl.rr.com; MelvRi7@aol.com; klucas18@cs.com; Scott Leitzell <sleitzell@gmail.com>
Cc: David Highbloom <dhighbloom@trumpuniversity.com>; Michael Sexton <msexton@trumpuniversity.com>
Subject: Transcript from Harris
Attach: Harris 24% close.doc

Team,

Here is a transcript of a 24% close by Harris, please review and call me on Monday to discuss. Let's plan on 2pm on Monday for our first LIT team call, and then let's be ready for our Dec 29th practice sessions.

Please call me with any questions.

David

James: We act with integrity. I am going to talk for about 90 minutes. I am going to give you a lot of different things that you can start doing in the grab, buy and sell real estate starting today 20 to 50% below fair market value.

If you listen to what I teach you, but then next weekend, we are going to be coming back, it is called the Profit from Foreclosures Three-Day Advance Training.

I cannot give you everything you need in 90 minutes, I wish I could but we have three days for some top certified mentors to come in. They are going to teach you A to Z how to grab and buy these properties. And the reason he picked me to come up and do this nationwide is because I started with nothing. I had no money, no credit, no license, could not alone at 19 years old. I was living on the streets of New York and he could have picked anybody to come out and teach how to buy and sell real estate his way.

The reason he picked me is because I came from nothing. I can take the average person and show him how to create a fortune in real estate because I have been doing this since 19 years old and now that I am 34 I can show you how to do this guys. I have been doing this for 19 years.

So at the end, we are going to ask you to register for our three-day advance training coming up not this weekend, next weekend. You guys only need to do or you would not, we are not going to convince or persuade anybody to do it but I do not want any surprises later and I think you guys understand that is definitely fair.

Let me tell you about me a little bit. It is not about you, it is not about me but let me tell you why I am teaching this and standing up here and teaching this, and why you are down there. At 9 years old my dad actually took. I never really knew the guys and my mom was addicted to drugs mostly pain killers the first 17 years of my life, so I have been helping raise my family since the age of 9 years old. I got a younger brother Christopher and a older sister Kathy. I have been making money since 9, and I came from nothing guys.

I do not have a college degree; do not have a MBA or PhD. I have never had the support to actually send me to college but I chose to leave my family at 17 and went over to New York City. I was living on the streets for a while and at 19 I had somebody who put an arm around me who is still my mentor today and said "Jim, let me show you how to get your family ahead in life and I will teach you real estate" and I actually live with that gentleman and his family for nine

months. I have never known anything else but I have been working since the age of 9.

Now, I tried bartending at the beginning of my career in New York and I did that part time until I got the real estate thing of the ground. Any bartenders in the room? I will mix you a couple of drinks later guys.

I am former license real estate agent and then I became a broker and at the age of 29, I became one of the top 12 producing brokers on the island of Manhattan. So I can show you how to do this.

At 23, I bought my first investment property, no money, no credit, no license, no loan, so I am what is known as one of those zero-down real estate money experts and I can teach you that. We are going to talk about today.

Now, I am investor. I have been investing since 23. I am also a home builder. I build bright, beautiful brand new homes for people and I am a mentor. But if there is anything you leave here with today, I want you to remember me at this, if you talk to anybody say "man, that guy Mr. Harris, he is a great guy, husband and a phenomenal dad". I do not want you tell anybody about the real estate stuff. I have been doing that in a long time. I want to be known as the best husband, the best dad out there.

Okay, enough about, let talk about you guys and why you are here. Donald Trump bought this building standing on Wallstreet for \$1.2 million about 12 years ago. It is 1.3 million square feet, now it is estimated over \$400 million. Did he get a good deal? He got a great deal right? He knows how to negotiate, he knows what he wants and how to get it. He has a system he follows for his investments. How would you like to know and use his system, I'll show you how you can get access to it today. Here is why and this is the beginning of this whole thing, this building was going into what? Why are you guys here? To see about foreclosures, there you go, and that is the power of foreclosures. Most people in this country would never ask to work again if they got a deal like that.

Actually here is the funny thing, we have deals out here right now. You are driving every single day, there are more opportunities to buy real estate at a 20 to 50% discounted value now than ever in the history of this country. So I am going to start his whole thing with this. If you do not get into real estate after today we trump you, probably you will never will. You probably never know, so keep that in the back of your mind.

You guys know Mr. Trump. He is known for the Apprentice. Miss Universe Casino real estate, but now he is known for adult education. And, especially in real Estate, as we all know, that is his true passion in life.

He is a multimillionaire in real estate. He wants to be known right here education, as the one guy who finally said "I am going to teach folks to finally do this." He wants to leave a legacy, that is the only reason he opens up this university. So he wants people to say "Hey Mr. Trump finally taught people how to make money in real estate and he was not just this guy looking to take money at the casinos and stuff like."

Guys he is pretty much done. He does not need any more money but he definitely wants to leave his legacy and when he called "I said hey man, I am going to jump on board because at 38, I am pretty much retired here. I do not have to work another day in my life" and I jumped on board, and said "if I can have an opportunity to get on board with Mr. Trump and teach, show people how to do this and give back that is going to be a good feeling.

00:05:20

What we are going to cover today guys is foreclosure basics. What is a foreclosure, how much money you can make at this foreclosure and then we are going to preview our three-day advance training coming up in two weekends away, and invite you to become a foreclosure property specialist with the number 1 real estate educational company in the world right now which is Trump University.

Before we jump into all these stuff, guys I would like to have a lot of fun with my presentations. I do not get excited about the real estate stuff anymore and the money I have been doing for a long time. I want you all to get excited about this stuff so I am going to ask for your participation. This is going to be an open forum. We are going to role-play. I am going to start training you right now. I am just going to pretend you are all going to be here next weekend and you are all going to take this three-day and really learn how to do this especially the young folks in the crowd and I want you guys to have fun.

So, when I say please say yes, when I say does that make sense, I only do that so we obtain and retain the information. And I want to make sure we are on our power states of minds until we get out of here. Does that make sense? Perfect. You guys will get that. Let us

have some fun. Seven steps to set a foreclosure. How to help distress homeowners? Evaluate first to know your exit strategy.

I am glad there are couples of young folk in here because I will tell you, I can show you how to make a fortune in real estate, you know why, and you got no bad habits. And I want to you something right now. Everybody let see. Here is a good question. When you make money in real estate folks, when you buy or when you sell which is it? It is when you buy. So write that down. We do not make money when you sell, we make money when we buy. So we have to have our numbers, we got to do a property analysis and we got to have an exit strategy. You only make money with you buy guys. You get the cash, your check and have fun and go shopping when you sell.

I want you understand the phases of foreclosure. It is like a clot, we will teach you that. Find the foreclosure investment opportunities. Lot of people say "James how are we going to find them?" I find these foreclosure opportunities working in my underwear and my bathrobe and my home office, couple of hours a week on my software program. I will show you how to pull those up as well.

Prepare your credit. That is huge. Set up financing and funding. Most people say "James, where are we going to get the money to buy these properties?" Question: Do we want to use our own money? Yes or No? Nope. So everybody repeat after me. Find the deal, the money will come. I will show how to get the money in 10% financing as long as we have a good loan value. We will cover that.

And then we are going to set your goals when we are done. We are going to get started and those of you who come to spend this three days in two weeks, because I am going to tell you this will be the last real estate education you will ever need for the rest of your life. This is Trump University, you are in the presence of excellence. This guy is the best in the whole wide world.

More than 76% of American millionaires earn their wealth through what? You guys know that otherwise you would not have been here, and over 84% worldwide of all the millionaires and billionaires had made money in some form shaper style of real estate. So you guys already know that.

Why real estate? Because it works. We can use what is on the leverage. We can use OPM, which stand other people's money. I can take \$10,000.00 and I can control \$100,000.00 of real estate. I can take a \$100,000.00 of somebody else's money, I can control a \$1 million of real estate and if I really wanted to I could take a \$1 million

of my hard earned cash that I made over the years an I can control up to \$10 million of real estate. I do not know any other industry besides the stock market where we can take a small amount of money and control a large asset to get rich. You guys are in the right place.

Foreclosure is going to make it easy. Let me give you a fifth grade elementary exam. Real estate doubles 10.2 years, with leverage it doubles every year. Here is an example, 1997 a property worth \$200,000.00 now in 2007 is now worth, because of the magic of appreciation. Does everybody understand that so far?

Yap, good keep your energy. The reality is even better though guys. It is actually a little bit better than that. That \$200,000.00 property bought with 10% down, you took \$20,000.00 of your hard-earned money went to the bank, beg them for a loan, they gave you a \$180,000.00 over 30 years to pay back, put that on your credit report.

By the way, that is the worst way to buy real estate; you never want to do that again. Never, ever take your hard-earned cash and have the bank put that loan on your credit for 30 years. Do not do it that is the worst way to buy a real estate. But let us just say that is way you did it. The rest of the \$180,000.00 was used by—we use OPM and then 10 years later, now the property from 200 is now worth 400,000.

Here is the breakdown that \$400,000.00 property that you took \$180,000.00 loan equity grew to 220 so your \$20,000.00 of hard-earned cash grew to \$220,000.00 but is that a 100% return on your money? It is a little bit better.

00:10:17

I know you are a little bit confused here, that is a 1000% return on your money. Check this out, at 19 years old, when this mentor put his arm around me he said, "Jim I am going to show you how to get a 1000% return on other people's money, not your money". I said "oh my gosh I should let how to do that" and I have never look back since. I never had to worry about a job, working for anybody else for 19 years. So that is what we want to teach you.

Here is Trump new student, not only did the program teach me a lot but it was motivational. I felt confident about what the outcome was going to be after the three-day training with Trump University, within nine months I bought a home for \$214,000.00 sold it for

\$420,000.00, why, the house was about to go into foreclosure. And I made 200 grand in one deal.

Let me ask you a question guys, if we could show you how to make that amount of money on one deal between now and the end of the year, could you pay off one credit card? What do you think? At least one right. But I do not want to look at the money guys, that is a lot of money I know, I want you to look at this kid's face. This is a young 26-year-old kid, look at that smile; I want to see your smiles after you do your first deal. Would that be exciting? Absolutely.

Here is strategy number 1, write this down, how to help distress homeowners by investing at degree. Folks I am going to give the first rule of real estate. So those of you who are taking notes, good for you chat this down, first rule of real estate, never buy retail. Never pay retail.

Too many people out there pay their market value for a piece of property. Do not ever do it again not even in your own house. There are too many good deals out there. Second rule of real estate; never get married to a deal. If the number work and we are going to make a profit, we are going to make an offer but we want to help people get out of these foreclosures.

Now here is the definition of foreclosure, people cannot afford to pay their mortgage. What they do is the bank sends letters, they cannot pay it all, and they are going for foreclosure. Bank takes it back, it goes to the auction, if it does not sell at the auction, it then becomes a bank-owned property and we are going to help these people.

The main causes of foreclosure are these: 1) Job loss, 2) health and illness, 3) divorce, but the number one reason for foreclosures right now are these arms, readjusting mortgages. Too many people over the past 5 to 6 years they got above in these interest-only loans for 20, 30 years. First three years, they are just paying interest and what happened is their mortgage re-adjusted and now they cannot afford to pay anymore.

I pulled up some numbers in my underwear this morning on my laptop before I came down here today within a 2, 3 mile radius of this hotel, all of you could go out and you would never have to go outside this area. There are so many foreclosures. I will give you those numbers in a little bit.

At national mortgages, we got a 20-year high. Last year, over 2.2 million foreclosures, 1.185 auctions, 1.5 REOs and it is actually up

over 112% since last year. CNN just had report the other day on Wednesday; they said that 1 out every 100 in 94 homeowners with a mortgage right now in this country is in some phase of foreclosure.

We are seeing a tsunami that is why I tell people, if you get involve now you probably never will. We can buy properties 20 to 50% below fair market value, have instant equity we can buy, control the properties and create flow for a year or two and then sell later.

Guys let me ask you a question, do you think these markets are eventually going to turn and become a sellers market again, what do you think. You better believe that and right now the market seems like stink. But for investors, this is when you buy, this is not when you sit back. This is when you buy as many properties as you can, and guess what I just found out, Atlanta, Georgia is within the top 4 cities in the nation to become a landlord right now. You got a great job market out there. This is the best time to buy properties, hold them for a year or two, cash out later and you can put a million bucks in the bank over the 12 months cash if you simply follow our strategy.

We can also help families in financial distress avoid 7 years of major credit problems. When somebody is going for foreclosure, they are going to ruin their credit for seven years. Chat that down because you are going to be talking to these people after today. They cannot get a bank loan, credit card loans, car loans, boat loans, student loans, no kind of loan. They are going to ruin their credit for 7 years. So I am going to test your knowledge, everybody participate here we go. What is worst on your credit report foreclosure or bankruptcy? Foreclosure.

00:15:00

We can claim bankruptcy today, go out tomorrow; I can go apply and get another loan. Foreclosure you cannot. So you need to know that because you are going to talk to these people going in a foreclosure. And what we are going to do is save their credit rating, we are going to pay off the mortgage note but we are going to use OPM, help them move. Never give the money until they move, and put them into a lease option.

Let me explain this. We had a lady right before the holidays and she was going in for a foreclosure. She called one of our ads and she was local, so I went over to her house. She said, "Mr. Harris, I am going in for a foreclosure. I owe \$98,000.00 on my mortgage, I am behind \$6,250.00 here is my bankbook. Please take my bankbook and take

my house. I will give you my house right now." She handed me her bankbook. I called Bank of America. I wanted to help her out and what I do is I found out she was telling the truth she owed about 100 grand, \$6,250.00 behind her payments.

So basically what I did is I had her sign one page document which is called an affidavit. She signed the property to me. But here is my question, "whose house is the mortgage name in still? Her's. Whose credit is it on? Her's. I filed it with the courthouse, now nobody else could buy or sell that home, only me, put her into a lease option, and pay the 6250 off to the bank, now she is not in trouble anymore. I am going to help her build up her credit and she is going to buy this other home for me eventually when she stabilizes her income and that house appraise out at \$160,000.00 and I turnaround it and sold it within 30 days for 130,099 to a principal buyer.

So what I am talking about is this, I wanted to be in a win-win situation. Let me talk about this. If we are going to help somebody get out of their mortgage and we are going to make 30, 40, 50 grand or more at the same time, can we take some of our profits and help them get into a rental, get them into lease option, make some deposits, make some rent payments, easy transition. Would that be fair to say we should do that?

Let me teach you something, chat this down if you want to get rich in real estate. Here are the three things you need to do in real estate and here how it works. It is people first, money second, things third. How many people have the money first? They are like "man I want to go make the money first and then I will go help people." Folks you cannot get rich unless you help people in real estate. Too many Americans have that foot flap around. It is people first. By helping people get out of a bad situation, we can make some money too. But I want you to help them out as well and by helping them out, what we are going to do is we are going to earn the right for referrals.

Let me explain this, this is huge guys, this is a bonus of wealth. Let say you guys come back in two weeks, what we are going to do is teach you an associate program. That means we are going to show you how a hundred of people in your association, your little network that is going to give you one referral every single year on a piece of real estate that we can make at least \$25,000.00 more on profits.

The average homeowner in this country knows about at least 4 to 6 transactions every single year in real estate on the buying sell side. Some of those 4 to 6 transactions, if we have a hundred people that we keep in contact with every month in this associate program, if

they each give us one property out of those 4 to 6 that they find out about every year, that is actually going into foreclosure and we can make \$25,000.00 on it, because we get ahead financially.

That is a hundred deals a year times \$25,000.00 net profits, is that a lot of money? Let me just talk to the little kids, is that a lot of money? Guys that is \$2.5 million. Check it out, if we can teach you this referral program to do 100 deals a year just 28 grand, think big. How much money in advertising and marketing do we have to spend to make 2.5 million bucks? Nothing. They are all coming by referrals. Guys I have been doing this for 19 years. We will teach you how to do this.

Important concepts, the owner is going to lose the property. So if we are talking to somebody who is on foreclosure right now, they are six weeks away from the courthouse steps, most of them do not even have for sale sign out front. They are not even trying to sell the property. Here is what they are saying "Oh Mr. Harris do not worry about it. I have not talk to my uncle Charlie in 24 years, but he is going to send me a check, I left him a message. Oh, my mom and dad will help me out. Oh my brother and sister...somebody is going to help me out to make this payments, I am just waiting until the last minute."

Guys they are in denial, they are going to lose the property. They are not doing anything about, so we have to educate these people and let them know. If the sheriff comes to take your house in six weeks, they are taking everything in your house. Our goal is to help the seller, the bank to sell to the buyer. It has to be a win-win situation.

Let me explain this. In that little scenario with the lady I told you about a little earlier. Watch this, she had a \$98,000.00 problem, not a 6250 problem, she owed a \$100,000.00 to the bank. So when I paid off her back payments, did I help her? When I sold the house, did I help her? Think about this. When we paid off that mortgage, when I sold her house and got that \$98,000.00 paid off, did that hurt or help her credit score? It waves her credit score. I put her in the lease option, she is happy and she was hugging me. I actually helped her.

00:20:32

Now watch, we also help the bank get back their money so they can stay liquid so they could borrow more money to give out consumer loans. Then we help ourselves. I sold the \$160,000.00 house for \$130,099.00. We made 40,000 bucks and we help the buyer. The

buyer got a pretty good deal. They got a \$20,000.00 discount a property and now they are principal buyer. They can live in the house and sell it or keep it or do whatever they want. So it has to be a win-win situation, if it is not I want you to pass. When I take advantage of people, we are just taking advantage of opportunities because first is people. And we help people, we can make money and then we have anything we want in the whole wide world. But I wanted to be a win-win situation.

First goal we are going to stop the foreclosure, we are also going to stop the sheriff on going on the record. I have 250 to 300 point drop in the credit. We are going to save that family 7 or 10 years of hardship and difficulty, higher insurance and loan rates, vacating the home and losing belongings.

Plus if the sheriff comes to somebody's house and they come to vacate the house because they put a letter on the door and they say "hey you got to get out in 15 days". If they do not move out they come back and they will put a padlock on the house. The family, the kids, everybody has to get out what they can take with them. Nothing, you need to let these people know this.

The sheriff comes with their marshals; they threw everything on the front lawn. They do not even pack it up nice and neat and all the neighbors come, run, and pick through it because they cannot take anything out of the house. So we are going to help these people. Also, save them the embarrassment and humiliation and low self-esteem. Guys there is nothing worst in the world than having all your neighbors and all your friends find out that you were in a foreclosure.

When I was 19 years old, I was living on the streets of New York. I did not even know where my next meal was going to come from. Sometimes and I had this low self-esteem and my confidence was shot. It was in the gutter. I had to teach myself how to have confidence and self-esteem. We want to save these people that humiliation. It is a horrible feeling and it really lowers your self-esteem.

So Donald Trump wrote this world's best building principle in buy low and sell low. We want to buy low and sell low. If we did not get a property at 50% discount, let us say, we have \$400,000.00 property, we can pick it up for 150 because these people are going to lose it. Can we sell that property a little lower than what its worth and still make a nice profit? Yes. Do not be greedy. As buy low and sell low.

We can buy low and sell high until the day we die. We want to buy low and sell low right now.

Guys I will show you how to get into that of your properties within 30 to 60 days. Right now I am not holding anything beyond 60 days because we can buy low, give somebody else a good deal, sell low and we can move these properties and make our cash.

Here is strategy number 2, evaluate and know your exit strategy. Here is why, let me test your knowledge, I am training you already. When do we make money in real estate, when we buy or sell? Buy.

What is this? PPSF. This is for 10,000 bonus points. Who knows what stands for? That means price per square foot. This is Donald Trump's evaluation tool. Here is the formula, price of the home divided by the square footage, heat and air condition areas only. Let me explain this, here is an example. We got a \$200,000.00 purchase price; we are going to divide it by the 2000 square feet.

Now how do we know that property is 2000 square feet? We got a software program, you can pull all these properties up in every zip code, every country, every state cross country, I can show you how to find out the square footage of any home, residential or commercial within about 15 minutes. We are going to take the 2000 square feet, going back our formula—Donald Trump uses this for his hundreds and millions of dollar of real estate he buys. Within 15 minutes and you can determine if this is a property, we should work on or we should pass on.

We are going to take 2000 number and divide it into this number that means if we can buy this property for this right here that is a \$100.00 per square foot that we are going to pay for that property. Does everybody understand this so far?

Here is an example. We had somebody come through Trump U not too long ago, they actually want to help, and this person was in her older senior years. They were looking for second home in Florida to retire to. They are golf junkie and they wanted to find something in a golf community. They called a realtor looking for properties over the internet like we taught them and they actually went down to Florida, found a house like this. Five doors down from here and here is what they found out. A recent sale five doors away sold for 180,000 bucks.

00:25:31

He went outside real quick. He did exactly what we told him to do, pulled up the property, found out it was 1,600 square feet. So we are going to take this number, divide into this number and we came up with a \$112.50 per square foot. So that house selling for 180 and it was worth \$0112.50 per square foot.

Now, the prospective property, what happen was this. When they were done looking at that property, they backed up the car, they were going to look at couple of other properties. They stopped right here because this gentleman said "do you see the for sale sign." So he knew what to look for. He stopped, they got to the car, he grabbed the sign, it was a FSBO.

Now, there are two different types of for-sale-by-owners, we got the greedy and the needy. The greedy people are selling their homes on their own because they do not want to pay a realtor commission. They do not like realtors. Realtors cannot sell my house competently. I am going to keep all the money. We do not want to talk to them because they are not going to be as motivated. We want to talk to the needy people. These are the people who need to sell their homes because they are going into a foreclosure, they got title problem, leans judgment, and divorce sell. So we want to talk to the needy for-sale-by-owners. They do not have any money that is why they are selling and they have not listed with the realtor.

Guys, if I went out here right now with you and we got on a bus, we can go and find a home for-sale-by-owner signs. We would write down the names and numbers. We would come back in here and we would do live calls. I would make four offers in every single for-sale-by-owner house out there. Out of a 100 of those, do you think we put a couple of deals together? Yes sure. I actually would probably do about 10. My success rate is 10% of all the for-sale-by-owners out there. As long I can make my minimum, which is 25 grand, let us call it single. Guys we got a deal.

So let me show you what happen. He called up the couple, they were home. They were going through a divorce. A lot of people go through divorces. Think deeper, why is not the money there for that couple, why is not the time there. Let me ask you a question, when people got together and they told together each that I do, did they not have passion for each other? Did they not love each? And now they are getting a divorce. You know why? They do not have any plans; they were never on the same page. That is why people get a divorce. So the first thing you need to do when you leave here is to get on the right plan.

He call them up, he said "Hey I have seen you are selling your house, is it still for sale?" They said "yes we are going through a divorce, we need to sell it today." You said, "all right, I just look at the property down the street can I come in?" They said "Sure". He went inside; he did exactly what we told him to do, took out his notepad, and took his pen.

Here is what he did for about 10 to 15 minutes in this house while the couple stood downstairs. He came back downstairs, did a walk through of the house. He said, "Well, here is what I just found out. All the bathrooms are going to be rehab. They are too small. We need it downstairs. We have to fix the kitchen. We got to paint the whole interior. The exterior needs to be cleaned up. We need a lot of washing. The pool in the back is not working. We also found out that the carpet needs to be replace. We need thicker padding.

All your moldings need to be—you guys get the idea. What is he doing? Finding everything wrong and every negative thing with that house. We will try to get the price where? Down. I will show you how to do this within 15 minutes. He did his list; he said "look you guys have about \$20,000.00 worth of stuff here that we are going to have to put into this property to even make it salable. Let me ask you a question, when do you need to sell?" They said, "Today, we are going through divorce."

I love divorce sales. Let me explain this. When people go through a divorce, they will sell that house for nothing so the other person does not get a dime. I have made 8 figures on divorce sales. I still do. I will teach how to do that as well. They said "okay fine". He said, "This house down the street sold for about 180,000 bucks, you guys are asking how much?" They said 180. He said how did you come up with the number. They said, "Well the other house down there sold for 180. Ours is worth at least that much". So what he did is say "hold on give me a minute. He went and pulled up his laptop; found out that their house was 1902 square feet. That property was only 1,600. We got 302 more square feet.

00:30:15

So we are going to take this number, we are going to multiply it by what this house was worth when it sold 112.50. That gives us \$213,975.00. If we could buy that house for 180, do we have a potential profit? Yes but almost 42,000 and we even did not touch the house. He said, "Here is what I want to do, I already seen enough, would you be interested in selling this house for 172,000 today. I do not need to see anything else. I can go and get a contract

from my car right now.” They say “Can you give us 15 seconds?” You say, “Go take 15 minutes.” They went around the corner, they came back around in about 5 seconds and said, “We would be comfortable with that”. He said, “You just sold your house. Let me go and get my contract. Went out to the car, got his contract, one-page form.” He did not take any money out of his pocket, put a right back on the market with the same realtors immediately. He did not touch the house. He gave himself 60-days to close. Here is what happened. He actually offered the 172 and they accepted it.

Let us run the numbers, because you make money when you buy. 172 divided by the 1,902 sq feet gives us \$90.43 per sq. ft. He knew he had an immediately equity of \$41,975.00 if he even did not touch. He held the property for a couple of months. Did some special advertising and marketing that I taught him and what happen was he used the one weekend for a golf treat with some of his buddies. They found the right buyer who wants to live in that golf community and that school district held it a few short months and sold it for 260,997 bucks.

Let me ask you guys a question, if I can teach you how to do one of these this year between now and the end of the year. It makes us 97 grand in one deal. How many can you pay off in one credit card bill? That is the power of foreclosure. That is power of dealing with the best in the world.

Here comes maximum offer worksheet. What we are going to do is show you how to run the numbers on every deal. It takes you 15 to 30 minutes. We are going to come up with a max offer right here on the bottom line. You are going to make an offer, if they do not accept it we are going to pass. I can teach this to 10-year-old guy and he would be successful because he does not know any better, he will just follow everything I tell him to do and I can make this kid semi-retired by the age of 21.

I am going to show you how to take that Trump’s Maximum Offer worksheet. We will just evaluate and we have the maximum offer. We do not go above and then you make money. Three things that happen with a piece of real estate, residential or commercial, number 1, we make money on it. Number 2, lose money on it. Number 3, break even. We do not want two or three, we just want to make money and when you know how to properly do your analysis and you run the numbers. Guys you have an extra strategy, we are going to make money every single time.

Now, we could have kept that property, we could have rented it out and made some positive cash for every single month, we could have offered somebody to lease or purchase option, owner-seller financing, create multiple streams of income. Guys I can show you how to make three different stream of income of every single property you buy.

Any landlords in the room like me. And you hear sometimes about the nightmare stories about not getting the rent on—toilet has been clogged up, night phone calls in the middle of night with the pipes being clogged. Guys I never have any problems with my properties. I always get my rent on time but if you do have landlord headaches is because you listen to immature investors and you do not really learn how to do at the best way. Would you like me to show all of you how to always get your rent on time for the rest of your life?

We have the world's best lease agreement. There are 40 powerful paragraphs and these are coming from Mr. Trump, one paragraph is really powerful. This property normally rents for 2,300 a month however, every time the rent is received by the first of the month you may deduct 300 for net rent amount of 2,000 bucks. Do you think you will get your rent on time? Not only that, they will keep the place clean, they will pop money into it, they will upgrade the appliances, they will fix the floors, they will clean up the landscaping upfront because I am going to show never to have renters.

I am going to show you how to have lease auction owners, that way every single person who buys a property from you, you are going to lease it out to them. They are not going to pay rent and we actually going to give them the dream of home ownership. We are going to help them clean up their credit and these people will do everything they can to keep the place clean.

00:35:39

Would you guys like a copy of the world's best lease agreement. I will give it to you. We are going to make money on properties but we are only going to work on a property if we are going to make a minimum of 25,000 bucks. Let me explain this stuff.

When I was a young kid, my coach taught me in baseball how to just hit singles. He did not teach me how to go for the homerun. He said, "Jim just get the bat out there, not the ball over the in field, get on first base because if you can do that every single time you will have a chance of getting home." Too many people try to go for the homeruns in life. That is why at 65 they are broke. I just want to hit singles

throughout my real estate career of 19 years. Every time I hit a single it is 25 grand a month. Once in a while we are going to get a double. We need to get a double first then we are going to back to singles, then every once in a while we are going to get triple, then when we are not even looking it is going to fall in our lap once a year. We are going to hit a homerun. It could be a grand slam but a homerun.

This is a life lesson. Do not hit the homeruns, do not look for them, let us just hit singles and the homeruns will come at us when we are not even looking because it is people. If you take care of people, do not be greedy, just make 25 grand, and hit some singles, let us hit once a month then eventually we will get the doubles and triples in homeruns but we should not look for them because we are just training on singles.

If I can teach you how to get one single a month, work a couple of hours a week, bring 25 grand in for you and your family a month. Would lot of you consider ever quitting your jobs?

Without knowledge, investing is too risky. You got to train in foreclosure first because you can apply this to any kind of investing you will do for the rest of your life. Without training, you will overpay for properties, mistitled problems, buying in the wrong area. Right now, we want to buy in sea areas. Forty percent of the market out here in Atlanta, Georgia right now is renting.

If we can find properties in the sea areas, in the high rental areas and if we can get an amount of 20 to 50% below their market value, can we buy low and sell low and give somebody else a good deal, get them out of paying rent throwing their money away. And if I can show you how to get people out here and all these rental markets right now, a proof of FHA mortgage, which is the easiest mortgage to get approval right now in the country. Get them into thousand bucks down, do you think we can make some money and we can sell some houses.

Everybody else out there is worrying about trying to go to the banks. Banks are not giving loans anymore right now. Realtors cannot help people getting the houses. The mortgage industry is upside down. It is ten times harder to get a loan right now, bug if we can get people into our house and they just deal with us for a thousand and maybe \$2,000.00 down, they are going to buy our properties all day long. And this is how I move people in the properties. I do 4, 5, 6 of this a week and I get people in and out of these properties and sell within

the 30 and 60-day period because I help people get out and get in of homes. We are just problems solver.

I am going to teach you how to become a problem solver. In real estate, if we saw problems we can get rich. Also, we do not want to pay too much for financing. Do not ever, ever to a bank and get a conventional loan again. I have not been into a conventional bank in over 13 years. Do not ever put your hard-earned money down, beg the bank for a loan, put it on your credit report for 20 or 30 years and hope and pray you can sell it.

You do not want to buy a piece of real estate that way again not even your own home. We want to do some creative financings, which I will teach you in a little bit but you do not want to overpay for properties. Fail to protect your investment, misrepairs and rehab cost, we would not misrepairs and rehab cost if we follow the Trump Max excel for worksheet because we make money when we buy. Have no extra strategy; do not improperly conduct a property analysis because they had to run the numbers.

00:40:14

This is the biggest thing guys, people put properties on their own name. You do not ever put properties in your own name. If you hold title to a house right now, if you are paying a promissory note back to a bank who hold your mortgage, if your property is in your own name, you are doing at the wrong way. Do not put anything in your own name. God forbids you come across an 8 year old out here today in the wet road and he is on a bicycle and something happens, what if that family gets a good attorney, they are going to own your house, your checking, your savings, your money market, you bonds, you mutual fund, your 401k, your home equity line of credit, they are going to own everything. They are going to own you and your family. You are going to pay him every single dollar out of your paycheck for the rest of your life because you have stuff in your name.

I got nothing in my name. I got a lot of stuff; I look like loser on paper. I have nothing in my own name. You never want to take title to properties in your own name. We will teach you the right way, the Trump. Here is what happens to a student who came to a free preview just like this not too long ago. They had a serious problem. They brought in this deal, they were sitting right here, when we were done they registered for the three-day training but he said before I get there you guys need to help me out. We said fine what is going on. He said I found this house right here. Here is what it looks like

inside. Have you guys ever seen houses like this. These are called ugly houses and a lot of people drive by these houses like this and they nag their partner next to them in the car and they say look at that place, I wonder who lives there and they keep on driving by. I love these kinds of houses. These are goldmine. There are lots of money that can be made with these houses. Let us find out what happen. He had this problem. He said, "I got this house. A realtor called me. I said I could buy it right now for 11,000 bucks. It needs \$5,000.00 of repairs and it was two bedrooms and one bath. So he got all emotional with the deal.

What is the first rule of real estate? Never pay retail. What is the second rule of real estate? Do not get married to the deal. So here we go. He got married to the deal. He got all emotional. The third rule of real estate, never get emotional, it is all numbers game.

Let us go back, two beds, one bath. I think the realtor thought that this was a bedroom over here because we have a mattress looking thing. She also saw something that looks like a mattress and she probably thought the trim was in here somewhere in the kitchen. I do not see one. But she said it was two bedroom, one bath. This went out just to be just three little room house. She paid 11 grand and needs \$5,000.00 for repairs and he found out after he paid for it that it has zero bedrooms. Here is what happened. She said, "I found out that this needed \$25,000.00 in repairs. The place was stinking mess and I need two sets of appliances." Why do you think? She put in appliances when they went to clean up, they went to home depot, and left the front door unlock. Then somebody in the area was looking. This was a rental area and somebody came in and took the appliances. So now, they had to go get two sets of appliances. He ended putting \$36,000.00 into this property within a two-week period and she put it all in her credit card.

Do we have a problem? We got a problem. So let me ask you guys this question, if you are sitting here, you have this problem, how much of investment would it be worth to you to cure this problem? How much would you put up to get out of this deal, get your 36,000 back and make \$60,000.00 on this property. What would that be worth to you? Would it be worth \$10,000.00 of an investment to get out of this, get your 36 back and net 50? How about 5 grand, how about 1,500 bucks. This is what we told her to do, "we are going to get you out of this problem. We are going to ask for \$2,000.00 down payment. You are going to make some flyers. You are going to spread them around this area. This is not going to cost you a dime in advertising or marketing. This is a rental area, sea area. Here is what your flyer is going to say, "Lease to buy owner motivated, no

banks, no credit checks, no qualify. Stop throwing away your money rent, stop making your landlord rich, call today.” Do you think I will get some phone calls? Sure, 40% of the market right now who is renting is going to pull that ad. I run this all the time.

00:45:05

So we told her to run that flyer all over the neighborhood. We are going to ask for 2 grand down. We are going to do what is called a rasp mortgage. This mean we are going to do it with no money. We are also going to ask 350 bucks a month lease option payment every month with an option to buy the property at any time during that lease that will cover the taxes and insurance. When we run the numbers, this thing will be paid off in ten years. If she did exactly what we told her to do. But we also said you can put a write on the market; sell it but let us do it this way. Let us see if this would work out.

She called us about two weeks later; she said, “you are not going to understand something. I received many people who wanted to give me the \$2,000 down. I just negotiated with somebody to do \$800 a month times ten years that is going to be 12 months. They said they might be able to get the payment to buys this thing over the next couple of months but they were in to sign that lease option, the rap mortgage and I end up with \$96,000 I just held this thing for 10 years. I get the 36 grand back and I make 62,000 bucks. In fact all the contracts were already signed.

So let me ask you a question, if we can show you how to do again one little of this which is in a sea area and ugly house and make something like this over the next 12 months, how many of these would you need to do this year to consider quitting your jobs. One or two. That is the power of working with the best in the world. It is Trump University. We are the best. There is nobody better than us. I think you see that now.

Trump use success story. When I heard Mr. Trump was opening a company to train beginning investors as I result of the program. I bought an investment property and flip it in four months for \$95,000.00 profit, my second deal earned me 70 grand. That is a lot of money that would change every life in this room but I want you to look over here. Forget about the money, I want to see your smiles in two weeks, this is the kind of profits you can make and right now, we have more opportunities in the history of this country ever to buy these at 20, 40, 50. I may even find properties at 60 to 70% below

fair market value. Those are called lay ups. I can get the money for those things on 100% financing. I can also get them for you.

Strategy number 3, understand the phases of foreclosure. It is like a clock. We got the pre, pre-foreclosure stage. We got the inevitable. The homeowners are going to miss that first payment. When they miss the first payment to the bank foreclosure, then we have the pre-foreclosure which means the bank is about to send out when they miss the next payment a demand letter. It is going to go on a list pendency list. This is what we want to find that French for lawsuit. Every list pendency list is public information. I can show you how to pull up those pendency list right on your computer.

Then what happens is we get a complain, it goes unnoticed of default list and then we have a final judgment. If it does not sell at the option then it becomes an REO which is bank owned property. That is a real estate own property, now you have to negotiate with the bank.

If you are going to do bank on properties right now, we can make a fortune with those, but the banks right wants 85% of what the property is of worth. That is after repair value. I will show you about 10 to 14 different ways to find these properties and buy them before it ever gets to the banks because they are really good at negotiation.

Here is strategy number 4, how do we find these foreclosures. We want to find the pre-foreclosures right here. These are in the status of where people are actually starting to miss those couple of payments. We want to start negotiating with the sellers. I am going to show how to look for FSBO properties and for rent signage.

Guys, I can go out and find a hundred for rent signage or ads, call people who are looking to rent their home. Duplex, triplex, multi unit apartment buildings, condos, I can make four offers on every single for rent sign out there and I can teach you how to do the same. So again today, out of 100 of these because I can get 10 of these that I can put together. What are we looking to make minimum on every single property? \$25,000.00, which is single.

I want to teach you how to do assignments. This is where we can assign a contract to someone else. We do not need any money, credit, or license or a loan and we make the piece at the middle. If you guys want to deal with the banks, they want 85% so you better know what you are doing. But I can show you how to make an offer on 99.99% of all bank-owned properties out there and you just have

to run the numbers and make sure that we have a nice profit. We can make an offer in almost every single one of them.

00:50:20

Here is the thing guys, most people think that you can go to a bank and get the bank properties, you cannot. That is a myth, you have to do it with a license real estate broker. Any brokers in the room? Real estate agents? But you got to go through broker. Now the biggest thing I can teach you is how to do a short sale. Anybody hear about short sale?

Short sales are huge right now and we have more opportunities to do short sales then ever. Everybody can do this, you do not need a license, money or credit or a loan. Short sales an investing strategy to negotiate a loan that is in default with the lender and receive a discount for less than what is owed on the current mortgage. A short sale will enable the lender to write off the bad debt, avoid foreclosure and not have to take the property back.

Let me ask you a question. Are banks in the business have taken properties back? What business are they in? Lending what, money and making what on their money? Interest. They do not want these properties. They want to get the money working again and I learn how to do these short sales when I was 23 years old when interest rates were 15%. You guys have a great advantage right now. Interest rates are low. The banks do not want to take the property back. If they have to that means, they cannot get the money back. They have to put on the market, they have to put insurance on it, and it is mess if it does the sell at the auction.

If banks cannot get back a \$100,000.00; for every \$100,000.00 they cannot collect on, they cannot borrow up to \$1 million for real estate loans, consumer loans, credit cards, loans, any kind of loan. So if the bank cannot collect \$100,000.00 per property they cannot borrow up to \$1 million and they might go out of business. Mortgage companies are folding up left and right because they cannot get their loans paid back. What we are going to do is we are going to teach you how to negotiate with the bank to actually get less than what is owed on the mortgage so somebody does not go into foreclosure because it is people first and we are going to be able to make a nice profit at the same time. Even if a property has no equity, we can still do a short sale. We can create our own equity.

Let me show you how this works. This is going to help the lender remain liquid so they can borrow more money to lend the consumers.

If a bank cannot borrow money, they cannot make loans to you and they cannot stay in business. With short sales, you do not need down payments, you do not need any money, we are not having out credit check, we are not taking a loan out, and we are not even transferring title. Most of these properties we now work are in the upper scale neighborhoods like the bay areas where we have 4, 5, \$600,000 property and they cannot pay back that \$500,000 loan and we can do a short sale. This is one of the first strategies we can offer them and we can create our own instant equity. 90% of something is better than a 100% of a nothing, that is what the banks are telling us right now.

Banks are calling me on the weekend saying James we have approved your short sale, please just get this done. I want to show you guys how to sell your properties before you even have to buy them. See most people buy properties, they put the contract on them and they have to go find a buyer. You do not want to do real estate like that. We want to sell them before we have to go to contract and with the short sales, I am going to show you how to build the list of quality buyers first before we even negotiate with the bank.

We just did one of these not too long ago where he had a line of buyers—when we find these this short sales, I will teach you how to do that with some advertising and marketing. The total original payoff was 440; this family was going into foreclosure. They were about five months behind in their payments. We discounted the short with the bank 270,000. They were about to go out of business a couple of month ago. Somebody just brought them out and now they are okay but they still are going to do a lot of business in short sales. The repairs were 5,000 bucks. We have our general contractor go in to freshen it up, clean it up a little bit, put some paint, clean up the landscaping and we actually resolve it and made 51,000 bucks. All these took about 42 days to do.

So let me tell you this guys, that is a called a double. If I can teach you how to do one of these between now and the end of the year, do one double while we are hitting once a month on singles. How many of you could absolutely now start considering never working for somebody else ever again. Good all 7 of you, what is going on with the rest of you. Short sales are great and how do you find them. We can drive around. We get the foreclosure list. We call people up to get the list pence list and we can go to the county courthouse.

00:55:38

Guys I do all my advertising on the worldwide web. If you do not get on the internet, you are starting to go in reverse because everybody else is on the internet. Did you know over 84% of all motivated sellers and buyers are looking at sell and buy right now on the internet. Be honest, today is the day of honesty how many people were on the internet everyday. Some of you are lying dogs about other things. You guys are on the internet everyday. Why not have your business there.

I work a couple of hours a week. I do not even get out of my bathrobe and so I close a couple of deals every single week. I will teach you how to do the same. We are going to do everything on the worldwide web but if you do not want to do that I have an ad that I have been running for years, Wallstreet journal, USA Today, Atlanta Journal Constitution, New York Times, buys any property, any condition can pay—hold on let us stop right because I know a lot of you are saying James you are paying cash. We are not going to use our own money. Here is the deal; I am telling people that we could pay cash. It does not mean we would.

We want responses, we want the phone to ring and I can close within one week, stop foreclosure today, we solve problems. Folks, we got hundreds of phone calls coming off these ads nationwide. I run this all over the place because I buy real estate nationwide. I can show you how to get hundreds of phone calls coming in. You do not have to go look for these people; they will just come to you, would you like to have my ads.

Have you guys ever seen these around Atlanta? They are all over the stinking place, are they not? And most people think “there is another investor trying to make money”. Guys, I make a fortune with these signs. They are all over Atlanta. This is how I find my buyers. 40% of the market right now. They do not want to be renting, they want to own a home. So I give my lease option. I get a nice downpayment and I give them two years to buy that property for me. And this how we can help people. Here are some ads on the internet. We will make an offer on home in 24 hours guaranteed. I do not care if they are currently going into foreclosure. They fill out a form, I find out how many beds, how many baths, how much they owe, who their bank is, how many payments are behind on and we make offer right there on the phone.

I can teach you how to make offers within minutes. You will not make any money in real estate until you make offers. Without making offers, you cannot make any money. We have to make offers. So later when we stop and I ask you guys to come and spend three

days with us next weekend. Folks I am going to show how to go out and find leads and you are going to bring those leads in, and we are going to make offers all day long Saturday in class. I will see if I can do a deal for you because I do not want you to mess first one out.

“Well James that is exciting. You are killing me James.” Strategy number 5, prepare your credit rating. Guys this is huge. Your credit is going to give you the ability to borrow money to buy these houses because we do not want to use any of our own money. We want to use OPM. That is how we do real estate.

Next weekend we are going to show you how to get a copy of all three credit reports, increase your number of credit cards, raise your limits—let us stop right there. Some of you are going to say “Wait a second James, we are going to give our credit cards. We are going to raise our limits.” Let me ask you guys a question, if we have more credit cards which is more loans from banks of money we can borrow, which again is OPM by raising our limits on our credit cards and getting more credit for real estate investments, will that hurt or help our credit? It is going to raise our credit. I am also going to show you how to lower all your interest rates.

Did you know that the average person in this room right now with a credit card is paying 17.9% interest on their credit card money? You are getting late fees. You are incurring all kinds of late fees and charges you do not even know about. I will show how to get those down to 1.9%. Would you like that? I do not take further answer. I will show you how to get on the phone with the banks, negotiate with these people, they need you, and you do not need them. Does everybody understand that? They need you. I am going to show you how to wave your fees.

00:60:04

Guys, two weeks ago in Washington DC, my whole class went outside. They had 90 minutes for lunch, they came back in, and we had all their interest rates down. I have had some people who are paying 29.9% interest rates on their credit cards; I got them down to 2.9%. I got other fees wave. One out of every 4 credit reports in this room have an error on your credit report and you do not even know it. Let us fix this stuff. Let us raise your score. I am going to show you how to dispute any late payments and pay your bills on time.

If I can show you how to get one single income every month that you and your family at 25 grand at pop, can you pay your bills on time. You better believe it and great credit is a real estate fortune.

Payment history is 35%, total amount owed—here is what (inaudible) experience in equity. They look for consumer debt as oppose to investment debt. Consumer debt is good or bad? Bad. That stuff you buy that goes down in value. You got to learn this while you are ten. Investment tat is real estate. Things that go wear in value. So if we use our credit card money and a very intelligent way to buy and sell real estate, deposits, down payments and all that stuff, that is what they look at. You do not want anymore consumer debt.

By the way, do not ever go out there and buy something from now on unless you have the cash. Only use your credit money which is the bank's money to invest into real estate do not do it. I still get upset when I hear about people going out and buying a car and taking a loan for it. And when they drive it out the road it goes wear in value to over 30%.

Let us go do a couple of real estate deals, couple of pre-foreclosures, couple of short sales, let us find some good deal 2 or 3 and then let us go buy a car and pay cash. I want your license plate from now on to say paid for. Do not ever buy a car and put a loan on it again.

Strategy number 6, let us get the money for these deals. Repeat after me; find the deal the money will come and if we can find a deal at a 50% or below their market value that is called a lay up in basketball. I am getting you the money of 100% financing. It is not a problem. There are lots of ways to pay for deals. Conventional banks do not ever do it. Do not ever go to a bank conventionally and borrow money again. Do not take your hard-earned money and put it down and then having put that loan on your credit report for 20 to 30 years. That is the worst way to buy a real estate.

I am going to teach you how to get money from hard moneylenders. Has anybody heard of these people? Hard moneylenders are financial institutions but what they are willing to do is give you money and they are willing to charge you a higher interest rate. Your area around here, hard moneylenders, I got a list of them, they are going to charge you 15%. They are looking for three months interest-only payments but they will give you all the money.

Now, here is what they are looking for 65% LTV. What is 65% LTV? Loan to value. So at 65% loan to value, you bring us the deal. Guys these hard moneylenders are going to loan you the money. They will give you the construction cost, the rehab cost, you will get that in three draws, we will fix up the property, raise the value of the property and there we can cash out and make some money. So hard moneylenders are great because right now the market stinks and it is

ten times harder to get a loan. If you go to a conventional bank, they are going to ask for 20 to 30% down. They are going to sink all your hard-earned money so forget that. Let us go to hard moneylenders with 50% loan to value, forget it.

Everybody say hi James. What is a private money investor? What is that? That is somebody who has a lot of cash and they are willing to lend you money. They are not worried about you or your credit. They do not care about you or your credit or your job, they are worried about the deal, the property and they will lend you the money 15 to 20%. I am going to show you how to get money from hard moneylenders and private money people and they are going to charge you 3 months interest-only payments. What I am going to do is I am going to show you how to fix up the property. They are going to give you the construction clause. We are going to add the 3 months of interest-only payments into the construction cost so we do not have to take it out from our pocket. And I will show you how to get a 100% financing on all your deals. All you have to do is bring this stuff with 65% loan to value.

Right now, within about three-month rates of those hotels, you got thousands of them right now, we just got to show you how to go out and pick them out.

00:65:01

Now, you got a good private money person that can help you out, everybody say, "Hi James." I would love to have you bring me a deal. I cannot get you the money, because it is you first. I cannot get you the money, guys. So, maybe we can help you out with the first one, maybe we will do a joint venture, I do this all the time. Money is not a problem, when you find a good way deal.

Behind the deal, the money will come. Equity private money and hard money lenders that is what we are going to use. I got a database of the top 300 hard money lenders and private money people all across the nation. I have been borrowing money from these people for 19 years and I will show you how to do it, as well.

Also, equity funding, if you are sitting in my room right now, you do not have a home equity line of credit, you need to go and open one up. If you have a \$100,000.00 of more of equity in your house right now that is sitting there making you know money. I can show you how to take that equity. We can borrow up to 3 - 4 - 5 times the amount and use it as a leverage for real estate. We are not going to

take out and spend it nilly willy like cash, we are going to use as leverage.

I have people who have come to these trainings, because they have a million dollars of equity in their home and the goal is how do we get ahead financially, where are we going to get the money? I could take a million of equity and I can show you to borrow up to \$3 million. Is that exciting? Oh come on, so if you are sitting here and you have equity, you are not making any money with it, let us use it to get rich in the foreclosure markets right now guys and if you are sitting here and you have a 401k or IRA, folks how long did you work and how hard did you work to put that money on your 401k? 200 - 300 - \$400,000, it is sitting there making 3% interest, that is horrendous.

Let me show you how to use that 401k, IRA money. Let us use as leverage to borrow up to ten times the amount of real estate without taking any money out of our pocket and guess what, we can show you how to do it with no fees or no charges. Is that exciting? Common guys, what else can I do up here? Tap dance for you, also we are going to use our credit card money, not for consumer debt anymore, investment debt and that is okay. I love credit cards, guys. I got a ton of credit cards available unlimited amounts on them. You know why, because I use it for real estate. My wife's dog Coco has a credit card. Yes, I am not kidding, I will show a picture, when we are done.

Now, solid 15% return, here is how I generate all these private money people and hard money lenders. I can get the money anytime I want for any kind of real estate. I have been running ads like this, Wall street Journal, USA Today. I am going to teach you how to think what? Big, common guys, you have me, this is Donald Shrub, let us get in the money, people. Here is an ad back by real estate, real estate investors as many deals, seek private funding, joint ventures wanted. I send them a free report, I tell them about me, my company, how many properties I have. You guys are going to run the same ads and you are going to show all these people your listings and they are going to call you and they are going to fund your deals. Would you like to use my ads? No problem Bob, you got it, you are the one who asked.

All right, here is a live deal that we are working on right now, it is pretty much all done, but I want to show you guys, I got this in my laptop. Here is my laptop, I just (Inaudible) where is this located? In Georgia? How far is that from here? It is in our state, very good. So, here is a four-unit apartment building, right? Does it need some work? Not of it, right? Everybody say, "Goldmine." This is what I

want you to bring me, I am kidding, do not laugh. This is going to make you a fortune, guys. This is a goldmine. Check it out, this is in a sea area, are you with me? Did you a couple of these away? Check it out, she spent three days with us, her name is Margarita, she sent me this property, here it is. Here are all my internet explore boxes, here is what happen. Here is the email, "James we can buy this property right now for \$59,900. The rehab on it is \$54,000. We just need \$114,000." Wow, I did the numbers that is 65% LTV that means I can get you the what? I can get you the money guys.

What happened was we got a property analysis, which is called an appraisal. Has anybody ever heard of this? Let us go back to hear. She has already done all these stuff. I already taught her how to do it all. She did everything lined up. She just needed the funding, okay? After this report was done, we found that the subject property right here. Here is one, two, three comps.

A compass a comparable property right in the area, just like this, we found out that this house was worth, how much, \$175,000.00 after repair value, after we did all the work. Now, what do we have here? \$175,000.00 from a buyer, folks I am going to show you how to sell your properties, before you even have to buy them, before we even went to contract, we already have a buyer lined up. They were willing to pay a little bit more than this property was worth, because they own a couple of other places in the area and they knew that they could catch out in a year to in a market's turn. Are you with me so far?

We already had a buyer lined up. Here is our rehab, general contractor went over he sent us the excel spread sheet.

00:70:00

We got \$53,000.00 in repairs, we are getting a 100% funding. We are going to have three draws of money, taken out to go repair the place up. What is going to happen is that they are going to make it look like this. Does this look different? That is another comp in the area. We are going to fix it up. It is going to look brand new. We got the contract signed, here is the form, you are going to fill out folks and you are going to send it to me. We are going to get you the money. Are you with me? Say yes, you have to fill out a little form, everything is signed everything is done. This was emailed to me, I am still working in my home office, in my underwear and what happened was we are going to make this, here is the deal. Purchase price is \$59,900.00, rehab cost - \$53,000.00, closing cost on the buy is going to be \$1,800.00. Here is what the private people, me we are

going to make an interest only payments for three months. I am going to show you though, with other private money and hard money lenders.

I am going to show you how to wrap it up into the closing cost, you do not have to take any money out of your what? Pocket, we are going to put it on the rehab cost. A pay of \$175,000.00, we are selling for \$177,000.00. We already had a buyer lined up, tolls \$118.00 of cost. She is going to make \$58,000.00. I am not going take a dime of her profits, because it is you first.

People, I can help you get through your deals guys, so here is the best thing that you could walk out with here today. It is my information. I am here to help you, I can help you get the funds, as long as you find a good deal with how much LTV? 65%, that is what I am looking for, if it is a little higher, no problem. Lay up, I can get you all the money. I do not even need to see your personal financial statement or your credit. 50% below fair market value, no problem guys, right? Now, how to sell these? We can use realtors, classified ads. I will show you how to do web ads. Whole sale to retails, there is a lot of different ways, but everybody look down here. See this thing that said charity gifting? Let me show you something that my mentor taught me many years ago.

I have a charity gifting program, but we actually people approved for an FHA mortgage right now, it is the easiest mortgage in the country to get approved for. I get people into my house for a thousand bucks down. What happens is that the charity gifting company charges me a fee. I will take it out from my profits and I will help people get into the homes. So, if they go look at 20 or 30 properties and they have to put 15 or 20 grand with Mr. Harris' company, which is your company from now on. What is going to happen, is we are going to show them how to get in for a thousand, maybe up to \$2,000.00 max. Do you think they are going to buy our properties, overall these others? This is how we get in and out of these properties within 30 to 90 days. We are not holding them. We are going to put people in, because we are going to what first? Sell them, before we have to what? Buy them. Is that a smart way to do real estate? Yes, absolutely okay.

Here are some ads on the internet. I will show you how to run this, as well. Guys, these are fully optimized to be searched on Yahoo, Google, MSN, this is where everybody is. They are going to buy and sell and they will fill out a form and they are just going to come to us, we send them over to the properties in the area they want to buy and they make us offers. This is how we can do deals within a couple of

days. Did you guys ever heard, zero down real estate? Yes? Like there is no money, no credit stuff? Guys, when I was 19 years old, I had no money, I had no credit. I could not get a loan and my mentor taught me how to do some zero money stop. Let me show you how to do this, this is real, this is reality. We can do this on every single property out there. So, everybody gets a fresh piece of paper, this thing I am going to write on time, here we are.

You guys over here from Scott and Beverly over, you guys are going to be my sellers and from Carlin, over here. You guys are going to be my buyers. First thing I want you to write down is called assignments. Assignments – whole selling, using assignments. So, you guys are going to be my sellers. Let us say you are selling a property right now, for \$400,000.00, okay? And, I am going to call you up and you guys are selling it in your FSBO. What is a FSBO? We sell by owner. I got to call you up today. I am going to offer you \$300,000.00 on your property after I find out that you need to get out on our \$285,000.00 mortgage. I am going to have you walk away with 10 15 grand, a couple of buck, but I am going to make you in an all-cash offer. I can close within 90 days and I am going to pay you \$300,000.00 with it for your property.

There are lots of reasons why people will take a lot less or what is owed on their property right now and a lot less of what is worth, because they might be going into what? Foreclosure, loss of job, health, illness, divorce, back taxes, dozens of reasons why. So, I am going to show you how to ask the right questions, I got a script, right here in this book, we are going to take you through weekend. We are going to role play. We are going to call people. You are going to learn how to do this. You are going to accept my \$300,000.00 offer, because in six weeks you are loosing your house for the Sheriff's sale. You are going to the court house, they are going to sell your property, you are going to loose everything. You will accept my offer. We are going to put a contract together. J. Harris Inc, because we never want to take properties in our own name, teach you them the right way. J. Harris Inc. and/or assigns, has anybody ever heard of this term? These are three magical words that will get you rich in real estate guys.

00:75:02

J. Harris Inc. and/or signs, which means I could have sign that contract to anybody else I want to for a fee. I am going to give myself 60 days of close, because I do not want you to loose your house. So, I am going to give you \$300,000.00, you will have your money in 60 days, the next day an ad is going to go on the papers. It is going to

say exactly this, "Owner-motivated. House worth \$400,000.00, we will sell today for \$325,000.00. Are we going to get some calls? The phones are going to ring off the hook, right? So, people are going to see that add and will say, "Go look at this guy, he is selling the house for \$325,000 that is worth for \$400,000.00." They are going to call you up. You are going to give them the address. They are going to go over and look at it. You are going to have a 100 or more people that will be go and look at that property one day, right? You are going to find somebody like Bob. He is interested in the house. He is renting right now. He is wasting his money on what? Rent and I am going to give you the opportunity to have a house \$75,000.00 below fair market value, when this market turns, probably worth \$550,000.00. Are you with me so far?

So, you are going to sign a contract with me for \$325,000.00. Both contracts are going to go my title company. They are going to do the title work. They are going to set-up, which is called the double escrow closing within 30 days. You are going to come in with your \$325,000.00 cashiers check from the bank, Bob. And, at 9 o'clock in the morning, you are going to buy that house. You are saying, "Thanks James, you are a great guy." I got a great deal, because we are going to buy low and sell what? Low, very good, now you guys at 5 o'clock, you guys are my sellers, you are going to come in at 5 o'clock with my title company. You are going to get your, how much? \$300,000.00, what is left over in the middle? \$25,000.00, that goes to who? Well, it is going to go to you guys, but it is going to go in your international hit bank that right here guys. That is \$25,000.00, watch I have never took title to the home. That is called the whole selling by assignments.

Now, I want you to keep an open mind. This is creative unorthodox real estate. This is how I learned how to do real estate. We do not have to have titles for the house, to take money out of it, ladies and gentlemen. We have just to control it. Now, for those of you who are rolling your eyes, saying, "Yes, right James," all the skeptics. Let me show you how simple this is. Have you guys ever signed on a mortgage to buy a house? And, it said Bank of America and/or assigns when you bought your house? And, a couple of months later, you got a letter in the mail saying, "Hey, Wells Fargo now owns your mortgage. You are going to pay us every month." We were assigned your contract by Bank of America. Has anybody every heard of this? Bank assigns contracts all the time, they sell their loans. We can do the same thing with real estate guys. And, it is those three magical words, I will show you how to have in every single contract, so you can assign these properties and you do not need money, no credit, you do not need the license and you do not

have to take out a loan. Is that exciting? Oh, common. That is called assignments.

Number two – jot this down, I am a no money down expert guys, write down lease options. We are going to take the same \$400,000.00 house. I am going to teach you my for rent method that means every for rent add, we see in the paper. Every sing we see out there, we are going to call these landlords, okay. You guys are going to be my sellers again, you are going to be my buyers. You guys are asking \$400,000.00 for your house. Phone call goes something like this, I will teach you how to do a 100 phone calls a week. It is like this, “Mr. Landlord, my name is James. I saw your add on the paper for rent. Would you be interested in selling your property rent to buy, instead of just renting it out? If I paid you a monthly payment every month, I paid you on the first of the month. I never called you, no hassle to you. I paid you 6% to 9% interest on your money. You did not have to take you house and sell it and pay capital gains what? Taxes, I will just pay you every month. I will cover all the maintenance and repair cost. Would you be interested in leasing your property out with an option to buy for three years?” You know what 33% of the people say? “Yes, that sounds like a pretty good deal James. How does that work?” Well, here is what I will do.

I am going to send you over, which is called the lease option agreement memo. It is going to give me 90 days to close and I am going to out and find a lease option buyer. I am going to pay you exactly what you want, which is how much? \$400,000.00, I am not going to negotiate, I am not going to haggle. I am not a confrontational guy, I am going to give you exactly what you want. I am going to give you zero down, because I am giving you exactly what you are asking for. Are you guys with me so far? We are going the do it through your term. We are going to sign a purchase in sales contract, J Harris Inc. and/or assigns. We are going to sign also a residential lease agreement and the lease option agreement memo. I got all the contracts right here in guys. I am going to walk you through this.

Now, watch, zero down, \$400,000.00, I am going to pay you \$15,000.00 a month for three years with an option to buy. You guys are happy, I will never going to call you, covering all the maintenance repair cost, you guys are good. Now, I am going an ad in the paper the next day, something like this, it is going to say, “Lease with option to buy. Owner motivated, no banks, no qualifying, no credit checks, loan down, moving today.” Do you think phone going to ring off the hook? 40% of the market that is renting right now, who is

throwing their money away on rent, they are going to call, you guys should better be ready.

00:80:03

You are going to have a hundred of phone calls. Now, you guys are going to be my buyers, I am going to send everybody to look at the property, again we are going to have somebody respond. Like Sky here and his family. They are sick and tired of paying rent, right? Now, I am going to charge him 10% more than I am putting under contract with you. So, I put under contract for you all for how much? \$400,000.00, I am going to sell you this property for \$440,000.00. Here is why, I am going to give him the dream of being a home owner and a year or two from now, he can sell it. That house might be worth \$500,000.00 or more. Are you guys with me so far? Now, you are going to charge it to \$2,000.00 a month in rent, but it is not rent, it is lease money. I am going to ask for 10% down, which is \$44,000.00, but hold on. It is who first?

People, I am not going to ask for that much money. I am going to ask you for 15 grand down, usually I can get 10 to 15, okay? Now, I am going to ask you for \$15,000.00 down to grand a month. I am going to give you two-year term. How long of a term do I have with you all? three years, I am going to give you a two-year term, I am going to help you clean up your credit. I am going to get you a loan down the road, because if fatal exercise are option to buy within two years, I have another what? Year, where I can bring in another lease option buyer, I will put on the market and sell it for cash or give them another year to go in there and clean up their credit and buy it. Everybody understand this so far? Okay, stay with me, keep an open mind.

So, there are the terms. You guys are going to sign all those contracts with me, so there are three profit centers. You got to follow me very carefully. I want you to write this down. So, you can get this. The first profit center is this I am going to make the money in the difference of the down payment between the buyer and the seller, which is how much? I give you guys, how much down? Zero down, Scott's family gave me how much down? \$15,000.00, we are going to make \$15,000.00 on a property that we do not even own. How many of you would like to make \$15,000.00 on a property that you do not even own? Raise you hands, all nine of you, very good.

Now, the second profit center is the monthly payment difference. I am paying you all, how much? Hello, are you guys with me? Common guys, I am teaching you how to make millions. I am paying

how much? \$15,000.00 a month, jot this down. Scott's family is paying me how much? \$2,000.00, how much are we making in a month? \$500.00 and monthly positive cash flow, which goes in the International what? Hit Bank, you can do whatever you want with the money that is for two years. Are you with me so far? Now, the bigger difference is this, the third profit center on this deal is the back-end money. I bought it from you all for how much? \$400,000.00, did I give you exactly what you wanted? Yes, did not even hassle with you, did I? You guys are buying it for how much? But, I am going to take the \$15,000.00 of the deposit money, you take out off the \$440,000.00, so you only owe me \$425,000.00, is that fair? Oh common, I am helping these people and I am going to closing with them, both contracts are going to go to my title company, again.

You are going to bring in your \$425,000.00, you guys are done, you owned the home and you guys get your \$400.00. You sold your house, you can do whatever you want with it and I paid exactly what you want it and I am going to make that \$25,000.00 on the back-end. So, let us settle this up, listen to me very carefully guys. You can do the same in any home out there, as long as we get the price or terms.

We made the \$15,000.00 up front, we made \$500,000.00 a month for 24 months, until they exercise their option, \$500.00 time 24 is \$12,000.00 and then, we made that \$25,000.00 on the back-end, when we close. So, that is \$52,000.00 on a house that we never took title to. Is that a smart way to do real estate? We did not use any money, no credit, I did not get a loan and we are \$52,000.00 richer. So, let us take a look at this, guys. Let me give you two scenarios. Let us say Scott's family could not exercise that option within two years. Couple of things we could do, so keep an open mind. Number one - I could just give him another year, because I have how long having term with you? Three years, so I get him another year to clean up his credit and buy that property from me, same price.

The other option is, are not the markets going to turn in another year too? Yes, so do you think their property is going to be worth \$525,000.00, \$550,000.00 one day? So, I can put it on the market and sell it for cash and make even more money. So, let us say I got in the contract with you for \$400,000.00. Now, in two or three years it is worth \$525,000.00, \$550,000.00. I am going to make over a hundred thousand dollars, which is not a single or double or a triple that is a home run. If you are still with me, say yes. So, guys there are a lot of different things we could do, so jot this down. Keep an

open mind, jot this down. If the seller picks the price, we are going to pick the terms. So, in other words, if they say, "James, I want \$400,000.00, I am not going to take a dime less." I am going to say great. I will give you zero down, I want three years and I will pay you 6% to 9% on our money every month and monthly payment. So, you do not have to pay those capital gains taxes, because I say to them, "Hey, if I buy this house cash right now, which I could.

00:85:02

What are you going to do with the cash? Well, I am going to put in the bank and put it in the CD and make 3%. I will say, "How about I pay you double or triple of what the bank is going to pay you?" And, a lot of them will say what? "Yes, I would love that." And, if the seller picks the terms, we are going to pick the price. So, if they said, "No James, I want \$10,000.00 down, I want 380 and you know, you got to close in like 90 days." Well, what I am going to do is I am going to pick the terms, if they are picking the price. So, I am going to say that I am not going to pay you \$400,000.00, I will pay \$325,000.00. Make sense? Now watch, if they pick the price in the terms, we are going to put them in a 30-day file, jot that down. 30-day file, we are going to call them back, because in thirty days, they are attitude is going to change if they have to make another mortgage payment on that house. And, the phone calls is going to go something like this, when we follow-up, "Hi Mr. Landlord, this is James again from J Harris Inc. Is your house still for sale?" "Yes, it is still out there for sale. I just made another monthly payment on it." "Let me ask you a question, you were interested in that owner set of financing, lease option program about a month ago, would you consider it now?" "Well, yes I mean, I do not want to make another payment on this house." How does that work again? Do we just follow-up with people every thirty days, eventually you will have snowball effect and they will come down on their price. And, that is how we make a lot of money in real estate.

There are two ways I can show you how to do no money, no credit, no license, no loan real estate. I got 4 or 5 other ways. Is that exciting? You do not have to take title to a piece of real estate. You just have to control it. Let me give you the card sample then we are going to move on. We are almost done. Guys, how do you buy a car? You can either take out a loan and pay for it or you can do a leasing program. Has anybody ever heard of this? So, when you buy a car and let us say you lease it out for three years, let me ask you a question, do you hold title for the car? No, can you drive it? Can you wash it? Can you put a radio in it? Can you total it? Can you do anything you want to that car? How can you do that if you do not

own title? Please write this down, this will make you rich. It is called equitable title, if we have equitable title to a piece of real estate, we can do whatever we want with it. We can make money, so you do not have to own real estate to make money on it. You just have to control it.

I think it is foolish, to go to a bank, put a down payment of 20%, which is by the way that is the minimum, you have to put down for conventional banks right now, 20%. I do not care if your credit score is perfect. Go to the bank, beg for a loan, put it on your credit report for 30 years and hope and pray you can sell the property. That is the worst way to buy real estate. Jot this down, you will not buy real estate, when you get done with me and Mr. Chump, unless you make money that day you buy. I never buy real estate, unless I make money the day you buy it. And, we are going to sell our properties, before you have to buy and we are going to get paid when we close. Is everybody with me, please say yes. That is how you make money in real estate.

In Atlanta, Georgia guys look up here, I pulled these numbers up in my underwear this morning. Right in your area, we got over 5,000 pre-foreclosures, 3,400 foreclosures, 69,000 auctions and almost a hundred thousand REOs, which is what? Bank-owned properties. You are driving by these deals everyday, now we just got to make offers, if we make offers. We are going to make what? Money, we have to make offers, until you are making offers, you are not going to make money. Country wide is going to do a billion dollars in short-sales business. It is the perfect storm guys, we are seeing a foreclosure tsunami. If you do not get started in real estate today, you never will. This is it, you are not going to see more opportunistic time. So, strategy number 7 brings me to this, let us set your goals.

Let us get started with Trump University, okay? Here is my goals for you. Let us get out of debt, let us take the next 12 months, let us not work hard, let us work what? Smart and let us get out of debt. Let us pay off our credit card, let us pay off our cars, let us pay off our mortgages. Let us pay off our student loans and let us get out of debt. Let me ask you all this, if we could get you out of debt, between now and the end of the year. And, we pay off all of our loans, we just have that basic necessities of life, our basic bills, can we live quite cheaply? Hello? Guys, it takes the stress off. I do not know any other business, besides real estate in the financial markets, where we can get out debt in a very short amount of time and this is the time to do it guys. We have more opportunities to buy real estate at 20% to 50% of mobile of fair market value than ever.

Let us hit a couple of singles, one double, one triple and let us set a home run every single year.

Let us stay completely out of debt. Does that sound a great idea? Absolutely, you are going to need a million dollars to retire guys, when you turn 65. So, I want you think about this, this just came out in the USA today, if you do not have a million dollars in the bank right now cash or on a plan to put a million dollars cash in the bank at 65.

00:90:00

Seriously, think about this guys and a lot of people think, "Oh we will find a million dollars in the bank at 65. I could stop working. I could retire and live comfortably." Guys, I got news for you, no you cannot. A million dollars is not a lot of money anymore. If you have a million dollars in the bank, cash at 65 and you want to stop working and jus completely stop. And, just enjoy your money and live a twenty more years to 85, right? Let us say you wanted to do that. If you have a million dollars in the bank, that is \$50,000.00 a year of spending money, to live on. Now, I do not know about you, but I cannot live on 540 grand a year. I do not want to live on 50 grand a year, do you? So, if you do not have a million in the bank right now or when you turn 65, you are going to be in this category, right here. 45% of you is going to admit, depending on your relatives to pay your bills. 30% are dependent on charity, 23% of you is still going to be working.

Let me explain this in the right way. Me and my boys are going to McDonalds not too long ago, because they like those chicken McNuggets things and we are going through and this little voice came on the loud speaker and my 8-year old in the back said, "Hey, Dad that girls sounds like she is my class," I said, "Yes, she sounds pretty young." So, we pulled up to pay and this little hand came out to take our money that was kind of shaking like this and I grab her hand and I looked up in her face. I am telling you, this lady had to be 90 years old and I paid her the money, I said, "Keep the change," and we pulled and Jake from the back of the truck, "Hey Dad, why was that old lady working at McDonalds," I had to tell him the truth, I said, "Jake she needs the money, she is not working because she has nothing better else to do. She needs that check every month. And, I do know about you all, taking it the right way, when I am in my golden years, I do not want to be working under the golden arches, but think about that guys.

My mom just got her first social security check, God bless her soul. My mom went through a horrible life, when she was younger and it took me 17 years to get her off drugs. 17 years, my dad left, I never really knew the dude and I do not want to know the guy. Gave up on me and my family and I have been raising my brother and my sisters since 9 years old. And, my mom just got social security check couple of months ago and she calls me over and we are looking at it and it was like 916 bucks, right? From all of those years of working and we just smile and look at each other and put it in an envelop, send it to the church. Guys, you cannot depend on social security, it will no going to cover. In fact, by 2014 you know what they are saying? There will be no more social security, so now is the time to get out of thing right?

Now, I want you to go home and write yourselves a million dollar check tonight, let me tell you why. No, you cannot cash it yet, but write it. let me tell you why, when I was 17 I left my family to get them out of that area and get mom off drugs and get her to Rehab and raise my brother and my sister and I went over to New York City, outside of Jersey, where I live. And, I wrote down a goal out of grease board, \$1 million. This is what me and my family deserve, I will not stop and I will not quit, until I have this money. I have never stop looking at that goal. It still hangs in my home office if you came up and looked at it. I will never take it down and I use to look at that every single night and I want you to go write that check tonight guys. I am going to put you on a five-year plan. Some of you will do it in a year, some of you might do it ten, I am telling you, you can do it in the next five years and the only reason you would not, it is just because you do not believe you are worth it that is it. And, I never stop looking at that goal that check that come to my bank account, many times over the years. I am not bragging, it is not an ego thing, I am way about it.

I am just telling you that you can do this. You can do this, are you still with me? Say yes. Go write that check tonight, we are going to put you on a five-year plan and I want to show you it is not that hard to have it come in. Let us break it down, guys that is a single, are you with me? Please say yes. I want you to get one of these coming in the month, now while hitting singles. We are going to hear everyone once in a while, have what? A fold in our lap, a double then, we are going to have a fall into lap every once in a while or what? A triple and when we are not looking, once every 12 months, not 20 times a year, once very 12 months. I want you to come across a home run and close it. Is that a home run? If we can get one of those common in a year, once single, one double, one triple and one of those, will that help all of you? Never, ever, ever ... have to worry

about working for someone else for the rest of your life, yes or no? And, that will help your kids and that is what I want you to do. I want you to think what? Big, I challenge you to upgrade your thinking. Look at this guy, he went through a 3-day training, chump you mark a change important in my life, the classes at Trump University, taught every aspect to closing a deal, marketing your ideas and branding yourself. Hey, does Donald Trump knows how to brand himself? Oh common guys, I want to let you know something, jot this down. He owns this company, you can send him an email, when you come in our Trump family, he owns this company. He did not sell his name to someone else.

00:95:00

He will know your name, when you come in to this University. And, this gave me the confidence necessary to achieve the great success that I now enjoy, after one year my company, now we are on \$7 million in real estate that is a lot of money. I want you to look at this mug. Look at this mug, look at that confidence. This will make you fell 10 ft. tall of your first deal. You will have the confidence, you will feel that nobody can stop you and then, you are in control of your destiny. Look at this lady, she was a nurse, she spent all three days with us, transform my life, now driving down the street, it is not the same that all the banned buildings and empty lots and I said, "Ma'am what can I do with that property? What can I turn that into?" Guys, you are going to leave here today, here is what is going to happen. You are going to drive out of this building. You are going to think about me and you are going to go, "Oh that was a property that is what Mr. Harris is talking about. Hey, there that was a sale by owner. Stop, get the number, write it down. There is for rent add, honey let us get that number right there."

You are going to start looking at these houses in a completely different way, because I am telling you right now, if you spend this time with me, I would show you how to make 4 offers, on every single house out there. Are we going to do all of them? How many do we need to do in a month? And, we just want to get that single coming in guys, so we can get out of debt, all right? I always made a fortune for foreclosures, you will too. The timing will be never be better than now. My recommendation is that you attend our 3-day training and enroll today. So, that brings me to this, guys. We are coming back here, not this weekend it is next weekend.

It is a Friday, Saturday, Sunday, there is a little investment and let me tell you why. Donald Trump does not need anymore money. He does not need your \$1,500.00. Does everybody understands that,

please say yes. He does not it, he is doing this, so you assume personal responsibility for doing the work and going out and getting that back. You have to do the work, so you have to qualify for this. He is not looking for everyone. We are looking for a special select inner circle group and this group right here. To join me and all of these other people next week end and we are going to come back. And, me and my light power team, guess what? I am going to train your assets for three days with my power team come from Mr. Trump. We are gong to show you how to do this from A to Z. Does that sound okay to you?

And, guess where I live? Right here, I live at Atlanta, I got a house up Lake Lanier and got a place down at Buckhead, so you are going to have an access to me, as well I know your community. I know Atlanta, Georgia like the back of my head guys. That is pretty powerful stuff, are you with me, please say yes. I live here, so I am in your neck of the woods.

Now, here is what is going to happen, you guys are going to register for this in a couple of minutes, but let me just give you the dates. Here is what is going on, we are going to be back here, May 16th, May 17th, May 18th is at a hotel, another Marriot, it is right down the street. I need your full commitment from 9 to 6, 9 to 6 and 9 to 5, Friday, Saturday and Sunday. This is going to be three days, packed with intense information. I am going to be your shot in the shoulder you need. The only reason you will go out and not make money, it is because you did not show up that is it. We make money on every single deal. We actually get an accepted offer on, because there are only three things out with a piece of property. Either makes money or break even, we just want you to what? Make money and we know exactly how to do it, because you make money when you buy and we will show you how to make your offers, until you make offers you cannot make money. So, I need your commitment, let me explain this. Next Saturday, all the moms in the room, if you have kids that have to go to a birthday party or something like that, cancel it. You are going to be with me, you need to tell you family tonight, right on brother. If you are getting married next Sunday, cancel it, you are going to be with me. Tell your fiancée, this is more important.

These are three days that will have more of an impact on your finances than any past education or job you ever had. I do not have a college degree. I do not have a PhD or an MBA, never had the opportunity, do not need one and I can show you how to do this, if there is anybody else who can show you how to do it, guys. That is why Mr. Chump picked me. I had no money, no credit, no license, could not get a loan. I figured it out. I am sure you can too, but you

to come and spend three days, which you have to put your money where your mouth is, you have to work to get an investment back, all right. So, I am looking for serious committed people and why Trump U? A lot of people say that, hey! Who is the richest guy in the world right now? Anybody know? Warren Buffett, he made his money in the stock market. So, here is a questions if you wanted to make money in the stock market and you had an opportunity to spend three-days with Mr. Warren Buffett, would you consider it? Probably, right? How many people play golf? Raise your hand, any golfers? Okay, great we all play golf.

If you wanted to take ten full strokes off your golf game in one day and you have that day to spend it with Tiger Woods, would you possible consider it? okay, if you wanted to learn how to get a head financially with you and your family, you might want to spent it with who? Donald Trump and his people, because he hand-picked us, me my team, all the mentors, everybody with Trump U are hand-picked by Mr. Trump.

00:100:00

Hey guys, what are you going to leave here today? Four weeks go to some other Johnny, lunch bucket seminar no-name person and say, "Oh yes I will go make money with this person!" You do not want to do that that is foolish, this is Mr. Trump. He is a billionaire in real estate. Does everybody understand that? Please say 'yes.' And if you are going to do it, do it now.

Here is what we are going to do; Friday, we are going to go through a lot of things to find our buyers because we are going to sell the property and we are going to line up all the buyers first before we have to what? Buy it; we are going to sell it before we have to buy it. Does everybody understand that? Because you never want to buy a piece of real estate without having buyers first that is the worst way to do it that is why people get stuck.

You guys are going to go out and get the lease. When we are done registering, you are going to sit through my orientation today, I am going to show you four ways – you are going to turn off the TV today and tomorrow, you are going to lead the lease. Saturday, we are going to do live phone calls – I am going to call your lease, I am going to negotiate. If we can make an offer, we will right over the phone.

Audience: Yes!

James: Absolutely. We are going to show you to evaluate deals through the next offer worksheet, why? We make money when we?

Audience: Buy.

James: Buy, perfect. Zero downhill. Assignments, wholesaling; we are going to do lease and purchase options; we are going to do own or sell financing subject to quick claim deeds. We are going to do breach loss. I am going to teach you all the 'no money, no credit, no license loan deals' and how to put them together.

Rehabbing properties – some of you like Jean Pierre here right? You might want to buy properties, take a little time, fix them up, put them in perfect condition, raise the value – you are about to say roof I knew you were. Raise the value of the property and make more money. That is where we can hit the what? Homeruns guys, after we make a 100 grand.

Financing and funding your deals again, find the deal then what will come? The money will come. Guys, I have the list of all the top hard money lenders and private money people in the country, you cannot find any other. I have been building this for 14 years, okay.

How to find pre-qualified buyers? That is easy. A plan to get started because if you follow my lead, if you follow everything I am going to take you through in this book right here, this is the bible, this is it right here. Guys, your first deal you will have done within 21 days, is that powerful? Absolutely! The art of thinking what; day and then buying nationwide I buy and sell property nationwide guys. From my house up at north or down the bucket, I have never even have to work.

I told I work in my underwear couple of hours a week, that is it and I will show you how to do the same thing. Then you are going to have a one-on-one mentor. One of Trump's certified mentors is going to sit down with you on Sunday; they are going to put you on the right plan. They are going to see what you have. We are going to utilize what you have to get rich in real estate.

Some of you do not have a lot right now. That is okay, do not worry about it. We are going to teach you the zero down stuff. You do not have to have money and you do not have to take title to a piece of real estate to make money on it – you just have to control it. Is that crystal clear? And, I can teach you how to do that as well.

Okay, now today's bonuses and then we are going to be done. Listen up. You are going to bring your second person for what? Make sure they are committed. Do not bring your husband or your wife or your boyfriend or girlfriend or partner, and they show up on Friday and they are not there on Saturday, alright? I want you to be committed for three full days. You guys are going to do this together, so make sure you are committed, okay? But you can bring that second person, no charge.

Real estate goldmine audio course, Denise is going to explain that to you in a little bit when we are done and you guys will get that sent to you. It is a home study course, a box that we showed up. But you guys are going to get that, you have another day or so and you go through that. Comes maximum offer worksheet, you are going to be handed that, we are going to go through it.

Copy of the world's best lease agreement, I am going to show you how to always get your rent on time and it has 39 other more powerful paragraphs in there. Training orientations starts today when we are done. I am going to sit down with you and show you how to go out here and find your first deal, four different ways. And, maybe we can work on it before you even get there.

You can order the training for 12 months – that means you can come back as many times as you want for a year, take the three-day advance foreclosure training as many times as you want, any city and state. And, then you are going to have a one year support as a Trump Premium member – that is all this gobbly goop here.

You are going to get adviser, you get a continuing education, teleseminars, webinars, you get to hang online with millionaires like me at an investor club, is that pretty cool? Oh come on! And, I am right here in your area. You can chat with me. I can help you out with your stuff. And, all the contracts and forms are included.

Guys, if you were to go to a real estate attorney today and say, "Hey, I need to get all the contracts and forms by purchase and sales contracts, lease option contracts, purchase contracts; all of my addendums, special stipulations, my rescission of contracts; all of your stuff he will charge you 10,000 to 12,000 bucks minimum. You do not have to do that. Mr. Trump is going to throw all the contracts and forms, it is all included, okay? Now, that's not to say you don't need the attorney, because I use an attorney on every deal I do. It's worth the few extra bucks to make sure everything is done right.

00:105:02

Also, your special bonuses, your jumpstart guide, we are going to go through this in your orientation, and you have a little homework. And, here is why most people enroll – they want to get out of debt. They do not want to work from home. They want to be their own boss.

A lot of you, and I congratulate the older people in the crowd, you guys are out here. You still want to be busy. You want to put more money in your bank account. And, that retirement is going to come up. And, I tell you, listen to me very carefully, if you do not have a million dollars in the bank cash at 65, you are going to have to continue to work, okay?

But most people do this because they are sick and tired. Let me tell you what they are sick and tired of. They are sick and tired of working for someone else. They are sick and tired of watching other people get rich. They are sick and tired of driving by homes like this and say, “Man, who lives there? Holly Schmackers! I like to have a home like that! Man, I wonder what those people do.”

What do you think a lot of them do? Real estate. They all get sick and tired of not taking vacations like this. I and my wife will do a couple of singles, just a couple of singles and then we go away to an island. Every year we go to Fiji. We take my boys here. We go to the same place, same island, same beach and we have fun.

Also a lot of people are sick and tired, there is my little guy Max. They are sick and tired of not going out and having the car of their dreams or buying the things they want. Guys do not ever get a loan on a car, let us pay cash. I want your license plates to say what, ‘paid for’. Okay do not ever do it.

I told you I work in my robe, there it is. I work in my robe couple of hours a week. Folks, full time as a real estate investor for you; is going to be about six to eight or ten hours a week that is it – that is if you are busy. All of you who want to continue to keep your job – that is just a great part time income. You do not need a lot of time. But the reason most people do this is why I do it – that is Jake and that is Max.

Let me explain something, when I was 19 years old I was living on the streets of New York, I was living in the subways, I was paying and handling money for food. Now, I used to pay and handle up to 500 bucks a day sometimes. I got one ‘wow’, is that pretty good? No folks, is that great? But I used to do things for people, you know

what I mean? And, I got really good at that and then that person came along and he said, "James let me show you real estate, let me get you off the streets."

And, I finally got my family ahead. I have been supporting my family since age of nine. Do not tell me you are not going to do this. But I do not want you to do it for you; I want you to do it for them. I never thought I was going to have a beautiful wife, I never thought worthy of it. I never thought I was going to have two beautiful boys like that. And, these two little guys are set for life. They never have to worry about money ever again. They are both seven figured; there were seven figures in real estate. And, I am going to make them work for it; they are going to work for it.

But the thing is this to work for your family. If you have children, if you have grandchildren, I do not want you to be greedy. Do not dare do it for yourself do not be selfish. Let us do it for our kids so they do not have to worry about the crap that we had to go through. Does everybody understand that? It is a big deal.

Alright, here is your guarantee and then we are done. Register for the foreclosure we treat today, at the end of the first day, Friday if you are not happy, you may simply withdraw and receive your full tuition refund, no questions asked.

When we explain this to you guys, understand this. Give yourselves a shot, give yourselves a chance. Come and spend the first day with me and my power team. I am going to introduce some of them right now. If you come that first day Friday, sit through the whole day, if you do not think I can show you how to go out and do this, the Donald Trump way and you are not happy, I will personally thank you by the hand, I will escort you on the back and Denise will give you all your money back.

Donald Trump does not need your 1,500 bucks, are you with me please say 'yes.'

Audience: Yes!

James: He wants you to be successful. He is giving you every reason to go out and give this a shot. And, he has that guarantee, it is in writing. Is that fair?

Audience: Yes!

James: That is absolutely fair. Two reasons why you will not do this: number one, you do not have the 1495. If you do not have it, you need to be at our training. Number two, you are just not going to do real estate. You just decided, "Real estate is not for me. I do not want to do it. I am not going to get rich in real estate." Those are the only two reasons. And, I tell you this guarantee is pretty fair. That gives every single one of you a reason to come and spend that first day.

Now, here is what I want you to do, there are three groups of people: people who makes things happen; people who wait for things to happen; and people who say, "What the heck happened?" Which group are you all in? Come on guys, what group are you in? You want to make it happen? Good. We are going to that right now. There has never been a more profitable time in the history of real estate. Timing is everything, if you snooze, you loose.

Let me leave you with this – there are more opportunities right now. To buy real estate at a 20, 40, 50 even more percent below fair market value than ever, we have never seen it. This market is going to turn by next year. Are you with me? Say 'yes.'

00:110:00

Audience: Yes!

James: I am telling you, if you line yourself up with the best in the world over the next 12 months, you never have to worry about money again. This is the time to do it. So let me introduce you to the team. Everybody, turn around real quick, everybody say hi to Denise; everybody say hi Michael, and say hi Scott, you met them earlier.

We are going to take a break in about 30 seconds I am done and I am going to have you sit in those chairs. You are going to go enroll, keep you guarantee. You are going to get bunch of stuff in a bag. When you are done you are going to come back up here, do not leave. I have to take you through my orientation. Conduct your dirty party, I have to get to it, we are just on time but we are going to get out of here in about 15 minutes or so.

I am going to show you how to go out and find four different ways to find this lease. We are going to bring this lease back into the training on Saturday and I am going to see if I can close a deal for you and then I will give you my email, my information. I want to keep in touch with you between now and the training so I can maybe help get you through that first when you get started

So when you are done doing that, they are going to answer all your questions about the training, get you registered. Come back up here, okay? I will stand in the back, I will be back here, I will answer all your questions and we will all walk out of here after the orientation as a group and as a team. Sounds good?

On behalf of Mr. Trump, on behalf of Denise and Michael and Scott and myself – let me just explain something, Saturday afternoon there are other things we could be doing they are just coming from my heart, you guys were a pretty good group. Somebody laugh at my jokes, you guys were a gift to me. I want you to know that. There is no other place over the past two hours I would have rather have been in sharing my goals and dreams and your goals and dreams in real estate because I know you can do this. You just have to believe.

So on behalf of Mr. Trump and my team in the back, you guys were good. Give yourselves a good round of applause.

(Applause)

Okay, here is what we are going to do very quickly, listen. I got you two options: option number one, go back to whatever you are doing if that is going to get you to where you need to be. Option number two, go register and then I need you back up here on the front row to go through the orientation. We are going to do that right now and then I will see you back up here in five or ten minutes.

Any questions come and talk to me. I think you all see I am not shy. Come up and talk to me, I can help you. Go see them and register and then come back up here, okay? Any questions come and ask me, I will answer all the questions.

Scott: Right now you are buying things; you are buying with the corporation you set up, what would you recommend?

James: You want to do a company, LLC sub S Corp sub C Corp, and then what we have to do is we have to encumber all these stuff in a living trust. Scott, you do not want anything in your own name, nothing.

Scott: Yes. That is what I have been talking (voice overlapped) it is like the house (inaudible).

James: Everything out of your name, I will show you how to do that. And, all these new deals we are going to be doing. You want to put into a company – I am not an interim, I am a CPA, I can lead you in the

right direction. But all these deals you are not going to put anything under your name, do not ever do it again, okay? Glad to have you, go register.

Alright guys go sit down and register. Get that done within five minutes. Get your bags full of stuff and then come back up here, okay? Question? I am listening, go ahead.

Male 1: If you do not have any knowledge, experience or (voice overlapped).

James: There are seven, listen to me. There are seven steps in my short sale package I have it right in here. Go register and I will sit down with you and I will show you how to put your short sale package together. I get 90% of my short sales approved.

Male 1: (Inaudible)

James: Go register I will sit down with you right now.

Male 1: Yes?

James: I do not BS anybody. Go register, make the commitment, when we are done I will sit down with you and I will get your short sale approved. If the numbers work, okay?

Male 1: (inaudible)

James: We have to look at it, but I need you to register. My contract with Mr. Trump is I cannot do any real estate; I will let you in the family. Put it on your credit card. Is it a good deal?

Male 1: I think so, yes. (Inaudible)

James: Okay, good. If we look at and your numbers work, we will make you an offer. Now, here is my agreement with you, you are going to make all the money I will not take a dime. I am the first one.

Male 2: I was just wondering what I missed when I got here about 40 minutes ago?

James: Forty minutes late man? What are you doing?

Male 2: I traveled about 200 miles.

James: From where?

Male 2: Tennessee.

James: Oh man! You did not miss much. I mean I was showing you guys about foreclosures, pre-foreclosures, short sales. We have a three-day training coming up next weekend, May 16, 17, and 18 that is where I am going to teach you how to do all these stuff. There is a little investment, so if you want to go and do it you have to go register.

Male 2: I do not know if I can make it Friday though because I am still in high school.

James: You are still in high school? Take the day off, this is more important.

Male 2: I do not have any days off. It is a policy (voice overlapped).

00:115:02

James: I am telling you take the day off.

Male 2: Take the day off?

James: Yes. This is a billionaire and I work for him and I am going to show you how to buy and sell real estate. How old are you?

Male 2: Eighteen.

James: You are 18 years old? When I was 19 I started this business. I barely graduated high school. I never went to college. I can show you how to do real estate. If you are going to go to school and go to college, which you should, do that. But learn real estate. Come and spend three days with me. And, your one day is not going to kill you. I will never tell you to miss school, except for that Friday.

Male 2: Alright. When do we have to pay?

James: Right now.

Male 2: Right now (voice overlapped).

James: Yes. Alright, go talk to Denise or Scott, tell them your situation and then let us see what we can do. I would love to help you, man. You are only 17 years old. We have another one of this tomorrow at two o'clock, can you come to it? Then you can see the whole thing that is up to you. But if you want to attend the training it is 14.95, you

need a credit card or a check or credit card check or some form of payment to spend the three days with me next weekend.

Go sit down over there in that chair, talk to Michael or Scott or Denise, and they will explain everything to you when they are done with them. And, then let us see if we can get you there. I will help you, okay?

Male 2: What time is it tomorrow?

James: Two o' clock.

Male 2: I can make it tomorrow.

James: Denise will give you all the information. Get it from Denise she will give it to you. It is tomorrow, Sunday it is at the Atlanta Center. I know you have driven far away though, so ask them how you need to do this now and let us see if you can get it done now, otherwise come here. Are you sure you do not need this? Are you sure? Well Denise will give it to you, tomorrow's event.

Female 1: I have a question, I am not being simple. I am just really curious. When we get there, are there a bunch of other classes (voice overlapped)

James: Yes.

Female 1: That like you need to be able to do the thing?

James: Yes. No.

Female 1: Actually I guess it is (voice overlapped)

James: It is really simple. Come and spend three days. You are going to get enough information to go out and do this. If you want to further your education with us, we have a mentoring program. I will spend three days with you. We will setup your business, setup the software; we will go look at properties, we will make offers and we will buy real estate. If you want to do that, you can. If you do not want to, you do not have to.

We do not persuade - I think you see we do not persuade anybody to do anything. We have other things; of course it is a university. Come and spend these three days, learn how to buy and lease properties. I am going to show you like nine different ways to go and

buy real estates. Not just foreclosures that is this much. I am going to show you how to do divorce sales, tax lien sales, short sales.

I am going to teach you how to fund a ban and a bacon homes, commercial real estate; we are going to go through a lot of stuff. It is just running the numbers that is how we make the money. Ninety percent of marketing on a home is price. If we get a good deal and we price it right, we can sell it within a couple of months. Does that sound good? And, you want to get my email or my number, because I live right here.

Female 1: I used to live – (inaudible) between Northside and (inaudible)

James: Northside Hospital?

Female 1: No, Northside Drive (inaudible) that Greater Atlanta Park?

James: Maybe. I will have to look in a map. Okay, go register.

Female 2: I am a mess.

James: What is the matter? You look okay to me.

Female 2: Oh no I am a mess. I lost my husband in April of last year. I lost my job for ten years. Now my house is up for foreclosure. (Voice overlapped)

James: (Inaudible)

Female 2: One sixty six.

James: Are you behind a couple of tenants?

Female 2: Five.

James: When is your notice of default?

Female: July 3, they are going to put it up for sale.

James: Do you have any family members? Are you guys going to do this together?

Female 2: We already signed up and we went through one of these (voice overlapped).

James: You are going to get my email address, you are going to send me an email, let me see if I can get you out of it.

Female 2: Okay (voice overlapped)

James: Oh no. You are going to send me the info. One sixty six, what is it worth?

Female 2: Probably two.

James: Okay.

Female 2: We will call you at morning (inaudible).

James: Let me take a look at it. Let us take a look at it. What do you owe that bank?

Female 2: One sixty six.

James: No, how much do you owe the bank, six grand, seven grand, or eight grand?

Female 2: About seven.

James: About seven? Let me see what I can do for you.

Female 2: Thank you.

James: You are welcome.

Female 2: I am defeated right now.

James: You seem to be in good spirits.

Female 2: Well, thank you.

James: You are fine. I think you are going to be alright. You just have to look at the positive side of it that is all. Get my email and when we are in the group and I will take a look at it.

Female 2: We were so positive we want to move out (inaudible) we found a home for a million. Is that thinking big or what?

James: Well, is it worth two? If you can buy it for 1.4 million and it is worth two then I am interested in it. You know what I mean.

Female 2: It is three homes, it is a vineyard, and there is a horse property.

James: Let us see what we can do. Let us get out of this situation first.

Female 2: We will see you next week.

00:120:00

James: Hold on, stay here. You are not leaving. You have to stay for the soirée, you have to stay. Guys finish up, a couple of minutes and then we will take you through this. We are talking derby, countdown an hour and a half.

Female 3: Hi. I have paid 15, 16, 17 and 18, I will not be here.

James: Where are you going to be?

Female 3: I am going to be in the Bahamas.

James: Take me with you. Can I go?

Female 3: It is a retreat for business women. Now, I have a short sale that is pending. I am having a problem (inaudible) but the people who have the paper work are holding us up for 90 days, everything is in.

James: Who is holding you up?

Female 3: I guess the lender I should say (voice overlapped)

James: Have you been in touch with the lender?

Female 3: Yes. I called him (voice overlapped)

James: Did you submit the short sale package?

Female 3: Everything.

James: Had they called you back?

Female 3: No. I have to call them.

James: How long is it then?

Female 3: It has been like 10, 12 days now.

James: Ten, 12 days – you have heard nothing?

Female 3: Well we got the information it is going to take us 39 days.

James: No.

Female 3: That is what I said too.

James: You need to call him up. You need to find what is going on. I will help you with it. But the only thing I can help you with is if you are part of the family. You have to register for the training. Now, let me explain this to you, you are going to be in the Bahamas that is fine. When are you leaving?

Female 3: This Friday.

James: I am going to be doing this in Atlantic, the next weekend after that I am going to be doing it in Chicago, the next weekend after that I am doing it up in Jersey right upside of New York. We do them all the time.

Female 3: We will obviously come back to Atlanta (voice overlapped)

James: I understand that. My point is this; I can give you my information to help you with any real estate investment deals, if you register for this training and take it at another time. That is my contract with him. I cannot help anybody unless they are registered as a Trump Premium Member.

Now, with that said, registering for this get you a 12-month Trump Premium Membership. You get access to a client advisor, webinars conference calls, and the most important part is you have access to me. I can help you with this short sale. I cannot do anything unless you register. That is my contractual agreement.

Here is what this means – put it on a credit card; Denise is going to show you how to get in touch with Brad Schneider. Brad Schneider is going to give you a schedule of all of my three-day trainings over the next two months, if you are going to get to one. But since you are in my orientation, let me show you how to go find some deals now. I am going to give you my email, my cell phone. I will help you with some deals.

Female 3: (inaudible) this is my first short sale I am doing now.

James: How many other deals do you do a month? Are you buying and selling stuff?

Female 3: Yes.

James: Oh you are? Okay. But why are you here?

Female 3: Because I want to get Donald Trump name behind me. Because once you get his name behind you with your knowledge, you can go anywhere you can do anything – that I am very knowledgeable.

James: Yes that is what you need.

Female 3: So, what I need to do, is wait until you ask us to come back again?

James: I would not wait. Why would you wait?

Female 3: I have to be because I have other things. I have a lot going.

James: I have people come to this Atlantic training from San Francisco, Los Angeles, and Dallas...

Female 3: Well, this is not the only thing that I do for a living. That is why I am saying, the time is—

James: Okay. You let us know I would love to have you. But I can only hope you want to, if you are a Trump Premium Member, does that make sense? Even if you just do it now register, put on your credit card, you are done.

Female 3: I want to get your name because I can just email and then I can tell you that I am ready.

James: You are not going to email me. Go talk to Michael or Scott let them know when you are ready. Like I said, if you register now, I know you are going to make the investment now. It is only 14.95, if you are a successful investor that is nothing.

Female 3: The money is not the problem (voice overlapped) is my time.

James: I understand. But register now and get your stuff, sit through my orientation and then just pick another date, in that way I can deal with you. Do you understand? That is what I would do. That is my suggestion. Are you all set?

Female 4: Yes I am. I have a problem maybe you can solve this.

James: There are no problems, only solutions. What do you teach?

Female 4: High school, I teach Spanish and (inaudible).

00:132:28

HE NEEDS TO MAKE A THREE DAY DISCLOSURE FROM STAGE AND DID NOT MENTION THE FIRST DAT MONEHE NEEDS TO MAKE A THREE DAY DISCLOSURE FROM STAGE AND DID NOT MENTION THE FIRST DAT MONEYBACK GUARANTEE.

Exhibit T2

From: David Early <david@entrende.com>
Sent: Tuesday, February 16, 2010 6:28 PM
To: April B. Neumann <aneumann@trumpuniversity.com>; Christy Duckett <cduckett@trumpuniversity.com>
Cc: Michael Sexton <msexton@trumpuniversity.com>
Subject: RE: Preview (Oak Brook: Martin @1PM): 38% show rate,4% conversion, \$65.00 AND CDN\$0.00 payment per attendee

What's missing is the new presentation:

Leads off with Trump Building deal, owner financing deal, normalcy bias, ink blot with ship, JOB (just over broke), Insanity bit, mentor (Gerald), market bubbles, Job layoffs, System-knowledge-support-all about Gerald-not trump systems, using the foreclosure angle heavy, OPM, (24 minutes in), perfect storm-old version, 30 minutes in still haven't heard any of the new slides.

From: April B. Neumann [mailto:aneumann@trumpuniversity.com]
Sent: Tuesday, February 16, 2010 4:58 PM
To: Christy Duckett; David
Cc: Michael Sexton
Subject: RE: Preview (Oak Brook: Martin @1PM): 38% show rate,4% conversion, \$65.00 AND CDN\$0.00 payment per attendee

Yes, please send to David Early so that we can pinpoint what Gerald felt was missing in the new presentation. Thanks Christy!

April B. Neumann
Trump University
40 Wall Street, 32nd Fl.
New York, NY 10005
Phone: 646.367.3802
Fax: 212.248.0782
www.TrumpUniversity.com

From: Christy Duckett
Sent: Tuesday, February 16, 2010 4:54 PM
To: April B. Neumann
Subject: RE: Preview (Oak Brook: Martin @1PM): 38% show rate,4% conversion, \$65.00 AND CDN\$0.00 payment per attendee

I think it def helped! I feel like the new presentation is too much Trump and almost appealing to the negative?!?! I really do think the change helped a lot. But it could be the area as well who knows. He added back in a lot of stuff and switched slides. The best way for you to know is probably have him send u the presentation and hear his audio. I can you send it if you like! Thanks, Duckett

From: April B. Neumann
Sent: Tuesday, February 16, 2010 4:39 PM
To: Christy Duckett
Subject: RE: Preview (Oak Brook: Martin @1PM): 38% show rate,4% conversion, \$65.00 AND CDN\$0.00 payment per attendee

Christy,

I had a good conversation with Gerald this morning about his idea to tweak the presentation to get more money to the

Confidential

TRUMP 00165089

back tables. Do you think that using portions of the old presentation was what got those four people that enrolled?
What did he add back in?

April B. Neumann
Trump University
40 Wall Street, 32nd Fl.
New York, NY 10005
Phone: 646.367.3802
Fax: 212.248.0782
www.TrumpUniversity.com

From: Christy Duckett [mailto:cduckett@trumpuniversity.com]
Sent: Tuesday, February 16, 2010 4:34 PM
To: Michael Sexton; Michael Bloom; Jack Mahoney; Steven Matejek; Josef Katz; April B. Neumann; Eleanor Daniels; Brad Schneider; Jason Schauer; David; Liliana Hernandez; Marcia Betances; Denise Ong; Ryan Lotman; Richard Owens; Dan Beyerlein; Rachel Dedora; Donna Perlstein; Diego Guevara; Jamie Belleggie; Greg Saunders; Melissa.wenhold@primemedianow.com; Christy Duckett
Subject: Preview (Oak Brook: Martin @1PM): 38% show rate,4% conversion, \$65.00 AND CDN\$0.00 payment per attendee

Profit From Real Estate Investing - Free Introductory Class

Tue Feb, 16, 2010 @ 01:00 PM
Speaker: Gerald Martin
Region: Chicago, IL
City: Oak Brook
Venue: Chicago Marriott Oak Brook
Site: www.trumpuniversity.com
SEM_PFF-20100216A

Notes:

1. cduckett: Sold 6 people. Two will be swiped later this week. Used portions of old presentation which presented much better. About 20 people came to the back and lacked money, the rest signed up!

Program Coordinator

Christy Duckett

Sales Coordinators

Noah Harris
Erica May

TOTALS:

189 registrations = 132 primaries + 38 guests + 14 walkins + 0 audits + 5 cancellations before event for a cancellation rate of 3%...breakdown:

4: OTHER

1: other

184 non-cancelled registrations

69 attendees for show rate of 38%

3 buyers for a conversion rate of 4%, with 2 pending

3 buyers retained for a retention rate of 100%

Confidential

TRUMP 00165090

\$4,485.00 live event sales (post returns)
\$0.00 salesFloor/cart sales (post returns)
\$0.00 total tax and shipping
\$4,485.00 total sales with tax and shipping

CDN\$0.00 live event sales (post returns)
CDN\$0.00 salesFloor/cart sales (post returns)
CDN\$0.00 total tax and shipping
CDN\$0.00 total sales with tax and shipping

\$4,485.00 payment collected for **\$65.00 payment per attendee**
CDN\$0.00 payment collected for **CDN\$0.00 payment per attendee**

Event balance due: \$0.00
Event balance due: CDN\$0.00

Pendings:

1. Pablo Barrera: run ccard on thurs
2. Noe Moreno: please run ccard 2/23 for class

Buyer breakdown:

The Apprenticeship Program:

1. Raquel Castaneda (sales=\$1,495.00, payment=\$1,495.00) balanceDue = **\$0.00**
2. Timothy Davis (sales=\$1,495.00, payment=\$1,495.00) balanceDue = **\$0.00**
3. Mike Holmes C.R. (sales=\$1,495.00, payment=\$1,495.00) balanceDue = **\$0.00**

Buyer notes:

09/27/2007 09:50 PM (): **Raquel Castaneda** - account information update via form without login -
Prior information was: givenName: raquel familyName: phoneNumber: email:
RCASS21@YAHOO.COM userName: RCASS21@YAHOO.COM address1: address2: city: state:
postalCode: country:

To see full statistics, go to <https://www.trumpuniversity.com/private/events/beta/showProduct.cfm?productID=3593>

This e-mail message, and any attachments to it, are for the sole use of the intended recipients, and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution of this email message or its attachments is prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message. Please note that any views or opinions presented in this email are solely those of the author and do not necessarily represent those of the company. Finally, while the company uses virus protection, the recipient should check this email and any attachments for the presence of viruses. The company accepts no liability for any damage caused by any virus transmitted by this email. This e-mail message, and any attachments to it, are for the sole use of the intended recipients, and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution of this email message or its attachments is prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message. Please note that any views or opinions presented in this email are solely those of the author and

do not necessarily represent those of the company. Finally, while the company uses virus protection, the recipient should check this email and any attachments for the presence of viruses. The company accepts no liability for any damage caused by any virus transmitted by this email.

Exhibit T3

From: David Early <david@entrende.com>
Sent: Tuesday, May 18, 2010 6:21 PM
To: Michael Sexton <msexton@trumpuniversity.com>; Ryan Lotman <ryan80249@yahoo.com>; April B. Neumann <aneumann@trumpuniversity.com>
Subject: FW: Preview (Woburn: Libman @1PM): 35% show rate,14% conversion, \$206.21 AND CDN\$0.00 payment per attendee

We should share this audio with the rest of the speakers.

From: Susan Morrison [mailto:smorrison@trumpuniversity.com]
Sent: Tuesday, May 18, 2010 5:59 PM
To: msexton@trumpuniversity.com; mbloom@trumpuniversity.com; smatejek@trumpuniversity.com; aneumann@trumpuniversity.com; edaniels@trumpuniversity.com; jschauer@trumpuniversity.com; david@entrende.com; lhernandez@trumpuniversity.com; mbetances@trumpuniversity.com; dong@trumpuniversity.com; rlotman@trumpuniversity.com; rowens@trumpuniversity.com; dbeyerlein@trumpuniversity.com; dperstein@trumpuniversity.com; DGuevara@trumpuniversity.com; jbelleggie@trumpuniversity.com; preisner@trumpuniversity.com; gbirnie@trumpuniversity.com; mataebi@trumpuniversity.com; gsaunders@trumpuniversity.com; smorrison@trumpuniversity.com
Subject: Preview (Woburn: Libman @1PM): 35% show rate,14% conversion, \$206.21 AND CDN\$0.00 payment per attendee

Profit From Real Estate -- Free Preview
Tue May, 18, 2010 @ 01:00 PM
Speaker: Stephen Libman
Venue: Hilton Boston / Woburn (Woburn, MA)
SEM_PFF-20100518E

Program Coordinators
Susan Morrison

Sales Coordinators
Justin Smith
ZAC HERNANDEZ

TOTALS:
86 registrations = 62 primaries + 20 guests + 1 walkins + 0 audits + **3** cancellations before event for a cancellation rate of **3%**...breakdown:
 2: other
 1: Guest

83 non-cancelled registrations (**0** VIPs, 0 primaries + 0 guests)
29 attendees for show rate of **35%**
4 buyers for a conversion rate of **14%**, with **0** pending
4 buyers retained for a retention rate of **100%**

\$5,980.00 live event sales (post returns)
\$0.00 salesFloor/cart sales (post returns)
\$0.00 total tax and shipping
\$5,980.00 total sales with tax and shipping

CDN\$0.00 live event sales (post returns)

Confidential

TRUMP 00166710

CDN\$0.00 salesFloor/cart sales (post returns)

CDN\$0.00 total tax and shipping

CDN\$0.00 total sales with tax and shipping

\$5,980.00 payment collected for **\$206.21** payment per attendee

CDN\$0.00 payment collected for **CDN\$0.00** payment per attendee

Event balance due: \$0.00

Event balance due: CDN\$0.00

Buyer breakdown:

The Apprenticeship Program:

1. Michael Fratoni (sales=\$1,495.00, payment=\$1,495.00) balanceDue = **\$0.00**
2. Eugen Melo (sales=\$1,495.00, payment=\$1,495.00) balanceDue = **\$0.00**

The Apprenticeship Program:

1. Richard Bedard (sales=\$1,495.00, payment=\$1,495.00) balanceDue = **\$0.00**
2. Mitch McManus (sales=\$1,495.00, payment=\$1,495.00) balanceDue = **\$0.00**

Buyer notes:

05/18/2010 04:00 PM (smorrison): **Eugen Melo** - 3 day Apprenticeship program - unscheduled may attend CT training student has the ability to cancel the first day of the future training he attends
05/18/2010 04:05 PM (smorrison): **Michael Fratoni** - 3 day Apprenticeship Program Unscheduled - student will have the ability to cancel the first day of the future training he attends
05/18/2010 03:57 PM (smorrison): **Mitch McManus** - student winner of Trump Wealth Builders Action plan kit - emailed office to send to student
05/18/2010 05:58 PM (smorrison): **Richard Bedard** - cash payment applied to hotel bill receipt attached to enrollment form

To see full statistics, go to <https://www.trumpuniversity.com/private/events/beta/showProduct.cfm?productID=4084>

Exhibit U1

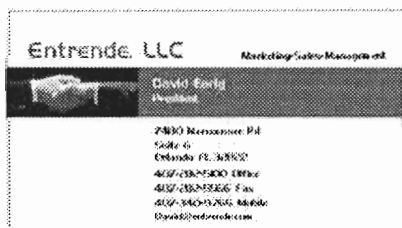
From: April B. Neumann <aneumann@trumpuniversity.com>
Sent: Tuesday, July 14, 2009 1:40 PM
To: Michael Sexton <msexton@trumpuniversity.com>
Subject: FW:
Attach: Trump University Mentorship Guide-final.pdf

He resent. I spoke with him about the attached. This is geared for the mentor. In the interest of not over-promising and under-delivering, Early is going to have his team morph the attached with the Kevin Derrick Mentorship Guide. He'll have it to us in two weeks.

April B. Neumann
Trump University
40 Wall Street, 32nd Fl.
New York, NY 10005
Phone: 646.367.3802
Fax: 212.248.0782
www.TrumpUniversity.com

From: David Early [mailto:david@entrende.com]
Sent: Tuesday, July 14, 2009 1:17 PM
To: April B. Neumann
Subject:

David Early
Entrende, LLC
407-282-5100 Office
407-340-9766 Cell
407-282-5566-fax



TRUMP
UNIVERSITY
MENTOR
GUIDE





Mentor Guide

Table of Contents

Introduction.....	1
Mentor Duties and Responsibilities.....	2
Phase I: Preparation	3
Introductory Call (Questionnaire and Interview with Student)	3
Weekly Calls (emails as necessary).....	4
Preparation Checklist.....	11
Phase II: Three-day Hands-on Program.....	12
Day 1.....	12
Day 2.....	14
Day 3.....	15
Phase III: Follow-up	16
Developing Ongoing Action Plan.....	16
Evaluating Program (Satisfaction Survey).....	16
Following Up: Accountability Calls/Emails.....	16
APPENDIX.....	19



Mentor Guide

Introduction

Welcome to the *Trump University Personal Mentoring Program*. Your commitment to this program will bring positive change in the lives of the people you mentor. We want you to be committed to the success of our program. Our focus is to help you, through education and training, understand and apply the principles in our mentorship program. We take pride in our quality mentorship program. Our high standards can only be maintained through people like you who share our values and desire to do the best job possible.

Once again, Welcome to the Trump University Mentor Team!

Remember, a mentor is a:

Teacher: Educates the student about the reality of the world of real estate investing.

Guide: Shows/tells the student how to set and follow through with realistic goals.

Advisor: Offers support and advice for reaching goals, answers questions and concerns.

Role model: Shows commitment to goals and the mentoring relationship.

Coach: Helps the student to move towards change (trying something new) and follows up to ensure the student is supported.

Trusted friend: You allow yourself to be seen as a caring and open individual.

Confidant: Respects the confidentiality of the mentoring relationship.

With all this in mind and working together we can promise and fulfill a rewarding and profitable experience for our students.



Mentor Guide

Mentor Duties and Responsibilities

Sales and service result from confidence, which can only be developed through knowledge. We will provide you with ample material to develop the necessary knowledge and confidence to work with our students. As a Mentor, it is essential that you maintain an energetic, friendly, and caring attitude at all times.

To help ensure that success, there are several key principles you will need to follow. You must:

- Commit yourself to the coaching format.
- Be available for your scheduled phone sessions; be timely.
- Ensure that you are addressing your student's needs and you both are moving in the right direction.
- Help your student complete the program within the allotted time.
- Assume responsibility fulfilling your role as a mentor.
- Help your student change his/her thinking (becoming more positive and proactive).
- Listen when your student has a question, problem, or topic to discuss.
- Identify your student's feelings and verify them (providing feedback).
- Encourage positive behaviors, and effectively confronting negative behaviors.
- Provide appropriate information and support.
- Encourage and inspire your student.
- Share relevant experiences, knowledge, and skills with your student.



Mentor Guide

Phase I: Preparation

Introductory Call (Questionnaire and Interview with Student)

60 – 90 minutes

It is important for students to put together a plan sooner rather than later, preferably before they even start investing. Anyone who drafts a realistic plan and sticks to it can achieve a lot in a short period of time. However, creating a plan is not always easy, especially when one doesn't know what to expect or where to start. This makes it imperative for your students to set realistic goals, avoid unnecessary disappoint, and keep motivation levels high.

To help your students set realistic goals, encourage each to network with experienced real estate investors in their chosen niche and get valuable information on how to find the best deals, how to close the deal, and how to profit from the deal. Next, have your students evaluate their current cash and credit situation, then set long-term cash, cash flow, and equity goals for one year, three years, and five years. Once they have these long-term goals, they can develop short-term goals of three, six, and nine months by outlining the steps to take to accomplish the long-term goals.

Introducing Student/Mentor

First email sets up day/time for introductory call

Introductory call

- General information (student/mentor)
- Real estate experience (student/mentor)
- Real estate education(student/mentor)
- Confirm sale: alignments and misalignments

Note: Preferable the Mentor has attended the three-day classroom course

Presenting the Program Overview

Mentor role and responsibilities in each phase

Student role and responsibilities in each phase



Mentor Guide

Discovering Student Expectations

Short-term goals

- Realistic?
- What it takes to get there

Long-term goals

- Realistic?
- What it takes to get there

Investment strategy

- Neighborhoods
- Price ranges
- Median price
- Price trends
- Market type: buyer/seller

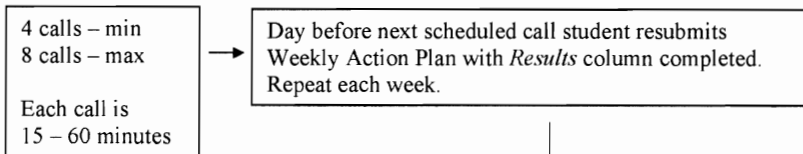
Provide student with Weekly Action Plan

Within one day after the call student submits Weekly Action Plan with *Targets* column completed for appropriate category(ies). Repeat each week.

Tips

To become a competent mentor you will need to be a good listener: more specifically an "active" listener. This involves tuning in to what your mentor is saying, giving them your complete concentration, and waiting patiently for them to finish, without diving in or making assumptions about what they are likely to say.

Weekly Calls (emails as necessary)



Discussing Student's Weekly Action Plan

Hours per week available for real estate investing

Distribution of available time

- Prospecting
- Networking
- Marketing
- Business

Weekly accountability for action/inaction

Domain name and business cards

Begin each call with discussion of student's Weekly Action Plan. Did student achieve *Targets*? *Targets* too ambitious or student didn't take action? Readjust *Targets* if necessary and/or remind student of the need to take action toward established goals.



Mentor Guide

Tips

The effective mentor gently probes to understand the relevant issues, asks open-ended and fact-seeking questions and understands that silence is useful when information is being digested or breathing space is needed. Questions should be used to obtain information and/or steer the discussion in a particular direction. "Appreciative" listening is also important — the need to understand words and events as your student perceives them and with the meanings your student attaches to them.

It is important to help your students choose a primary exit strategy. Do they want to wholesale, where they can make money without even owning a property? Once they have the property under contract, they can assign the contract to another buyer (rehabber) who will close on the property in your place. Or do they want to be a rehabber where they can buy a distressed property below market value, fix it up, and sell it for full retail price? Maybe they want to buy and hold and make money as a landlord? What about doing lease options where they negotiate with the owner for the right to lease (rent) the property with the option to buy it at a future date for a specified price? Discuss all aspects of these exit strategies and help your student pick the right one with which to start.

Establishing a Primary Exit Strategy

Wholesaling: building a buyer list

Rehabbing (buy – fix – sell): estimating repairs

Cash flow (buy and hold): calculating cash flow

Lease option and sandwich leases: marketing

Mastering the Lease Option

Profiting from the lease option

- Option fee
- Monthly cash flow
- Profit from sale of property

Finding the motivated seller

- Ads
- Flyers
- Mailers
- Expired MLS listings



Mentor Guide

Negotiating with the seller

- Validate seller motivation
- Discuss terms
 - Purchase price
 - Option (When does option to purchase expire?)
 - Option fee
 - Monthly payments
 - Repairs
 - Who pays?
 - How much?
- Meet with seller
- Confirm terms
- Sign the lease and the option to buy (two documents)
- Include the ability to sublet the property
- Ensure clear title (use title company)
- Get hazard insurance

Finding buyers or tenants

- Ads
- Flyers
- Qualifying prospects
 - Option fee (at least 3%)
 - Credit rating
 - Application (from tenant)

Negotiating with the buyer/tenant

- Discuss terms
 - Purchase price
 - Option (When does option to purchase expire?)
 - Option fee
 - Monthly payments
 - Repairs
 - Who pays?
 - How much?
 - No sublet agreement
 - Require renter's insurance for tenant



Mentor Guide

Implementing the System

Finding the deal

Analyzing the deal

- After-repair value (ARV)
- Costs: acquisition, option fee (lease option), holding, repair, sales, funding, profit

Making offers

Every real estate deal is unique to that investor's specific situation. Help your students understand our system yet be able to customize their approach to fit their unique situation. Some of the important variables to consider are:

Local markets: What works in the Northeast may not work in the Midwest, and what worked in the Midwest just six months ago may be a losing strategy there today.

Relative price: Different types of properties, neighborhoods, and price ranges run from hot to cold. To profit the most with the least risk, your students need to pay attention to these relative strengths and weaknesses.

Target markets: To earn the highest profits and create the most value, have your students specifically direct their strategy toward a well-defined target market.

Competition: Until they know local competing properties, their features, and their price ranges, your students can't develop their best strategy.

Financing: Financing or terms can transform an OK transaction into a sweetheart deal or a dog of a deal.

Improvements: Costs vary enormously between geographic locations, as well as among different contractors for the same improvements at the same property.

Creativity: Your students' vision and market research will uncover creative possibilities that give their strategies the difference that sets up the uniqueness for their buyers or tenants.

When it comes to real estate, the rules of the game are constantly changing. Your students must be knowledgeable and nimble enough to tailor their strategy to the market conditions that prevail at the time they are investing. They should craft their business plan to fulfill the most pressing (and profitable) needs of the day.

Building a Team

Level 1

- Mentor/Coach
- Buyer agent
- Home inspector
- Insurance agent
- Lenders: private money/hard money
- Handyman



Mentor Guide

Level 2

- Mortgage broker
- General contractors
- Sub-contractors
- Appraiser
- Title company
- Accountant
- Attorney
- “Bird dogs”
- Other real estate investors

Reviewing Options for Funding a Deal

Seller financing

Private lenders

Hard money lenders

Conventional financing

IRA/Retirement accounts

Making Phone Calls

FSBO leads

- Call sellers
- Get property information
- Ask questions to determine level of motivation.

Realtor leads

- Automated e-mail of MLS leads based on key word search(es)

Mentor must evaluate key word search(es) the real estate agent develops. Evaluates suitability for student’s investment plan. Key word search(es) must be in place before Mentor visit.

- If not from buyer agent, call and get property address and information
- Ask questions to determine level of motivation (due to licensure laws, agent may decline to provide this information)
- Advise agent that you are represented by a buyer agent

Developing Lead Sources

Investor’s Edge

Buyer agent

Networking

Internet

“Bird dogs”

Newspaper

Marketing



Mentor Guide

Creating a Follow-up System

Follow up on:

- Leads: property still for sale?
- Calls: have circumstances changed?
- Letters/cards: have circumstances changed?

Establish time frame for each follow-up

Evaluating Leads

Fit with investor investment profile

A – B – C Ranking

- Initial review
 - > A = do drive-by
 - > B = do drive-by if there is time
 - > C = eliminate or database for follow-up
- Drive-by
 - > A = do walk-through
 - > B = do walk-through there is time
 - > C = eliminate or database for follow-up
- Walk-through
 - > A = do rehab estimate and make offer
 - > B = do rehab estimate if there is time and make offer
 - > C = eliminate or database for follow-up

Exploring Internet Resources

Leads

Property valuation

Public records

Funding

Buyer agents

Rehabbing

Home inspectors

Credit reports

Property Valuation

Investor's Edge

Real estate agent: CMA

Appraiser: appraisal

Internet

- www.netronline.com (county property appraiser/tax assessor)
- www.trulia.com
- www.yahoo.com
- www.eppraisal.com
- www.zillow.com

To maximize their returns, your students need detailed knowledge of the features and sales prices of comparable properties, a gut feeling for competitive trends, and a deep understanding of the

9



Mentor Guide

likes and dislikes of their target market. Obtaining this informational advantage will help them develop a winning strategy.

Remind your students that before people choose a place to live, they typically shop and compare many competing properties — often in different neighborhoods. Features, locations, price, and terms will all be taken into account as buyers make their decision. The property they eventually choose will represent the best value that meets or exceeds their wants, needs, and expectations.

Explaining Real Estate Contracts

Important contract elements

Contingency clause(s)

With your students, review some basic requirements that must be present to make a real estate contract valid: Mutual assent, in writing, identification of the parties, identification of the property, purchase price, valuable consideration, and party signatures. Also review the importance of contingency clauses, especially an escape clause that protects them with a legitimate way out of the contract if conditions warrant.

Preparing For Hands-on Visit by Mentor

Agree to dates for visit

Availability commitment from buyer agent for visitation dates

Agent supplies MLS leads to student and mentor at least two days before visit

Review leads for suitability

Agent should provide 15 – 20 properties for initial evaluation, based on key word search(es) approved by Mentor.
--

Tips

Sometimes you can help just by being there and listening when your student needs someone to talk to not directly involved in an issue. Never underestimate the importance of the feel-good factor. Think about each session so you begin to know instinctively when to talk, when to listen and when to encourage silence for reflection.



Mentor Guide

Preparation Checklist

- Agree to dates for visit.....
- Agree to training location.....
- Establish meeting time.....
- Book travel arrangements.....
- Email student travel confirmations.....
- Availability commitment from buyer agent (if using one).....
- Determine possible investment strategy(ies) with student.....
- Agent supplies MLS leads to student and mentor at least two days before visit.....
- Review leads for suitability.....
- Continue to follow up with student prior to departing.....
- Call two days out to confirm.....
- Call student once arrived in area.....
- Review training outline with student.....
- Get started.....



Mentor Guide

Phase II: Three-day Hands-on Program

Day 1

With Buyer Agent: Reviewing/Ranking Property Leads (if possible, don't use agent for lease option leads)

Driving by Subject Properties/Comps

Evaluate neighborhood

- Investment alternatives for different areas

Drive by subject property

- Take pictures
- Make notes

Drive by comps

- Take pictures
- Make notes

Drive by at least 10 subject properties. Drive by comps for at least 2 subject properties.

Re-Ranking Property Leads for Walk-throughs

Without Buyer Agent

Drive neighborhoods to determine each area of Investment

Wholesaling/Retailing – Middle to lower income neighborhoods

Options/Lease-Options/Owner-Financing – Middle to High income neighborhoods

Write down all leads

Vacant Properties

For Sale By Owner

For Rent

Property Research Tools

Investor Software

Internet Resources

Make phone calls to set appointments for Day 2

Use Property Research Form

Create a follow up system for student

Review Follow-up Systems



Mentor Guide

Tips

The provision of maximum attention is displayed both verbally and non-verbally through body language and eye contact. Words and actions should be used to convey encouragement to the mentee.

Sometimes you can help just by being there and listening when your student needs someone to talk to not directly involved in an issue. Never underestimate the importance of the feel-good factor. Think about each session so you begin to know instinctively when to talk, when to listen and when to encourage silence for reflection.



Mentor Guide

Day 2

Walking Through Subject Properties (take pictures and make notes)

Use Property Information Sheet

Take pictures

Make notes

Exterior condition

- Roof
- Windows
- Structure
- Landscaping

Interior condition

- Kitchen
- Bathroom(s)
- Flooring
- Walls
- Ceilings

Walk through at least 5 subject properties.

Evaluating Each Property for Investment Potential

Reviewing Acquisition Strategies

Reviewing Funding Options for each Deal

Establishing a Primary Exit Strategy

Re-ranking for Analysis



Mentor Guide

Day 3

Reviewing Pictures and Notes

Confirming Ranking for Analysis

Analyzing Properties

Investor's Edge

Internet

Calculate maximum offer amount

Analyze two subject properties.
Mentor takes the lead on the first one;
student takes the lead on the second.

Evaluating Acquisition Strategies

Purchase

Wholesale

Land trust

Lease option

Sandwich lease

Joint venture

Equity share

Other creative techniques

Discussing Funding Options for Each Deal

Reviewing Local Purchase and Sale Agreement

Preparing Offer(s)

Purchase price

Contingency clause(s)

Assist student in completing a written offer on at least one of the two properties analyzed above.

Marketing the Property

FSBO

Using real estate agent/MLS

Staging

Open Discussion of Three-Day Engagement



Mentor Guide

Phase III: Follow-up

Developing Ongoing Action Plan

Prospecting
Networking
Marketing
Business

On last day of Mentor visit student submits Weekly Action Plan with *Targets* column completed for appropriate category(ies). Repeat weekly

Help your student prioritize his/her ambitions and actions. Lack of direction sometimes results from being confused about the way forward.

Evaluating Program (Satisfaction Survey)

Student completes and submits to Trump University
Student provides testimonial

Student submits survey within two days after Mentor departs.

Following Up: Accountability Calls/Emails

4 calls
15 – 30 minutes

Day before next scheduled call student resubmits Weekly Action Plan with *Results* column completed. Repeat each week.

Weekly action plan: Student action /inaction

Mentor provides additional motivation to student

Begin each call with discussion of student's Weekly Action Plan. Did student achieve *Targets*? *Targets* too ambitious or student didn't take action? Readjust *Targets* if necessary and/or remind student of the need to take action toward established goals.



Mentor Guide

"The path to success is to take massive, determined action."

— Thomas Edison

Upon conclusion of the program, remind your students that possessing a positive attitude and personal drive will be key to their success in real estate investing. There will be bumps along the road, but the rewards far outweigh the risks. Believing in yourself, believing in the market, and continually envisioning your success will get you to your goals sooner.

Also, having the right mix of professional tools and specialized knowledge will provide your students with the competitive edge to take their success even further than they imagined. To be successful in any field, one must acquire specialized knowledge. Successful real estate investors didn't become successful overnight. They first had to acquire the requisite knowledge and skills... knowledge and skills they have learned in this program.

"If you don't know where you're going, you'll probably end up somewhere else."

— Laurence J. Peter

Planning is crucial in real estate investing because it turns desire into action, the key to success for any worthwhile endeavor. So, ask your students: "What are your goals?" In order to plan effectively, it's imperative that they set goals and write them down. It would be hard to overstate the importance of both setting goals and writing them down.

Maybe your students just want to make a good living working for themselves, spend more time with their family, or send their kids to college. Maybe one of their goals is becoming debt free and then building wealth. Perhaps they would like to augment income from their present job or start a new career after retirement. Maybe they want the free time to write a book, do charity work, mentor in their chosen field, or enjoy their hobbies. Maybe they would simply like to become a more informed consumer and get an awesome deal on their next home, or help someone they care about get a great deal on theirs. Have this discussion with your students to help them set goals and pursue them with vigor.

In summary, your students must possess a positive attitude and personal drive, develop the right mix of professional tools and specialized knowledge, have empathy and an unassuming manner



Mentor Guide

to win people over, use OPM to make money, let compounding and appreciation work for them by holding onto properties (reinvesting profits into new and better deals), and focus on follow-through. No plan will be successful without follow-through.



Mentor Guide

APPENDIX



Mentor Guide

The Big Picture

Stage 1

1. Create Action Plan, prioritized to-do list, and work schedule. Review and update each week.

2. Interview and select real estate buyer agent who will provide multiple listing properties by e-mail based on a key word search(es).

Provide agent with list of key words.

Get agent's verbal agreement to e-mail you listings containing key words.

If agent asks you to sign a contract for their services, review the contract with mentor prior to signing.

3. Prepare to make offers.

Get lender pre-approval letter or proof of funds to make offers on multiple listing properties.

Find home inspector.

Find rehabber insurance.

4. Attend an investor club meeting.

5. Get business cards.

6. Set up paper/electronic system to track leads, offers, deals.

Stage 2

1. Run comps on leads. Prioritize leads.

2. Define your market.

Neighborhoods

Price ranges

Median price

Price trends

Market type-buyer/seller

Stage 3

1. Determine profitable exit strategies based on neighborhood and property.

2. Learn to estimate rehab and other project costs.

3. Develop and submit offers.



Mentor Guide

Weekly Action Plan

WEEK # ___ STARTING: _____ ENDING: _____ TOTAL WORK HRS: _____

PROSPECTING		NETWORKING	
TARGETS	RESULTS	TARGETS	RESULTS
___ # Hours	___ # Hours	___ # Hours	___ # Hours
___ # Calls	___ # Calls	___ # Investors	___ # Investors
___ # Drive Bys	___ # Drive Bys	___ # Wholesalers	___ # Wholesalers
___ # Walk Throughs	___ # Walk Throughs	___ # Buyer's Agent	___ # Buyer's Agent
___ # Offers	___ # Offers	___ # Lenders	___ # Lenders
		___ # Rehabbers	___ # Rehabbers
		___ # Handymen	___ # Handymen
		___ # Inspectors	___ # Inspectors
		___ # Title Cos.	___ # Title Cos.
MARKETING		BUSINESS	
TARGETS	RESULTS	TARGETS	RESULTS
___ # Hours	___ # Hours	___ # Hours	___ # Hours
Tasks:		Tasks:	
SELF-EVALUATION			



Mentor Guide

Wholesaling: Build a Buyer (Rehabber) List

Newspaper ads, call "We Buy Houses" and "I Buy Houses" ads, investor clubs, networking

What's your name?

What's your phone number?

Tell me a little about what you do.

Do you have a preferred area? Area(s) that you avoid?

What is your price range?

Preferred type(s) of properties?

How quickly can you close? All cash?

What level of rehab are you interested in?

How many rehabs are you looking to do each year?

What do you want in a package so you can evaluate a deal?

- Pictures of subject property (inside and out)
- Comps
- Analysis of deal
- Rehab costs breakdown (pictures of each room)
- Copy of contract

What format do you want it in (printed, email, etc)?

If you don't end up with this particular property, I will call you with the next one, okay?

I need your fax number and e-mail so I can send you information on my next deal.

Are you interested in rentals? What are your criteria for rentals?



Mentor Guide Setting Up Your Student's Team

Mentor/Coach
Buyer agent
Home inspector
Insurance agent
Lenders: private money/hard money/banks
Handyman
Mortgage Broker
General Contractors
Appraiser
Title Companies
Attorney
"Bird Dogs"
Accountant
Other Real Estate Investors

Reviewing 10 Basic Steps to Completing a Deal

Step 1 – Find the Deals
Step 2 – Call on Leads (Property Research Form)
Step 3 – Property Inspection (Property Inspection Sheet)
Step 4 – Prepare Offer
Step 5 – Sign Contract with Seller
Step 6 – File Affidavit
Step 7 – Find a New Buyer
Step 8 – Sign Contract with New Buyer
Step 9 – Contracts Sent to Title Company
Step 10 – Pick up Your Check

iv



Mentor Guide

Student Questionnaire and Interview Form

Congratulations on your next step with our Mentorship Program. Before we begin, please answer the questions below. This will help me determine what your goals are and what we need to accomplish in our training.

Personal

- Do you intend to make this a full or part-time profession?
(Yes) (No)
- How many hours a week can you dedicate to this business?
- Real estate experience?
(Beginner) (Intermediate) (Expert)
- Real estate education?
- How often do you complete projects?
(Never) (Seldom) (Often) (Most of the Time) (Every Time)
- What are your short-term goals?
- What are your long-term goals?
- Are you a self-motivator or do you benefit from having someone keep you focused on reaching your goals?



Mentor Guide

Real Estate

- Which areas of investing are you most interested in?
(Pre-Foreclosures) (Foreclosures) (REOs) (Straight Options) (Wholesaling)
(Retailing) (Lease-Options) (Owner-Financing)
- What are you looking to accomplish with your new business?
(Monthly Cash flow) (Replace your Monthly Income) (Build Long-Term Assets)
- Do you personally know of any real estate agents you can work with?
- Do you know the average price range of homes in your city? If so, what price?
- Tell me the most important thing you learned at the 3-day training event?
- Do you plan on working this business by yourself or with a partner?
- What do you feel is the most important thing you want to get out of your training?

.....
Office use below

Determine Investment Strategies:

- | | |
|----------|----------|
| 1) _____ | 3) _____ |
| 2) _____ | 4) _____ |

Short-Term Goals:

- 1) _____
- 2) _____
- 3) _____

Student's Weekly To Do List:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____



Mentor Guide

Finding the Deals

There are many sources for property leads and motivated sellers. Finding motivated sellers is vital to your success. A motivated seller is the key to all good deals. However, finding motivated sellers won't do you a bit of good if you don't make offers — LOTS of offers.

In the beginning, spend most of your time looking for deals and networking.

Finding Motivated Sellers

Driving neighborhoods	Out-of-town owners
Business cards	Friends
Run ads	Relatives
Call houses for rent and for sale	Accountants
Flyers	Lawyers
FSBO signs	Banks
Vacant houses	Auctions
Realtors	Courthouse
Investment groups	Foreclosures
Mail outs	Tax office
Expired listings	

Finding deals is the most important activity you need to be doing. Before you can profit in this business, you have to have a product to buy or sell. Finding deals isn't just driving around finding properties, it's finding the right deal. . .and the seller's motivation to sell.

Motivated Sellers

Divorce	Loss of Job
Health	Tired landlord (tenant problems)
Rundown property	Out-of-town owner
Job Transfer	Inherited property

Preparing an Offer

- All Cash (discount deal)
- Terms
- Combo: discount and terms



Mentor Guide

Building an Retail Buyer Database

Questionnaire

A retail buyer database is a database of potential retail buyers for your properties. To find these potential buyers, you can run newspaper ads, send out flyers, etc. Building your list is as important as building your database of potential sellers looking to sell their house to you.

Your goal as a real estate investor is to build a database of retail buyers that you can call *immediately* when you have a property under contract.

In order to build a database of names for your retail buyers list, you must know what your potential buyers are looking for. Once you have all the information, you can either send them the information you already have on a property or go out and find them one.

Follow our Buyer List Questionnaire Worksheet to keep track of all your potential buyers. This sheet gives you some basic criteria a buyer is looking for in a property such as: Location, bedrooms, baths, financing, square footage, etc.

Winning Classified Ads:

Classified ads are an effective way to reach people who are already looking for properties. Here are some example headlines you can use for all real estate techniques:

“LEASE-TO-OWN” “MOTIVATED” “HANDYMAN SPECIAL”

“RENT-TO-OWN” “WHY RENT?” “NO QUALIFYING”



Mentor Guide

Buyer List Questionnaire

We have several properties available. In order for us to match you up with the best homes we have, we need to ask you some generic questions.

How did you hear about us? _____ (*Advertising your using*)

Date: _____

Name: _____ #Adults _____ #Children _____ Pets _____

Phone# _____ Best time to call _____

Preferred area: _____ Secondary areas _____

How soon are you ready to move in to a home? _____

How many bedrooms _____ Bathrooms _____

Type of home _____ Garage _____

What home features are you looking for? _____

What is the most you want to pay per month? _____

What is the most you want to pay as a down payment? _____

Do you have the money now _____? If not, when _____?

Addresses given:

Date: _____ Property address: _____

Status: _____

Date: _____ Property address: _____

Status: _____

(Note:)

If you do not have any leads, you will want to say:

I currently do not have any homes that meet your criteria at this time. Would it be ok if I can call you back when I have a home that does meet your needs?



Mentor Guide

Property Inspection Sheet

Based on 1200 Sq. Ft. Property

Date: _____ Property Address: _____ City: _____
Total Square Foot: _____ Repaired Value: \$ _____ Asking: \$ _____

Interior

Does House Need?	Yes	No	Estimated Cost	Repair Cost
Carpet/Vinyl			\$5,000	
Light Patch/Paint/Trim			\$3,000	
Kitchen <small>(Sink, Cabinets, Small Misc.)</small>			\$7,000	
Kit. Appl. <small>(Stove, Refrig, DW)</small>			\$2,000	
Complete Bathroom #1			\$2,000	
Complete Bathroom #2			\$2,000	
Water Heater			\$500	
CHA			\$3100	
Leveling			\$5K - \$10K	

Total \$ _____

Exterior

Does House Need?	Yes	No	Estimated Cost	Repair Cost
Roof			\$5,000	
Patch/Paint/Trim			\$3,000	
Windows <small>(Quantity)</small>			\$100 Each	
Landscaping			\$1,000	
Driveway/Sidewalks			Each Case	
Foundation <small>(Exterior Foundation)</small>			Each Case	
Garage Repair			\$250 - \$850	

Total \$ _____

Add All Totals To Equal Your -

Total Repair Cost: \$ _____



Mentor Guide

All Cash Offer Form

You can determine any cash offer by using our All Cash Offer Form. This form gives you all the expenses associated with buying and selling real estate. This form will calculate what you can offer for the property.

**THE MOST IMPORTANT NUMBER TO INCLUDE ON THIS FORM IS
THE REPAIRED/RETAIL VALUE.**

All of the expenses that must be included in a real estate transaction are deducted from the retail value of the property.

A) Acquisition Expenses: These are the costs associated with closing on the property. These costs include, but not limited to, the following:

- 1) Title Exam
- 2) Title Insurance
- 3) Document Prep
- 4) Recording Fees
- 5) Lawyer's Fee

There could be other costs associated with closing; each deal and circumstance will be different. Your total Acquisition Expense is 2% of the repaired value.

B) Holding Expenses: These are the costs associated with retailing properties. The total Holding Expenses are 2% of the repaired value. These percentages will be close, but not exact. There will be costs during the fix up of the property which include:

- 1) Gas, Electric, and Water
- 2) Taxes and Insurance

C) Hedge Expenses: These are added costs in case your analysis was figured wrong. The good thing about using a hedge is if you figured your analysis correctly, then you'll have some extra money. Your total Hedge Expense is 1-3% of the repaired value. These percentages will be close, but not exact.

D) Closing Costs: These include all the costs associated with selling the property. If the new buyer is financing through FHA or VA, there will be some added costs on your side. If you do not set aside a percentage for closing costs, and the buyer

v



Mentor Guide

gets a FHA or VA loan, the extra costs will come from your profit. Your total Closing Cost is 2.5% of the repaired value. These percentages will be close, but not exact.

E) Realtor's Commission: If there is a Realtor involved, be sure to deduct their costs from the repaired value. The total Realtor's commission is 6% or 7% of the asking price.

F) Maximum Offer Before Profit: This is the number that you will arrive at just before determining your All Cash Offer. Without adding in your assignment fee and retailers profit, you would break even at this point.

Profit Is Divided Into Two Categories: The first is the **Assignment Profit** and the second is the **Retailer's Profit**. Your assignment fee is how much you will profit from the deal if you wholesale. The Retailers profit is an estimate of how much you will profit if you rehab. A Retailer should profit at least \$10,000. Be sure to figure in these numbers in order to come up with an offer.

G) All Cash Offer (ACO): Here is where you finally figure out what you can offer. Always offer a little less than your maximum offer, and never more than your maximum offer.

If the numbers won't work for the seller, you don't put it under contract to buy, it's that simple. Move on to other properties. Follow up with the seller in a week or two. They may become motivated.

If you follow this formula for finding, inspecting and calculating offers, you won't need to worry if you can sell the property or not. You will have a good deal. Someone will buy it. If you want to make money in this business, you must make several offers every week. Not every offer will be accepted, but some will.



Mentor Guide

All Cash Offer (ACO)

Date: _____

Property Address: _____ City: _____

- 1.) Repaired Value *(Sales price after fix up)* \$ _____
- 2.) Repair Expense *(From Property Inspection Sheet)* \$ _____
- 3.) Acquisition Expense *(1% x repaired value)* \$ _____
- 4.) Holding Expense *(2% of repaired value)* \$ _____
- 5.) Hedge Expense *(2% of repaired value)* \$ _____
- 6.) Closing Costs *(2% x repaired value)* \$ _____
- 7.) Advertising Costs *(.5% x repaired value)* \$ _____
- 8.) Realtor Commission *(6% x asking price)* \$ _____
- 9.) Payments for six months \$ _____

Maximum Offer Before Profit \$ _____

10.) Assignment Fee (\$5,000+++)

11.) Retailers Profit *(15% X Repaired Value)* \$ _____

All Cash Offer \$ _____

Offer no more than 65% of repaired value.

1st Offer \$ _____

2nd Offer \$ _____

**Always keep your retailer in mind.
Add back in 6% if there isn't a Realtor involved.
Always stay in touch with the retailer to keep him/her interested.**



Mentor Guide

3 Day In-Field Survey Outline

Finding the Right Neighborhoods

- Determine area's for each technique.
- Drive all neighborhoods to show student different area's for each technique.
- Which areas to stay away from?

Finding Deals

- List ways to find the deals. (Internet, Driving neighborhoods, Realtors, Newspapers, Marketing, etc.)
- Go over Marketing Strategies.
- Show student how to research property owners via the internet and Investor software.
- Show student how to search the Pre-foreclosures.

Property Analysis

- Analyzing Properties & Seller Motivation with our Property Research Form.
- How to Inspect Properties. Using our Property Inspection Worksheet.
- Creating different offers. Using our All Cash Offer Worksheet.

Internet Research

- How to use the internet.
- Internet Resources – Tax Assessor, FSBO, For Rent, Foreclosures, Marketing, Investor websites.

Writing Contracts

- Write Purchase Contracts with student.
- Write Assignment Contracts with student.
- Write Lease-Option Contracts with student.
- Show student the differences between investor & seller and investor & new buyer.

Financing Techniques

- Show student how to get different types of financing: Banks, Hard Money Lenders, Private Investors, and Owner-Financing.

Field Work

- Actual field training including but not limited to, finding leads, inspecting properties, making offers, writing contracts, finding buyers, and closing the deal.
- Setting up the student's team. Realtors, Attorneys, Banks, Bird dogs, Accountants and Title Companies.
- On the spot negotiating with sellers and buyers.
- Set up Marketing Game plan for student.

Exit Strategies

- Contract Exit clauses for sellers and buyers.
- Exit Strategies in case something goes wrong.

Post Session Action Plan

- Written plan including immediate and future goals.
- Recap of 3 days.



Mentor Guide

Foreclosure

www.foreclosurelink.com
www.usfn.org – United States Foreclosure Network
www.FreddieMac.com – Freddie Mac
www.fanniemae.com – Fannie Mae
www.hud.gov/offices/hsg/hsgabout.cfm – HUD & FHA
www.foreclosurenet.net – ForeclosureNet.net
www.foreclosure.com – Foreclosure
www.foreclosures.com – Foreclosures
www.realtytrac.com – RealtyTrac
www.reozone.com/index.php – US HUD
www.foreclosurelaw.org – Foreclosure Laws

Bankruptcy

www.bankruptcyaction.com
www.bankruptcydata.com
www.abiworld.org

People Research

www.yellowpages.com
www.whitepages.com
www.superpages.com
www.anywho.com
www.knowx.com
www.intelius.com

Property Search

www.forsalebyowner.com
www.forrentbyowner.com
www.craigslist.org
www.realtor.com
www.freeprf.com
www.mls.com

Property Research

www.zillow.com – Home Values
www.pulawski.com – Tax Assessor Search
www.zilpy.com – Rent Values
www.rentometer.com – Rentals



Mentor Guide

Marketing Game Plan

Techniques to Focus on:

- 1) _____
- 2) _____
- 3) _____
- 4) _____

Marketing Game Plan:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____

Run These Marketing Ads:

Ad #1

Ad #2



Mentor Guide

Quick Turn Graph



Mentor Guide

Phone Coaching Log



Mentor Guide

Post Session Action Plan

Training Recap:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Immediate Action Plan/1-3 Month Action Plan:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Networking & Prospecting:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Coaches Notes:

Exhibit U2

From: David Early <david@entrende.com>
Sent: Tuesday, July 14, 2009 1:39 PM
To: Michael Sexton <msexton@trumpuniversity.com>
Subject: RE: Mentorship Guide
Attach: Trump University Mentorship Guide-final.pdf

From: Michael Sexton [mailto:msexton@trumpuniversity.com]
Sent: Tuesday, July 14, 2009 1:34 PM
To: david@entrende.com; April B. Neumann
Subject: RE: Mentorship Guide

No attachment?

Michael W. Sexton
Trump University
40 Wall Street, 32nd Fl.
New York, NY 10005
Phone: 646.810.7342
Fax: 212.248.0782
www.TrumpUniversity.com

From: David Early [mailto:david@entrende.com]
Sent: Tuesday, July 14, 2009 1:06 PM
To: Michael Sexton; April B. Neumann
Subject: FW: Mentorship Guide

This e-mail message, and any attachments to it, are for the sole use of the intended recipients, and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution of this email message or its attachments is prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message. Please note that any views or opinions presented in this email are solely those of the author and do not necessarily represent those of the company. Finally, while the company uses virus protection, the recipient should check this email and any attachments for the presence of viruses. The company accepts no liability for any damage caused by any virus transmitted by this email.

TRUMP
UNIVERSITY
MENTOR
GUIDE





Mentor Guide

Table of Contents

Introduction.....	1
Mentor Duties and Responsibilities.....	2
Phase I: Preparation	3
Introductory Call (Questionnaire and Interview with Student).....	3
Weekly Calls (emails as necessary).....	4
Preparation Checklist.....	11
Phase II: Three-day Hands-on Program.....	12
Day 1.....	12
Day 2.....	14
Day 3.....	15
Phase III: Follow-up	16
Developing Ongoing Action Plan.....	16
Evaluating Program (Satisfaction Survey).....	16
Following Up: Accountability Calls/Emails.....	16
APPENDIX.....	19



Mentor Guide

Introduction

Welcome to the *Trump University Personal Mentoring Program*. Your commitment to this program will bring positive change in the lives of the people you mentor. We want you to be committed to the success of our program. Our focus is to help you, through education and training, understand and apply the principles in our mentorship program. We take pride in our quality mentorship program. Our high standards can only be maintained through people like you who share our values and desire to do the best job possible.

Once again, Welcome to the Trump University Mentor Team!

Remember, a mentor is a:

Teacher: Educates the student about the reality of the world of real estate investing.

Guide: Shows/tells the student how to set and follow through with realistic goals.

Advisor: Offers support and advice for reaching goals, answers questions and concerns.

Role model: Shows commitment to goals and the mentoring relationship.

Coach: Helps the student to move towards change (trying something new) and follows up to ensure the student is supported.

Trusted friend: You allow yourself to be seen as a caring and open individual.

Confidant: Respects the confidentiality of the mentoring relationship.

With all this in mind and working together we can promise and fulfill a rewarding and profitable experience for our students.



Mentor Guide

Mentor Duties and Responsibilities

Sales and service result from confidence, which can only be developed through knowledge. We will provide you with ample material to develop the necessary knowledge and confidence to work with our students. As a Mentor, it is essential that you maintain an energetic, friendly, and caring attitude at all times.

To help ensure that success, there are several key principles you will need to follow. You must:

- Commit yourself to the coaching format.
- Be available for your scheduled phone sessions; be timely.
- Ensure that you are addressing your student's needs and you both are moving in the right direction.
- Help your student complete the program within the allotted time.
- Assume responsibility fulfilling your role as a mentor.
- Help your student change his/her thinking (becoming more positive and proactive).
- Listen when your student has a question, problem, or topic to discuss.
- Identify your student's feelings and verify them (providing feedback).
- Encourage positive behaviors, and effectively confronting negative behaviors.
- Provide appropriate information and support.
- Encourage and inspire your student.
- Share relevant experiences, knowledge, and skills with your student.



Mentor Guide

Phase I: Preparation

Introductory Call (Questionnaire and Interview with Student)

60 – 90 minutes

It is important for students to put together a plan sooner rather than later, preferably before they even start investing. Anyone who drafts a realistic plan and sticks to it can achieve a lot in a short period of time. However, creating a plan is not always easy, especially when one doesn't know what to expect or where to start. This makes it imperative for your students to set realistic goals, avoid unnecessary disappointment, and keep motivation levels high.

To help your students set realistic goals, encourage each to network with experienced real estate investors in their chosen niche and get valuable information on how to find the best deals, how to close the deal, and how to profit from the deal. Next, have your students evaluate their current cash and credit situation, then set long-term cash, cash flow, and equity goals for one year, three years, and five years. Once they have these long-term goals, they can develop short-term goals of three, six, and nine months by outlining the steps to take to accomplish the long-term goals.

Introducing Student/Mentor

First email sets up day/time for introductory call

Introductory call

- General information (student/mentor)
- Real estate experience (student/mentor)
- Real estate education(student/mentor)
- Confirm sale: alignments and misalignments

Note: Preferable the Mentor has attended the three-day classroom course

Presenting the Program Overview

Mentor role and responsibilities in each phase

Student role and responsibilities in each phase



Mentor Guide

Discovering Student Expectations

Short-term goals

- Realistic?
- What it takes to get there

Long-term goals

- Realistic?
- What it takes to get there

Investment strategy

- Neighborhoods
- Price ranges
- Median price
- Price trends
- Market type: buyer/seller

Provide student with Weekly Action Plan

Within one day after the call student submits Weekly Action Plan with *Targets* column completed for appropriate category(ies). Repeat each week.

Tips

To become a competent mentor you will need to be a good listener: more specifically an "active" listener. This involves tuning in to what your mentor is saying, giving them your complete concentration, and waiting patiently for them to finish, without diving in or making assumptions about what they are likely to say.

Weekly Calls (emails as necessary)

4 calls – min
8 calls – max

Each call is
15 – 60 minutes



Day before next scheduled call student resubmits Weekly Action Plan with *Results* column completed. Repeat each week.



Discussing Student's Weekly Action Plan

Hours per week available for real estate investing

Distribution of available time

- Prospecting
- Networking
- Marketing
- Business

Weekly accountability for action/inaction

Domain name and business cards

Begin each call with discussion of student's Weekly Action Plan. Did student achieve *Targets*? *Targets* too ambitious or student didn't take action? Readjust *Targets* if necessary and/or remind student of the need to take action toward established goals.



Mentor Guide

Tips

The effective mentor gently probes to understand the relevant issues, asks open-ended and fact-seeking questions and understands that silence is useful when information is being digested or breathing space is needed. Questions should be used to obtain information and/or steer the discussion in a particular direction. "Appreciative" listening is also important — the need to understand words and events as your student perceives them and with the meanings your student attaches to them.

It is important to help your students choose a primary exit strategy. Do they want to wholesale, where they can make money without even owning a property? Once they have the property under contract, they can assign the contract to another buyer (rehabber) who will close on the property in your place. Or do they want to be a rehabber where they can buy a distressed property below market value, fix it up, and sell it for full retail price? Maybe they want to buy and hold and make money as a landlord? What about doing lease options where they negotiate with the owner for the right to lease (rent) the property with the option to buy it at a future date for a specified price? Discuss all aspects of these exit strategies and help your student pick the right one with which to start.

Establishing a Primary Exit Strategy

Wholesaling: building a buyer list

Rehabbing (buy – fix – sell): estimating repairs

Cash flow (buy and hold): calculating cash flow

Lease option and sandwich leases: marketing

Mastering the Lease Option

Profiting from the lease option

- Option fee
- Monthly cash flow
- Profit from sale of property

Finding the motivated seller

- Ads
- Flyers
- Mailers
- Expired MLS listings



Mentor Guide

Negotiating with the seller

- Validate seller motivation
- Discuss terms
 - Purchase price
 - Option (When does option to purchase expire?)
 - Option fee
 - Monthly payments
 - Repairs
 - Who pays?
 - How much?
- Meet with seller
- Confirm terms
- Sign the lease and the option to buy (two documents)
- Include the ability to sublet the property
- Ensure clear title (use title company)
- Get hazard insurance

Finding buyers or tenants

- Ads
- Flyers
- Qualifying prospects
 - Option fee (at least 3%)
 - Credit rating
 - Application (from tenant)

Negotiating with the buyer/tenant

- Discuss terms
 - Purchase price
 - Option (When does option to purchase expire?)
 - Option fee
 - Monthly payments
 - Repairs
 - Who pays?
 - How much?
 - No sublet agreement
 - Require renter's insurance for tenant



Mentor Guide

Implementing the System

Finding the deal

Analyzing the deal

- After-repair value (ARV)
- Costs: acquisition, option fee (lease option), holding, repair, sales, funding, profit

Making offers

Every real estate deal is unique to that investor's specific situation. Help your students understand our system yet be able to customize their approach to fit their unique situation. Some of the important variables to consider are:

Local markets: What works in the Northeast may not work in the Midwest, and what worked in the Midwest just six months ago may be a losing strategy there today.

Relative price: Different types of properties, neighborhoods, and price ranges run from hot to cold. To profit the most with the least risk, your students need to pay attention to these relative strengths and weaknesses.

Target markets: To earn the highest profits and create the most value, have your students specifically direct their strategy toward a well-defined target market.

Competition: Until they know local competing properties, their features, and their price ranges, your students can't develop their best strategy.

Financing: Financing or terms can transform an OK transaction into a sweetheart deal or a dog of a deal.

Improvements: Costs vary enormously between geographic locations, as well as among different contractors for the same improvements at the same property.

Creativity: Your students' vision and market research will uncover creative possibilities that give their strategies the difference that sets up the uniqueness for their buyers or tenants.

When it comes to real estate, the rules of the game are constantly changing. Your students must be knowledgeable and nimble enough to tailor their strategy to the market conditions that prevail at the time they are investing. They should craft their business plan to fulfill the most pressing (and profitable) needs of the day.

Building a Team

Level 1

- Mentor/Coach
- Buyer agent
- Home inspector
- Insurance agent
- Lenders: private money/hard money
- Handyman



Mentor Guide

Level 2

- Mortgage broker
- General contractors
- Sub-contractors
- Appraiser
- Title company
- Accountant
- Attorney
- “Bird dogs”
- Other real estate investors

Reviewing Options for Funding a Deal

Seller financing

Private lenders

Hard money lenders

Conventional financing

IRA/Retirement accounts

Making Phone Calls

FSBO leads

- Call sellers
- Get property information
- Ask questions to determine level of motivation.

Realtor leads

- Automated e-mail of MLS leads based on key word search(es)

Mentor must evaluate key word search(es) the real estate agent develops. Evaluates suitability for student’s investment plan.
Key word search(es) must be in place before Mentor visit.

- If not from buyer agent, call and get property address and information
- Ask questions to determine level of motivation (due to licensure laws, agent may decline to provide this information)
- Advise agent that you are represented by a buyer agent

Developing Lead Sources

Investor’s Edge

Buyer agent

Networking

Internet

“Bird dogs”

Newspaper

Marketing



Mentor Guide

Creating a Follow-up System

Follow up on:

- Leads: property still for sale?
- Calls: have circumstances changed?
- Letters/cards: have circumstances changed?

Establish time frame for each follow-up

Evaluating Leads

Fit with investor investment profile

A – B – C Ranking

- Initial review
 - A = do drive-by
 - B = do drive-by if there is time
 - C = eliminate or database for follow-up
- Drive-by
 - A = do walk-through
 - B = do walk-through there is time
 - C = eliminate or database for follow-up
- Walk-through
 - A = do rehab estimate and make offer
 - B = do rehab estimate if there is time and make offer
 - C = eliminate or database for follow-up

Exploring Internet Resources

Leads

Property valuation

Public records

Funding

Buyer agents

Rehabbing

Home inspectors

Credit reports

Property Valuation

Investor's Edge

Real estate agent: CMA

Appraiser: appraisal

Internet

- www.netronline.com (county property appraiser/tax assessor)
- www.trulia.com
- www.yahoo.com
- www.eppraisal.com
- www.zillow.com

To maximize their returns, your students need detailed knowledge of the features and sales prices of comparable properties, a gut feeling for competitive trends, and a deep understanding of the



Mentor Guide

likes and dislikes of their target market. Obtaining this informational advantage will help them develop a winning strategy.

Remind your students that before people choose a place to live, they typically shop and compare many competing properties — often in different neighborhoods. Features, locations, price, and terms will all be taken into account as buyers make their decision. The property they eventually choose will represent the best value that meets or exceeds their wants, needs, and expectations.

Explaining Real Estate Contracts

Important contract elements

Contingency clause(s)

With your students, review some basic requirements that must be present to make a real estate contract valid: Mutual assent, in writing, identification of the parties, identification of the property, purchase price, valuable consideration, and party signatures. Also review the importance of contingency clauses, especially an escape clause that protects them with a legitimate way out of the contract if conditions warrant.

Preparing For Hands-on Visit by Mentor

Agree to dates for visit

Availability commitment from buyer agent for visitation dates

Agent supplies MLS leads to student and mentor at least two days before visit

Review leads for suitability

Agent should provide 15 – 20 properties for initial evaluation, based on key word search(es) approved by Mentor.
--

Tips

Sometimes you can help just by being there and listening when your student needs someone to talk to not directly involved in an issue. Never underestimate the importance of the feel-good factor. Think about each session so you begin to know instinctively when to talk, when to listen and when to encourage silence for reflection.



Mentor Guide

Preparation Checklist

- Agree to dates for visit.....
- Agree to training location.....
- Establish meeting time.....
- Book travel arrangements.....
- Email student travel confirmations.....
- Availability commitment from buyer agent (if using one).....
- Determine possible investment strategy(ies) with student.....
- Agent supplies MLS leads to student and mentor at least two days before visit.....
- Review leads for suitability.....
- Continue to follow up with student prior to departing.....
- Call two days out to confirm.....
- Call student once arrived in area.....
- Review training outline with student.....
- Get started.....



Mentor Guide

Phase II: Three-day Hands-on Program

Day 1

With Buyer Agent: Reviewing/Ranking Property Leads (if possible, don't use agent for lease option leads)

Driving by Subject Properties/Comps

Evaluate neighborhood

- Investment alternatives for different areas

Drive by subject property

- Take pictures
- Make notes

Drive by comps

- Take pictures
- Make notes

Drive by at least 10 subject properties. Drive by comps for at least 2 subject properties.

Re-Ranking Property Leads for Walk-throughs

Without Buyer Agent

Drive neighborhoods to determine each area of Investment

Wholesaling/Retailing – Middle to lower income neighborhoods

Options/Lease-Options/Owner-Financing – Middle to High income neighborhoods

Write down all leads

Vacant Properties

For Sale By Owner

For Rent

Property Research Tools

Investor Software

Internet Resources

Make phone calls to set appointments for Day 2

Use Property Research Form

Create a follow up system for student

Review Follow-up Systems



Mentor Guide

Tips

The provision of maximum attention is displayed both verbally and non-verbally through body language and eye contact. Words and actions should be used to convey encouragement to the mentee.

Sometimes you can help just by being there and listening when your student needs someone to talk to not directly involved in an issue. Never underestimate the importance of the feel-good factor. Think about each session so you begin to know instinctively when to talk, when to listen and when to encourage silence for reflection.



Mentor Guide

Day 2

Walking Through Subject Properties (take pictures and make notes)

Use Property Information Sheet

Take pictures

Make notes

Exterior condition

- Roof
- Windows
- Structure
- Landscaping

Interior condition

- Kitchen
- Bathroom(s)
- Flooring
- Walls
- Ceilings

Walk through at least 5 subject properties.

Evaluating Each Property for Investment Potential

Reviewing Acquisition Strategies

Reviewing Funding Options for each Deal

Establishing a Primary Exit Strategy

Re-ranking for Analysis



Mentor Guide

Day 3

Reviewing Pictures and Notes

Confirming Ranking for Analysis

Analyzing Properties

Investor's Edge

Internet

Calculate maximum offer amount

Analyze two subject properties.
Mentor takes the lead on the first one;
student takes the lead on the second.

Evaluating Acquisition Strategies

Purchase

Wholesale

Land trust

Lease option

Sandwich lease

Joint venture

Equity share

Other creative techniques

Discussing Funding Options for Each Deal

Reviewing Local Purchase and Sale Agreement

Preparing Offer(s)

Purchase price

Contingency clause(s)

Assist student in completing a written offer on at least one of the two properties analyzed above.

Marketing the Property

FSBO

Using real estate agent/MLS

Staging

Open Discussion of Three-Day Engagement



Mentor Guide

Phase III: Follow-up

Developing Ongoing Action Plan

Prospecting
Networking
Marketing
Business

On last day of Mentor visit student submits Weekly Action Plan with *Targets* column completed for appropriate category(ies). Repeat weekly

Help your student prioritize his/her ambitions and actions. Lack of direction sometimes results from being confused about the way forward.

Evaluating Program (Satisfaction Survey)

Student completes and submits to Trump University
Student provides testimonial

Student submits survey within two days after Mentor departs.

Following Up: Accountability Calls/Emails

4 calls
15 – 30 minutes

Day before next scheduled call student resubmits Weekly Action Plan with *Results* column completed. Repeat each week.

Weekly action plan: Student action /inaction

Mentor provides additional motivation to student

Begin each call with discussion of student's Weekly Action Plan. Did student achieve *Targets*? *Targets* too ambitious or student didn't take action? Readjust *Targets* if necessary and/or remind student of the need to take action toward established goals.



Mentor Guide

"The path to success is to take massive, determined action."

— Thomas Edison

Upon conclusion of the program, remind your students that possessing a positive attitude and personal drive will be key to their success in real estate investing. There will be bumps along the road, but the rewards far outweigh the risks. Believing in yourself, believing in the market, and continually envisioning your success will get you to your goals sooner.

Also, having the right mix of professional tools and specialized knowledge will provide your students with the competitive edge to take their success even further than they imagined. To be successful in any field, one must acquire specialized knowledge. Successful real estate investors didn't become successful overnight. They first had to acquire the requisite knowledge and skills... knowledge and skills they have learned in this program.

"If you don't know where you're going, you'll probably end up somewhere else."

— Laurence J. Peter

Planning is crucial in real estate investing because it turns desire into action, the key to success for any worthwhile endeavor. So, ask your students: "What are your goals?" In order to plan effectively, it's imperative that they set goals and write them down. It would be hard to overstate the importance of both setting goals and writing them down.

Maybe your students just want to make a good living working for themselves, spend more time with their family, or send their kids to college. Maybe one of their goals is becoming debt free and then building wealth. Perhaps they would like to augment income from their present job or start a new career after retirement. Maybe they want the free time to write a book, do charity work, mentor in their chosen field, or enjoy their hobbies. Maybe they would simply like to become a more informed consumer and get an awesome deal on their next home, or help someone they care about get a great deal on theirs. Have this discussion with your students to help them set goals and pursue them with vigor.

In summary, your students must possess a positive attitude and personal drive, develop the right mix of professional tools and specialized knowledge, have empathy and an unassuming manner



Mentor Guide

to win people over, use OPM to make money, let compounding and appreciation work for them by holding onto properties (reinvesting profits into new and better deals), and focus on follow-through. No plan will be successful without follow-through.



Mentor Guide

APPENDIX



Mentor Guide

The Big Picture

Stage 1

1. Create Action Plan, prioritized to-do list, and work schedule. Review and update each week.

2. Interview and select real estate buyer agent who will provide multiple listing properties by e-mail based on a key word search(es).

Provide agent with list of key words.

Get agent's verbal agreement to e-mail you listings containing key words.

If agent asks you to sign a contract for their services, review the contract with mentor prior to signing.

3. Prepare to make offers.

Get lender pre-approval letter or proof of funds to make offers on multiple listing properties.

Find home inspector.

Find rehabber insurance.

4. Attend an investor club meeting.

5. Get business cards.

6. Set up paper/electronic system to track leads, offers, deals.

Stage 2

1. Run comps on leads. Prioritize leads.

2. Define your market.

Neighborhoods

Price ranges

Median price

Price trends

Market type-buyer/seller

Stage 3

1. Determine profitable exit strategies based on neighborhood and property.

2. Learn to estimate rehab and other project costs.

3. Develop and submit offers.



Mentor Guide

Weekly Action Plan

WEEK # ___ STARTING: _____ ENDING: _____ TOTAL WORK HRS: _____

PROSPECTING		NETWORKING	
TARGETS	RESULTS	TARGETS	RESULTS
___ # Hours	___ # Hours	___ # Hours	___ # Hours
___ # Calls	___ # Calls	___ # Investors	___ # Investors
___ # Drive Bys	___ # Drive Bys	___ # Wholesalers	___ # Wholesalers
___ # Walk Throughs	___ # Walk Throughs	___ # Buyer's Agent	___ # Buyer's Agent
___ # Offers	___ # Offers	___ # Lenders	___ # Lenders
		___ # Rehabbers	___ # Rehabbers
		___ # Handymen	___ # Handymen
		___ # Inspectors	___ # Inspectors
		___ # Title Cos.	___ # Title Cos.
MARKETING		BUSINESS	
TARGETS	RESULTS	TARGETS	RESULTS
___ # Hours	___ # Hours	___ # Hours	___ # Hours
<u>Tasks:</u>		<u>Tasks:</u>	
SELF-EVALUATION			



Mentor Guide

Wholesaling: Build a Buyer (Rehabber) List

Newspaper ads, call “We Buy Houses” and "I Buy Houses" ads, investor clubs, networking

What’s your name?

What’s your phone number?

Tell me a little about what you do.

Do you have a preferred area? Area(s) that you avoid?

What is your price range?

Preferred type(s) of properties?

How quickly can you close? All cash?

What level of rehab are you interested in?

How many rehabs are you looking to do each year?

What do you want in a package so you can evaluate a deal?

- Pictures of subject property (inside and out)
- Comps
- Analysis of deal
- Rehab costs breakdown (pictures of each room)
- Copy of contract

What format do you want it in (printed, email, etc)?

If you don’t end up with this particular property, I will call you with the next one, okay?

I need your fax number and e-mail so I can send you information on my next deal.

Are you interested in rentals? What are your criteria for rentals?



Mentor Guide Setting Up Your Student's Team

Mentor/Coach
Buyer agent
Home inspector
Insurance agent
Lenders: private money/hard money/banks
Handyman
Mortgage Broker
General Contractors
Appraiser
Title Companies
Attorney
“Bird Dogs”
Accountant
Other Real Estate Investors

Reviewing 10 Basic Steps to Completing a Deal

Step 1 – Find the Deals
Step 2 – Call on Leads (Property Research Form)
Step 3 – Property Inspection (Property Inspection Sheet)
Step 4 – Prepare Offer
Step 5 – Sign Contract with Seller
Step 6 – File Affidavit
Step 7 – Find a New Buyer
Step 8 – Sign Contract with New Buyer
Step 9 – Contracts Sent to Title Company
Step 10 – Pick up Your Check

iv



Mentor Guide

Student Questionnaire and Interview Form

Congratulations on your next step with our Mentorship Program. Before we begin, please answer the questions below. This will help me determine what your goals are and what we need to accomplish in our training.

Personal

- Do you intend to make this a full or part-time profession?
(Yes) (No)
- How many hours a week can you dedicate to this business?
- Real estate experience?
(Beginner) (Intermediate) (Expert)
- Real estate education?
- How often do you complete projects?
(Never) (Seldom) (Often) (Most of the Time) (Every Time)
- What are your short-term goals?
- What are your long-term goals?
- Are you a self-motivator or do you benefit from having someone keep you focused on reaching your goals?



Mentor Guide

Real Estate

- Which areas of investing are you most interested in?
(Pre-Foreclosures) (Foreclosures) (REOs) (Straight Options) (Wholesaling)
(Retailing) (Lease-Options) (Owner-Financing)
- What are you looking to accomplish with your new business?
(Monthly Cash flow) (Replace your Monthly Income) (Build Long-Term Assets)
- Do you personally know of any real estate agents you can work with?
- Do you know the average price range of homes in your city? If so, what price?
- Tell me the most important thing you learned at the 3-day training event?
- Do you plan on working this business by yourself or with a partner?
- What do you feel is the most important thing you want to get out of your training?

Office use below

Determine Investment Strategies:

- | | |
|----------|----------|
| 1) _____ | 3) _____ |
| 2) _____ | 4) _____ |

Short-Term Goals:

- 1) _____
- 2) _____
- 3) _____

Student's Weekly To Do List:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____



Mentor Guide

Finding the Deals

There are many sources for property leads and motivated sellers. Finding motivated sellers is vital to your success. A motivated seller is the key to all good deals. However, finding motivated sellers won't do you a bit of good if you don't make offers — LOTS of offers.

In the beginning, spend most of your time looking for deals and networking.

Finding Motivated Sellers

Driving neighborhoods	Out-of-town owners
Business cards	Friends
Run ads	Relatives
Call houses for rent and for sale	Accountants
Flyers	Lawyers
FSBO signs	Banks
Vacant houses	Auctions
Realtors	Courthouse
Investment groups	Foreclosures
Mail outs	Tax office
Expired listings	

Finding deals is the most important activity you need to be doing. Before you can profit in this business, you have to have a product to buy or sell. Finding deals isn't just driving around finding properties, it's finding the right deal. . .and the seller's motivation to sell.

Motivated Sellers

Divorce	Loss of Job
Health	Tired landlord (tenant problems)
Rundown property	Out-of-town owner
Job Transfer	Inherited property

Preparing an Offer

- All Cash (discount deal)
- Terms
- Combo: discount and terms



Mentor Guide

Building an Retail Buyer Database

Questionnaire

A retail buyer database is a database of potential retail buyers for your properties. To find these potential buyers, you can run newspaper ads, send out flyers, etc. Building your list is as important as building your database of potential sellers looking to sell their house to you.

Your goal as a real estate investor is to build a database of retail buyers that you can call *immediately* when you have a property under contract.

In order to build a database of names for your retail buyers list, you must know what your potential buyers are looking for. Once you have all the information, you can either send them the information you already have on a property or go out and find them one.

Follow our Buyer List Questionnaire Worksheet to keep track of all your potential buyers. This sheet gives you some basic criteria a buyer is looking for in a property such as: Location, bedrooms, baths, financing, square footage, etc.

Winning Classified Ads:

Classified ads are an effective way to reach people who are already looking for properties. Here are some example headlines you can use for all real estate techniques:

“LEASE-TO-OWN” “MOTIVATED” “HANDYMAN SPECIAL”

“RENT-TO-OWN” “WHY RENT?” “NO QUALIFYING”



Mentor Guide

Buyer List Questionnaire

We have several properties available. In order for us to match you up with the best homes we have, we need to ask you some generic questions.

How did you hear about us? _____ (*Advertising your using*)

Date: _____

Name: _____ #Adults _____ #Children _____ Pets _____

Phone# _____ Best time to call _____

Preferred area: _____ Secondary areas _____

How soon are you ready to move in to a home? _____

How many bedrooms _____ Bathrooms _____

Type of home _____ Garage _____

What home features are you looking for? _____

What is the most you want to pay per month? _____

What is the most you want to pay as a down payment? _____

Do you have the money now _____? If not, when _____?

Addresses given:

Date: _____ Property address: _____

Status: _____

Date: _____ Property address: _____

Status: _____

(Note:)

If you do not have any leads, you will want to say:

I currently do not have any homes that meet your criteria at this time. Would it be ok if I can call you back when I have a home that does meet your needs?



Mentor Guide

Property Inspection Sheet

Based on 1200 Sq. Ft. Property

Date: _____ Property Address: _____ City: _____
Total Square Foot: _____ Repaired Value: \$ _____ Asking: \$ _____

Interior

Does House Need?	Yes	No	Estimated Cost	Repair Cost
Carpet/Vinyl			\$5,000	
Light Patch/Paint/Trim			\$3,000	
Kitchen (Sink, Cabinets, Small Misc.)			\$7,000	
Kit. Appl. (Stove, Rfng, DW)			\$2,000	
Complete Bathroom #1			\$2,000	
Complete Bathroom #2			\$2,000	
Water Heater			\$500	
CHA			\$3100	
Leveling			\$5K ____ \$10K	

Total \$ _____

Exterior

Does House Need?	Yes	No	Estimated Cost	Repair Cost
Roof			\$5,000	
Patch/Paint/Trim			\$3,000	
Windows (Quantity)			\$100 Each	
Landscaping			\$1,000	
Driveway/Sidewalks			Each Case	
Foundation (Exterior Foundation)			Each Case	
Garage Repair			\$250 - \$850	

Total \$ _____

Add All Totals To Equal Your -

Total Repair Cost: \$ _____



Mentor Guide

All Cash Offer Form

You can determine any cash offer by using our All Cash Offer Form. This form gives you all the expenses associated with buying and selling real estate. This form will calculate what you can offer for the property.

THE MOST IMPORTANT NUMBER TO INCLUDE ON THIS FORM IS THE REPAIRED/RETAIL VALUE.

All of the expenses that must be included in a real estate transaction are deducted from the retail value of the property.

A) Acquisition Expenses: These are the costs associated with closing on the property. These costs include, but not limited to, the following:

- 1) Title Exam
- 2) Title Insurance
- 3) Document Prep
- 4) Recording Fees
- 5) Lawyer's Fee

There could be other costs associated with closing; each deal and circumstance will be different. Your total Acquisition Expense is 2% of the repaired value.

B) Holding Expenses: These are the costs associated with retailing properties. The total Holding Expenses are 2% of the repaired value. These percentages will be close, but not exact. There will be costs during the fix up of the property which include:

- 1) Gas, Electric, and Water
- 2) Taxes and Insurance

C) Hedge Expenses: These are added costs in case your analysis was figured wrong. The good thing about using a hedge is if you figured your analysis correctly, then you'll have some extra money. Your total Hedge Expense is 1-3% of the repaired value. These percentages will be close, but not exact.

D) Closing Costs: These include all the costs associated with selling the property. If the new buyer is financing through FHA or VA, there will be some added costs on your side. If you do not set aside a percentage for closing costs, and the buyer

v



Mentor Guide

gets a FHA or VA loan, the extra costs will come from your profit. Your total Closing Cost is 2.5% of the repaired value. These percentages will be close, but not exact.

E) Realtor's Commission: If there is a Realtor involved, be sure to deduct their costs from the repaired value. The total Realtor's commission is 6% or 7% of the asking price.

F) Maximum Offer Before Profit: This is the number that you will arrive at just before determining your All Cash Offer. Without adding in your assignment fee and retailers profit, you would break even at this point.

Profit Is Divided Into Two Categories: The first is the **Assignment Profit** and the second is the **Retailer's Profit**. Your assignment fee is how much you will profit from the deal if you wholesale. The Retailers profit is an estimate of how much you will profit if you rehab. A Retailer should profit at least \$10,000. Be sure to figure in these numbers in order to come up with an offer.

G) All Cash Offer (ACO): Here is where you finally figure out what you can offer. Always offer a little less than your maximum offer, and never more than your maximum offer.

If the numbers won't work for the seller, you don't put it under contract to buy, it's that simple. Move on to other properties. Follow up with the seller in a week or two. They may become motivated.

If you follow this formula for finding, inspecting and calculating offers, you won't need to worry if you can sell the property or not. You will have a good deal. Someone will buy it. If you want to make money in this business, you must make several offers every week. Not every offer will be accepted, but some will.



Mentor Guide

All Cash Offer (ACO)

Date: _____

Property Address: _____ City: _____

- 1.) Repaired Value *(Sales price after fix up)* \$ _____
- 2.) Repair Expense *(From Property Inspection Sheet)* \$ _____
- 3.) Acquisition Expense *(1% x repaired value)* \$ _____
- 4.) Holding Expense *(2% of repaired value)* \$ _____
- 5.) Hedge Expense *(2% of repaired value)* \$ _____
- 6.) Closing Costs *(2% x repaired value)* \$ _____
- 7.) Advertising Costs *(.5% x repaired value)* \$ _____
- 8.) Realtor Commission *(6% x asking price)* \$ _____
- 9.) Payments for six months \$ _____

Maximum Offer Before Profit \$ _____

10.) Assignment Fee (\$5,000+++)

11.) Retailers Profit *(15% X Repaired Value)* \$ _____

All Cash Offer \$ _____

Offer no more than 65% of repaired value.

1st Offer \$ _____

2nd Offer \$ _____

**Always keep your retailer in mind.
Add back in 6% if there isn't a Realtor involved.
Always stay in touch with the retailer to keep him/her interested.**



Mentor Guide

3 Day In-Field Survey Outline

Finding the Right Neighborhoods

- Determine area's for each technique.
- Drive all neighborhoods to show student different area's for each technique.
- Which areas to stay away from?

Finding Deals

- List ways to find the deals. (Internet, Driving neighborhoods, Realtors, Newspapers, Marketing, etc.)
- Go over Marketing Strategies.
- Show student how to research property owners via the internet and Investor software.
- Show student how to search the Pre-foreclosures.

Property Analysis

- Analyzing Properties & Seller Motivation with our Property Research Form.
- How to Inspect Properties. Using our Property Inspection Worksheet.
- Creating different offers. Using our All Cash Offer Worksheet.

Internet Research

- How to use the internet.
- Internet Resources – Tax Assessor, FSBO, For Rent, Foreclosures, Marketing, Investor websites.

Writing Contracts

- Write Purchase Contracts with student.
- Write Assignment Contracts with student.
- Write Lease-Option Contracts with student.
- Show student the differences between investor & seller and investor & new buyer.

Financing Techniques

- Show student how to get different types of financing: Banks, Hard Money Lenders, Private Investors, and Owner-Financing.

Field Work

- Actual field training including but not limited to, finding leads, inspecting properties, making offers, writing contracts, finding buyers, and closing the deal.
- Setting up the student's team. Realtors, Attorneys, Banks, Bird dogs, Accountants and Title Companies.
- On the spot negotiating with sellers and buyers.
- Set up Marketing Game plan for student.

Exit Strategies

- Contract Exit clauses for sellers and buyers.
- Exit Strategies in case something goes wrong.

Post Session Action Plan

- Written plan including immediate and future goals.
- Recap of 3 days.



Mentor Guide

Foreclosure

www.foreclosurelink.com
www.usfn.org – United States Foreclosure Network
www.FreddieMac.com – Freddie Mac
www.fanniemac.com – Fannie Mac
www.hud.gov/offices/hsg/hsgabout.cfm – HUD & FHA
www.foreclosurenet.net – ForeclosureNet.net
www.foreclosure.com – Foreclosure
www.foreclosures.com – Foreclosures
www.realtytrac.com – RealtyTrac
www.reozone.com/index.php – US HUD
www.foreclosurelaw.org – Foreclosure Laws

Bankruptcy

www.bankruptcyaction.com
www.bankruptcydata.com
www.abiworld.org

People Research

www.yellowpages.com
www.whitepages.com
www.superpages.com
www.anywho.com
www.knowx.com
www.intelius.com

Property Search

www.forsalebyowner.com
www.forrentbyowner.com
www.craigslist.org
www.realtor.com
www.freepf.com
www.mls.com

Property Research

www.zillow.com – Home Values
www.pulawski.com – Tax Assessor Search
www.zilpy.com – Rent Values
www.rentometer.com – Rentals



Mentor Guide

Marketing Game Plan

Techniques to Focus on:

- 1) _____
- 2) _____
- 3) _____
- 4) _____

Marketing Game Plan:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____

Run These Marketing Ads:

Ad #1

Ad #2



Mentor Guide

Quick Turn Graph



Mentor Guide

Phone Coaching Log



Mentor Guide

Post Session Action Plan

Training Recap:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Immediate Action Plan/1-3 Month Action Plan:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Networking & Prospecting:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Coaches Notes:

Exhibit U3

From: David Early <david@entrende.com>
Sent: Thursday, August 7, 2008 5:56 PM
To: David Highbloom <dhighbloom@trumpuniversity.com>
Cc: Michael Sexton <msexton@trumpuniversity.com>
Subject: RE: Tony Natoli Audio- PFF LA- 14%

WOW!!! I'm shocked!!!

I just spoke with TN, keeping his spirits up. I will spend Quality Time with him next week to make sure we fix whatever is wrong.

D

From: David Highbloom [mailto:dhighbloom@trumpuniversity.com]
Sent: Thursday, August 07, 2008 5:49 PM
To: david@entrende.com
Subject: FW: Tony Natoli Audio- PFF LA- 14%

David L. Highbloom
Trump University
40 Wall Street, 32nd Fl.
New York, NY 10005
Phone: 646.367.6531
Fax: 646.607.5190
www.TrumpUniversity.com

From: Peter Hoppenfeld [mailto:phoppenfeld@gmail.com]
Sent: Thursday, August 07, 2008 4:27 PM
To: April B. Neumann
Cc: Michael Sexton; David Highbloom
Subject: Re: Tony Natoli Audio- PFF LA- 14%

April

We expedited review of this transcript.

Tony's presentation is very, very good. Great organization, excellent set up and consistent referral to the training. There are elements that all speakers should use.

Please take a look at the price drop at the end. We need to work through his with him

Peter

On Thu, Aug 7, 2008 at 9:45 AM, April B. Neumann <aneumann@trumpuniversity.com> wrote:

Good Morning Peter,

I have attached a transcript of our new speaker, Tony Natoli's first show with Trump University in Los Angeles. Tony is out with us this week, and again early next week. It would be extremely helpful to have this transcript back as soon as possible so that we can address any issues appropriately.

Confidential

TRUMP 00136768

Please confirm upon receipt and give me an approximate time frame that you think the redline will be complete.

Thanks Peter.

Best,

April Neumann

Trump University

40 Wall Street, 32nd Fl.

New York, NY 10005

Phone: 646.367.3802

Fax: 212.248.0782

www.TrumpUniversity.com

This e-mail message, and any attachments to it, are for the sole use of the intended recipients, and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution of this email message or its attachments is prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message. Please note that any views or opinions presented in this email are solely those of the author and do not necessarily represent those of the company. Finally, while the company uses virus protection, the recipient should check this email and any attachments for the presence of viruses. The company accepts no liability for any damage caused by any virus transmitted by this email.

--

Peter Hoppenfeld
Attorney At Law
174 East Boston Post Road
Garden Level
Mamaroneck, NY 10543
914-698-3440
(c)914-629-3709
(f)914-931-0546

This e-mail message, and any attachments to it, are for the sole use of

Confidential

TRUMP 00136769

the intended recipients, and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution of this email message or its attachments is prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message. Please note that any views or opinions presented in this email are solely those of the author and do not necessarily represent those of the company. Finally, while the company uses virus protection, the recipient should check this email and any attachments for the presence of viruses. The company accepts no liability for any damage caused by any virus transmitted by this email.

Confidential

TRUMP 00136770

Exhibit V



TRUMP
UNIVERSITY

2010 PLAYBOOK
ONE COMPANY. ONE CULTURE. ONE GOAL.
Achieving Sustained Profitability in 2010.

T A B L E O F C O N T E N T S

I.....
COMPANY, CULTURE & GOAL 2

II.....
PROGRAMS & SERVICES 4

III.....
PREVIEW PLAYBOOK 12

IV.....
FULFILLMENT PLAYBOOK 25

V.....
RETREATS & SPECIAL EVENTS..... 42

VI.....
POLICY & PROCEDURE..... 48

VII.....
SALES PLAYBOOK..... 96

VIII.....
PC PLAYBOOK 139



TRUMP
UNIVERSITY

COMPANY, CULTURE & GOAL

T A B L E O F C O N T E N T S

2010 Methodology	3
Branding.....	3
Divisions	3
Historical Partners	3
Mission Statement.....	3

I. Trump University Mission Statement

Trump University's mission is to provide educational programs and tools to help our clients achieve financial independence. Our success is measured by the results that our clients achieve applying what they have learned from us in the real world.

II. Trump University Methodology For 2010

- I. One Company. One Culture. One Goal: Achieving Sustained Profitability in 2010.

III. Trump University Divisions

- I. Corporate Office in New York, New York
- II. Sales Office in Draper, Utah
- III. Independent Contractors Nationwide

IV. Trump University Historical Partners

- I. Trump Institute
- II. Prosper Learning

V. Trump University Branding

- I. Trump University
 - i. Brand name utilized for all programming within the United States (outside of the state of Maryland)
- II. Trump U
 - i. Brand name utilized for all programming within the State of Maryland and within the DC area
- III. Trump Education
 - i. Brand name utilized for all programming in Canada



TRUMP
UNIVERSITY

PROGRAMS & SERVICES

T A B L E O F C O N T E N T S

Canadian Advanced Training Options.....	10
Canadian Product Pricing & Value.....	9
Product Flow Chart	5
U.S. Advanced Training Options	7
U.S. Product Pricing & Value.....	6

Live Events Programs & Services for 2010

Profit From Real Estate: Orientation

Alias: "The Preview," "The Front End," Profit From Foreclosures, "PFF"
Marketing Channels: Newspaper, Direct Mail, and Online
Duration: 90 minute preview
Cost: Free (Open to Public)



Profit From Real Estate: Workshop

Alias: "The Fulfillment," "The Back End," Fast Track to Foreclosure, "FTF"
Duration: 3 Day training (Friday- Sunday)
Cost: \$1495+ Free Guest (unless special promotion running)



Trump Elite Packages

Trump Gold
Elite

Cost: \$34,995

- 3 Day In- Person Field Coaching
- Creative Financing Retreat
- Wealth Preservation Retreat
- Quick Start Retreat
- Commercial & Multi-Unit Retreat
- Incorporate Your Business
- REIT: Real Estate Investor's Online Training Program
- One Year Membership: Foreclosure DealSource

Trump Silver
Elite

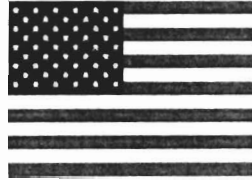
Cost: \$19,495

- Creative Financing Retreat
- Wealth Preservation Retreat
- Quick Start Retreat
- Commercial & Multi-Unit Retreat
- REIT: Real Estate Investor's Online Training Program
- Incorporate Your Business

Trump Bronze
Elite

Cost: \$9,995

- Wealth Preservation Retreat
- Quick Start Retreat
- Incorporate Your Business



TRUMP WORKSHOP PACKAGE VALUE
(As taken from Workshop Enrollment Form)

ENROLLMENT		
Profit from Real Estate 3-Day Training: (12 Month Audit Privileges)	\$1,495	\$1,495.00
Guest or Business Partner	Free Bonus	
Premium Membership (12 months)	Free Bonus	
Real Estate Breakthrough 2009 (Journal & Audio Course)	Free Bonus	
Foreclosure DealSource (Workshop attendance and credit card required to activate 30 Day Free Trial)	Free Bonus*	

TRUMP ELITE PACKAGE VALUE
(As taken from Elite Enrollment Form)

PACKAGES				
<input type="checkbox"/> Trump Gold Elite:	Retail Value		Event Special You Save 29%	
• 3 Day In-Field Mentorship	\$25,000			Total Due
• Wealth Preservation Retreat	\$ 5,000			
• Quick Start Real Estate Retreat	\$ 5,000			Paid at Enrollment
• Creative Financing Retreat	\$ 5,000			
• Commercial & Multi-Unit Retreat	\$ 5,000			
• Real Estate Investor Training Online Program	\$ 3,000			
• Incorporate Your Business (State Licensing fees not Included)	\$ 995			
• Foreclosure DealSource Property Listing Service (One Year Membership)	\$ 420			Balance
	\$49,415		\$34,995	
<input type="checkbox"/> Trump Silver Elite:	Retail Value			
• Wealth Preservation Retreat	\$ 5,000			
• Quick Start Real Estate Retreat	\$ 5,000			
• Creative Financing Retreat	\$ 5,000			
• Commercial & Multi-Unit Retreat	\$ 5,000			
• Real Estate Investor Training Online Program	\$ 3,000			
• Incorporate Your Business (State Licensing fees not Included)	\$ 995			
	\$23,995		\$19,495	
<input type="checkbox"/> Trump Bronze Elite:	Retail Value			
• Wealth Preservation Retreat	\$ 5,000			
• Quick Start Real Estate Retreat	\$ 5,000			
• Incorporate Your Business (State Licensing fees not Included)	\$ 995			
	\$10,995		\$9,995	

	<p>Event Special You Save 19%</p>	<p>Balance Due Date and Notes</p>	
	<p>Event Special You Save 9%</p>		



Advanced Real Estate Training Options

PERSONALIZED TRAINING & GUIDANCE

In-Field Mentorship

Nothing can accelerate a real estate investment more than having a Trump Mentor. Our Mentors fly into your market and in three action-packed days walk you through every step of a real estate transaction, from finding great properties to running the numbers to making the offers. You work hand in hand with the Mentor to learn how to invest the Trump way so that even when the Mentor is gone, you can continue to build your financial future.

ADVANCED TRAINING RETREATS

Wealth Preservation Retreat

Learn how to choose the proper entity for your real estate or other business, structure yourself for lower taxes, protect yourself from frivolous lawsuits, and pass your wealth on to your heirs while protecting them from financial threats. You will learn directly from an experienced team including an attorney, accountant and investor.

Quick Start Real Estate Profits Retreat

Create immediate and monthly cash flow without using any of your own money or credit. You will learn how to wholesale, lease option and owner-finance properties for quick profits.

Commercial & Multi-Family Retreat

Learn how to locate and analyze multi-unit properties by completing due diligence and learning market trends. You will learn: tax strategies, condo conversions, preconstruction, property management and more.

Creative Financing Retreat

Learn that creative financing can be more important than the money and credit you may or may not have. This retreat will teach you about financial statements, loan request packages, financing

techniques, hard money connections, 1031 real estate exchanges, note techniques and much more...everything you will need to put deals together and get them closed.

TOOLS AND RESOURCES

Incorporate Your Business

If you are serious about investing in real estate or starting a new venture, you need to know about the many advantages of incorporating your business. The security that comes from forming an LLC cannot be underestimated, but the process can be confusing and time consuming. Trump University's LLC formation service handles your incorporation so that you can focus on building your business.

Foreclosure DealSource

This powerful foreclosure-finding tool gives you complete access to two million-plus constantly updated and refreshed distressed property listings throughout the United States. You'll get listings before they hit the open market—and before the competition can get a jump on your profit-making plans. You will find and buy foreclosed properties at incredibly low prices—often for pennies on the dollar!

Wealth Builder's Network (WBN)

Premium Membership in the WBN is an exceptional learning resource that will educate and advise you on what it takes to be successful—Trump style! Premium members have access to weekly online classes and webinars; a 24/7 Q&A answers resource; an interactive investing program; a comprehensive resource library; and much more.

Real Estate Investor's Training Online Program (REIT)

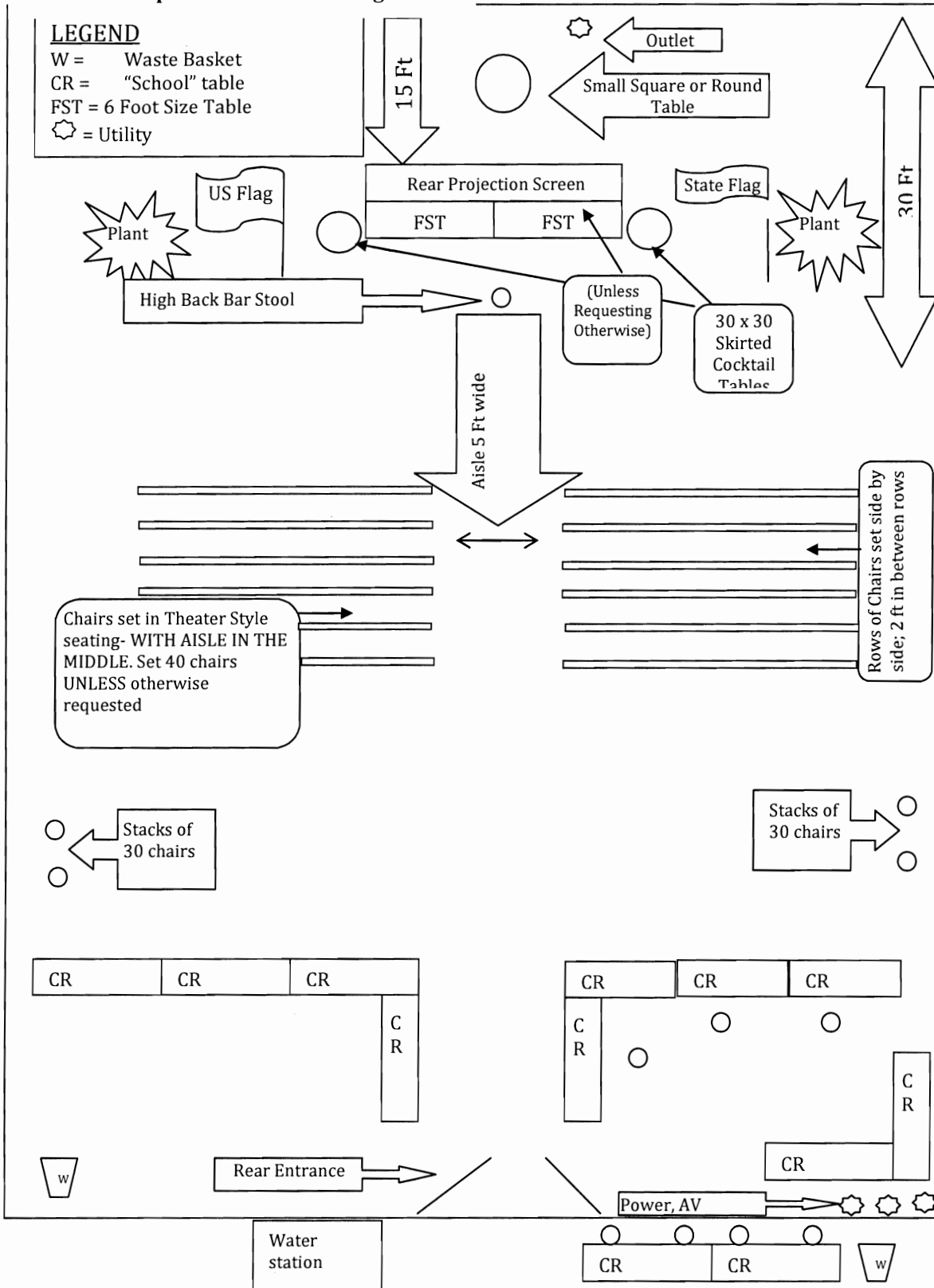
This course provides focused training covering all aspects of the business. Comprised of four interactive courses, real-world simulation, and learning materials, this program is a powerful way for you to start investing your way to monumental wealth in the shortest time possible.

**For more information on the Advanced Training Retreats, consult the Retreat & Special Events tab.*

- Setup PC's Laptop Computer:
 - Confirm that Verizon card works within meeting space
 - Confirm power source
 - Connect credit card swiper
- Setup Speaker's Laptop Computer:
 - Confirm power source
 - Confirm laptop sound
 - Confirm projector connection
- Event Materials
 - Retrieve all necessary paperwork for preview from shipped boxes
 - Locate and organize materials needed
 - Stow boxes out of sight of the preview attendees
 - Display materials as indicated by Trump University
 - Be neat!! Lack of organization and disorder reflects poorly on Trump University and will directly influence attendee confidence and impacts efficiency
- Setup AV Equipment
 - Visual
 - Connect projector to power source and speaker laptop
 - Confirm projector power source and that projection is clear and straight on screen
 - Presentation check
 - Check that wireless presenter is working
 - Test Trump video to eliminate any issues before presentation
 - Audio
 - Connect mixer on back sales table to house sound and confirm power source
 - Put new batteries in lavalier microphone, connect to mixer and confirm receiver power source
 - Connect iPod to mixer and confirm that it has been charged sufficiently
 - Connect Speaker laptop sound to mixer
 - Put new batteries in recorder and connect to mixer
 - Sound check
 - Lavalier microphone and adjust volume as necessary
 - iPod shuffle, adjust volume as necessary, and cue "Money, Money, Money" song (The O'Jays) for introduction
 - Recorder through doing a "test" recording to ensure audibility
 - Speaker laptop sound and adjust volume as necessary
- Setup Front of Room
 - Display banners on cocktail rounds on either side of screen
 - Ensure that table banner is ironed and straight
 - Display incentive product as indicated by Trump University
 - Check that the hotel has provided a bar stool for speaker
 - Check that the hotel has provided three bottles of water for speaker
- Chair Setup

- Room to be set theatre style
- Confirm that there are extra chairs available in neat stacks towards the back of the room.
(As per diagram)
- Chairs should be close enough together to give attendees sufficient space, while still maximizing the room and bringing attendees out of their comfort zone
- Pens and pads should be placed on each chair. Extra pens and pads should be kept in the back so that they can be easily retrieved when chairs need to be added to the setup
- Overall Atmosphere
 - Confirm that room temperature is no more than 68 degrees
 - Check to see if bulbs need to be removed from overhead lighting to avoid screen washout
 - Walk speaker space to ensure adequate spacing from screen to first row of chairs

Preview Set Up Will Be As Per Diagram:



Registration Basics:

- Registration Goal
 - Welcome attendees
 - Find common ground
 - Disarm any uncertainty
 - Peak interest and/or “set the hook.”
 - *Consult Preview Registration Goals in Sales Playbook for more information*
- Registration Cards v. Email Tickets
 - If an attendee does not come with a printed email ticket with a scan bar, they MUST complete a registration card. All registration cards must follow the guidelines below:
 - Name, email, and phone number are required fields
 - Each card should be reviewed for legibility and completion- if something is missing, ask for it once
- Name Tags for Attendees
 - Once an attendee has returned a completed registration card, they will be provided with a name tag written by a Trump University Team Member
 - Clarify spelling preferences on attendee names – details count!
 - Ensure that names are written large and legibly on name tags
- Inform each attendee when you will open the doors to begin the Preview
 - Inform the attendees of the location of the water station
 - Know where the restrooms are located so that you are able to direct attendees as necessary
 - Be able to accommodate any special requests (For example: if an attendee arrives and he is on crutches, he should be immediately accommodated with a chair so that he does not have to stand and wait for doors to open)

3 Key Questions to Identify Buyers

1. What is your name?

- Introduce yourself to each attendee at registration
- Establish rapport: shake hands, smile, and make eye contact
- Congratulate each attendee on being there

2. What do you?

- This can be brought up a number of ways, either by the look of pure exhaustion on an attendee's face after a long day or the way that they're dressed
- Let them know that you've found an answer to their problems and a way for them to change their lifestyle

For example:

Attendee: "Do I really have to fill out this registration card? I've been writing all day!"

TU Team Member: "Well, this is really a confirmation card so that we can confirm that all of your information is up-to-date in our system. So you had had a long day at work, huh? I think we just might have something to help you out of that 9-5 of yours! What is it that you do?"

3. What brought you out here today?

- This will let you know how much initiative they've made and what their interest level is.

For example:

Low Initiative: "My husband dropped me off and said I had to come because I never leave the house."

High Initiative: "I'm ready to make a change in my life because I want to provide a better life for my family."

Remember:

Once you've identified buyers, ask potentials to come and see you at the end of the presentation.

Preview Event Timeline:

	Speaker	Sales Coordinator #1	Sales Coordinator #2	Program Coordinator
Evening Prior:	Event Team Meets, Walks the Event Space, and Discusses Plan of Action: <ul style="list-style-type: none"> •Registration Roles •Speaker Introduction •Trigger Slide to Setup Sales Area •Sales Roles 			
2 Hours Prior:	Event Team Meets in Event Room to Setup Audio Visual, Banners, Directional Signage, Sales Coral, Front of Room, Tweak Chair Setup, and Locate Restrooms			
1 ½ Hours Prior:	Speaker Drops Off His Laptop To Hook Up to Audio Visual	Registration Area Is Set with Ironed Tablecloth and Visual & Sound Checks Have Been Done to Confirm Connections for <ul style="list-style-type: none"> •Power Point Presentation •Speaker Laptop • Speaker Mic • Handheld Mic for Speaker Intro • iPod Sound •Recorder 		
1 Hour Prior:	Speaker Returns to Meeting Room to Get In "Preview Mindset"	Event Team Begins Registration & "Registration Roles" <ul style="list-style-type: none"> •One Team Member Mans Registration Table •One Team Member Acts as "The Floater" •One Team Member Acts As "The Informant" 		
20 Minutes Prior:	Speaker and "The Informant" <ul style="list-style-type: none"> •Adjust The Room As Necessary Based Upon Current Numbers At Registration •"The Informant" also caters to any last minute speaker 	Two Team Member Work Together At Registration to Identify Buyers and Register All Attendees *See Registration Goals in Sales Playbook		
15 Minutes Prior:	<ul style="list-style-type: none"> •Welcome Announcement Is Made and Doors Open with Apprentice Song Playing *See Team Door Introduction in Sales Playbook •All Attendees are Directed and Seated By Trump U Team Members in an Efficient and Organized Manner •Apprentice Song Transitions Into Trump Video •Registration is Continued Throughout by at least 1 Trump U Team Member 			
At Event Time:	•Speaker Begins Presentation	<ul style="list-style-type: none"> •Speaker Introduction Is Made By Team Member *See Speaker Introduction in Sales Playbook •Registration and Seating continues with 2 Team Members 		

<p>10 Minutes Into Event:</p>		<ul style="list-style-type: none"> •Sales Coordinator #1 Brings Registration Inside the Room and Registers and Seats Late Attendees while Watching for Buyer Signals (positive body language and responses to speaker questions) •Sales Coordinator #2 Stands Outside the Meeting Space and Directs Latecomers Inside the Meeting Space to Registration 	<ul style="list-style-type: none"> •Program Coordinator Enters All Registration Information Into the System •Assists Sales Coordinator #1 with Registration & Seating If Necessary
<p>1 Hour Into Event:</p>		<ul style="list-style-type: none"> •Sales Coordinator #2 Returns To Meeting Space (Dependent Upon Number of Latecomers Still Arriving), Does Head Count, and Reports Number to PC •Sales Coordinator #1 Watches Speaker for Signal (Too Hot, Needs Water, Cell Phones Ringing, Attendees Trying to Ask Questions, etc.) 	<ul style="list-style-type: none"> •Program Coordinator Enters All Registration Information Into the System
<p>1 Hour, 15 Minutes Into Event</p>	<p>•Presentation</p>	<ul style="list-style-type: none"> •Sales Coordinators Put Together Buyer Packages (Preview Kits & Breakthrough 2009 Inside Black Trump Bag) •Write Appropriate Event Codes on Sales Forms 	<ul style="list-style-type: none"> •Program Coordinator Finishes Entering All Registration Information Into the System •Sends "Take 90 Minutes" Email to No Shows •Assists Sales Coordinators if Time Permits
<p>1 Hour, 20 Minutes Into Event:</p>		<ul style="list-style-type: none"> •Team Sets Up Sales Area with Enrollment Forms, Product & Chairs After Seeing Key Closing Slide •Display Free Premium (Reference Print Ad Sent with Itinerary) Outside On The Registration Table 	
<p>At The Close:</p>		<ul style="list-style-type: none"> •Team Mans The Sales Area, Stands Up, Is Attentive to Speaker and Attendee Movement, Gets in Sales Mindset, and is Ready to Sell, Sell, Sell! <p><i>*See Making the Sale in the Sales Playbook</i></p>	

<p>During Sales Time:</p>	<ul style="list-style-type: none"> •Stand Off To Side of Sales Table (Away From Door), Speak With Students Over Mic, Get Them Excited, and Get Them Seated at Sales Table 	<ul style="list-style-type: none"> •1 Sales Coordinator Closes Sales Between Center Aisle and Sales Table and Facilitates Enrollment Armed with Objection Rebuttals •1 Sales Coordinator Stands Between the Audience and the Door and Slows Down Traffic of People Exiting and Facilitates Enrollment Armed with Objection Rebuttals <i>*See Objections & Rebuttals in Sales Playbook</i> • <i>If Honoring Special Promotion: (i.e. \$500 Trump certificates) During the Entire Sales Break, Both Sales Coordinators Should Announce How Many \$500-off Certificates They Have Left to Create Urgency.</i> 	<ul style="list-style-type: none"> •Program Coordinator Stays Behind the Table and Collects Payment from People who are Sitting Down <i>*See Preview Close Steps in the Sales Playbook</i>
<ul style="list-style-type: none"> •Once All Paperwork is Complete, Buyers Are Sent to the Pre-Determined location for "Orientation" 			
<p>Orientation:</p>	<ul style="list-style-type: none"> •One Team Member Conducts Orientation <i>*See Buyer Orientation in Sales Playbook</i> •One Team Member Checks Hallways for Lingered Attendees and Approaches Them for a Sale •One Team Member Walks to Retrieve Signage (If End of Day) with Special Attention to Solicitors (See Procedure in Compliance Section) •One Team Member Starts Packing up (If End of Day- do NOT Put Boxes on Tables While Attendees are Still Present) 	<ul style="list-style-type: none"> •Program Coordinator checks to make sure Orientation Session is Being Recorded •Program Coordinator Collects Remaining Payments, Completes Entry of Sales, Paperwork, and Sends Session Report 	
<p>At the Close of Orientation:</p>	<ul style="list-style-type: none"> •All Team Members Congratulate and Shake Hands with Buyers 		
<p>After the Event:</p>	<ul style="list-style-type: none"> •All Team Members Pack Up as a Team 		

Paperwork Basics:

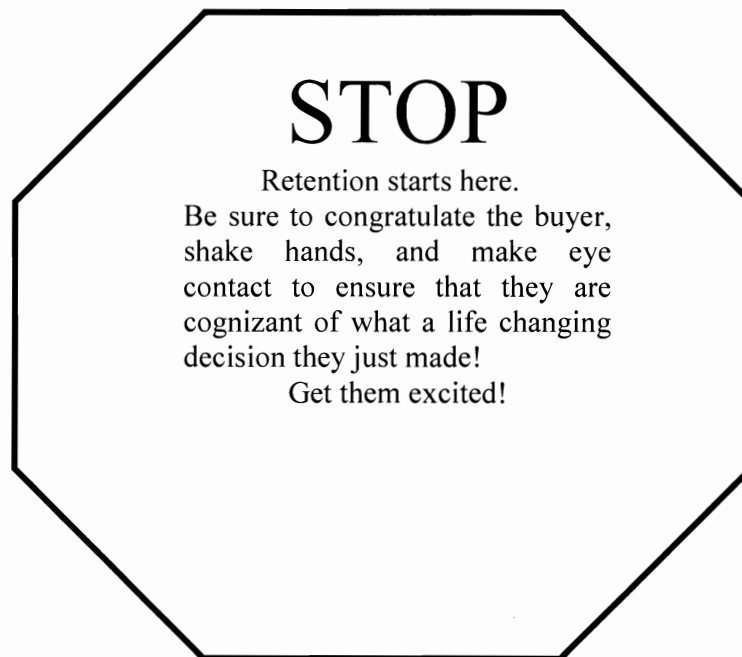
- The Enrollment Form
 - The Buyers Role
 - Enrollment forms must contain all buyer information: full name, address, email, and phone number
 - Buyers will be encouraged to list a guest and all pertinent guest contact information
 - The buyer must circle the form of payment through which he/she will be paying- ALL PAYMENTS MUST BE RECEIVED IN FULL
 - The buyer must initial that he/she is aware of his/her three day right to rescind
 - The buyer must initial in order to authorize the activation of their 30 day Foreclosure DealSource trial membership (a valid credit card must be used for purchase, or accompany a cash or check payment for activation purposes)
 - The bottom of the enrollment form must be signed and dated by the buyer

Reminder!!!

- Full payment of \$1495 must be collected before paperwork is submitted to Trump U office after the Preview. Down payments are NOT an acceptable form of payment. If full payment is not received during preview event, the contract will be transferred to the inside sales department and will not be counted towards the final conversion. No exceptions.
- A post dated check is never accepted as a form of payment on a preview.

- The Trump U Team Member Role
 - Verify that all buyer information is present
 - Encourage the buyer to list a guest if the field is blank
 - Write the last four digits of the credit card number or the check number dependant on form of payment circled
 - Verify that the bottom of the enrollment form is signed
 - Verify that the buyer has initialed to acknowledge his right to cancel within three days
 - Verify that the buyer has signed in agreement of the terms of Foreclosure DealSource
 - Verify that the top of the enrollment form indicates the team present and accurate event code
 - Write the current date and the date that is concurrent with the three day cancellation policy on the back of the buyers pink enrollment form and the back of the white enrollment form.
- The Terms & Conditions Form
 - The Buyers Role

- Print, sign, and date where indicated
- The Trump U Team Member Role
 - Verify that the buyer has printed, signed, and dated appropriately
- The Buyer Package
 - Once payment has been run through and confirmed, the buyer should be presented with the following:
 - The pink copy of the Enrollment Form and the Terms & Conditions Form stapled together and tucked into their Trump folder (Preview Kit) containing all of the necessary event information
 - The buyer incentive (currently: Breakthrough 2009)
 - The above should be bundled together and placed in a blue and gold Trump bag
 - Direct the student to a seat near the other buyers for orientation



Canada Specifics:

- Please note that the following items are different for Canada campaigns:
 - A 5% tax applies to all purchases (a \$1495 product is really \$1569.75)
 - Rights to rescind vary by Province- check the back of the enrollment form for details within the Province of each campaign
 - The Canadian preview product does not currently include a trial to Foreclosure Deal Source or a Breakthrough Kit- the Canadian Workshop package includes:
 - Three day workshop with one year of audit privileges
 - One year Wealth Builder's Network Premium Membership



TRUMP UNIVERSITY

FULFILLMENT PLAYBOOK

T A B L E O F C O N T E N T S

Behind the Scenes..... 26

Canada Specifics..... 41

Event Setup 27

Fulfillment Event Timeline 32

Overview 26

Paperwork Basics 39

Post-Fulfillment Items..... 41

Registration Basics 31

Room Diagram 30

Team Guidelines 27

IV. THE FULFILLMENT

During this 3-Day Profit from Real Estate Investing workshop, students will learn strategies they need to know in order to build their fortune through real estate investing. Students will even have the opportunity to bring potential leads to class, and the instructor will do a live call on a potential deal. Students will have the opportunity to meet with a Trump U Team Member and have a one-on-one consultation, where their goals will be reviewed, and they'll discover their path to success.

This 3-day Real Estate Investing workshop will teach how to:

- Understand the foreclosure process
- Locate great deals
- Find properties
- Create great credit
- Structure the deal
- Understand short sales
- Invest in bank REOs
- Use commercial financing
- Build a buyer's list
- Turn over your real estate quickly
- And more!

Behind the Scenes between the Preview & the Fulfillment/ Pre-Fulfillment Timeline:

During Preview:	Operations: Live Events Coordinator Orders Materials for Fulfillment Training (<i>See Shipping Formula Policy in PC Playbook</i>)
Immediately Following the Preview:	Service: Buyer Receives Welcome Email Inviting Him to the Wealth Builder's Network Premium
Day After Preview:	Service: Welcome Email Sent
	Service: Webinar Orientation Email Sent
	Service: Welcome Call From Welcome Team
1 Week Prior to Fulfillment:	Live Events: Buyer Receives Letter from Speaker (sent from 40 Wall)
5 Days Prior:	Operations: Itinerary Constructed & Sent to Event Team (<i>See Event Booking SOP under Policy & Procedure tab.</i>)
4 Days Prior:	Operations: Spec Sheet Constructed & Sent to PC with Meeting Room Details (<i>See Event Booking SOP under Policy & Procedure tab.</i>)
3 Days Prior:	Operations: PC Orchestrates & Facilitates Phone Conference for Event Team (if applicable)
2 Days Prior:	Service: Reminder Call
Day Of:	Operations: PC Emails No-Shows to Service Service: Calls No-Shows to Get Them to Event

AT THE FULFILLMENT

Event Team Ground Rules

- All Trump U Team Members (travel permitting) will meet the evening prior to the preview to walk the space, setup the room, and ensure that all necessary materials that have been shipped to the hotel, have been located by the hotel staff.
- Team Members must arrive in the fulfillment event space 2 hours prior to the event.
- All Trump U Team Members must be professionally dressed at least one-hour prior to the beginning of the Fulfillment. Attire must always be neat, ironed and professional. All Trump U Team Members will always be dressed in a suit and must wear their jacket throughout team introductions on day one, and throughout the first 30 minutes on day two, and day three. Trump U Team Members should never have visible tattoos or facial piercings at any Trump U events.
- Trump U name badges must be worn at all times.
- Trump U Team Members are not permitted to use cell phones during the fulfillment. The only time cell phones are permitted is when no-shows are being contacted or, in very limited circumstances, the Trump U Team Member has verbally indicated to the other Team Members that he/she must make an extremely important call.
- All Trump U Team Members are responsible for learning all parts of the fulfillment set up process and working cohesively to do everything within their power to contribute to a successful event.
- Sales Coordinators are permitted to use their personal laptops during three day training events. All Trump University Team Members will be required to have the Trump University Mandated Desktop Background at all Trump University Events. (*See Mandatory Desktop Background under Policy & Procedure tab.*)
- All Trump University fulfillments, workshops, and retreats will be recorded for compliance and training purposes. All sessions will be recorded directly through the mixer to ensure the highest feasible sound quality for transcription and audibility purposes. All days, all hours, all staff speakers must be recorded at all times. Mics must always be worn when anything is being spoken from the front of the room. The only time the mic may be turned off is when phone calls are being made, as it is illegal to record these calls without the other party's consent. (*See Recording Policy under Policy & Procedure tab.*)

Fulfillment Registration Setup

- Registration Area Guidelines
 - This area should always be completed first to alleviate distractions and confusion for early attendee arrivals.
 - First impressions are critical! Make sure the registration area is neat and organized.
- Registration Area Setup
 - Signage must be prominent and presentable
 - Strategically place directional signs at point of entry
 - Place standup banner at registration table for additional effect
 - Iron and place table banner on registration table
 - Place registration cards, guest registration cards, roster, printed name tags, sharpies, and extra name tags under the table until you are ready to start welcoming guests

- Setup music to run in event room during registration for easy transition to room when doors open

**See Student Fulfillment Experience Expectations in Sales Playbook for further details.*

Fulfillment Event Space Setup

- Remember: No clutter! Main goal is to not let anything be a potential turnoff and distract from the flow of the event
- Setup PC's Laptop Computer:
 - Confirm that Verizon card works within meeting space
 - Confirm power source
- Setup Speaker's Laptop Computer:
 - Confirm power source
 - Confirm laptop sound
 - Confirm projector connection
 - Confirm internet connection (if applicable)
- Event Materials
 - Retrieve all necessary paperwork for preview from shipped boxes
 - Locate and organize materials needed
 - Stow boxes out of sight of the attendees
 - Display materials as indicated by Trump University
 - Be neat!! Lack of organization and disorder reflects poorly on Trump University and will directly influence attendee confidence and impacts efficiency
- Setup AV Equipment
 - Visual
 - Connect projector to power source and speaker laptop
 - Confirm projector power source and that projection is clear and straight on screen
 - Confirm overhead projector power source and that projection is straight on screen
 - Place adequate transparencies and overhead markers next to the overhead projector
 - Presentation check
 - Check that wireless presenter is working
- Audio
 - Connect mixer on back sales table to house sound and confirm power source
 - Replace batteries in lavalier microphone, connect to mixer and confirm receiver power source
 - Replace batteries in handheld microphone, connect to mixer and confirm receiver power source
 - Connect iPod to mixer and confirm that it has been charged sufficiently
 - Connect Speaker laptop sound to mixer
 - Put new batteries in recorder and connect to mixer
 - Sound check

- Lavalieri microphone and adjust volume as necessary
 - Handheld microphone and adjust volume as necessary
 - iPod shuffle, adjust volume as necessary, and cue “Money, Money, Money” song (The O’Jays) for introduction
 - Recorder through doing a “test” recording to ensure audibility
 - Speaker laptop sound and adjust volume as necessary
- Setup Front of Room
 - Display banner on 6 ft. table between two screens
 - Ensure that table banner is ironed and straight on 6 ft. table that is between two screens
 - Display giveaway products as indicated by Trump University
 - Check that the hotel has provided a bar stool for speaker
 - Check that the hotel has provided three bottles of water for speaker
 - Chair Setup
 - Room to be set classroom style
 - Pens and pads should be placed at each place setting. Extra pens and pads should be kept in the back so that they can be easily retrieved when chairs need to be added to the setup
 - A water glass should be at each place setting, and pitchers of water should be within reach for each attendee
 - No candy should ever be on tables!
 - Overall Atmosphere
 - Confirm that room temperature is no more than 68 degrees
 - Check to see if bulbs need to be removed from overhead lighting to avoid washing out of screens
 - Walk speaker space to ensure adequate spacing from screens to first table



RETREATS & SPECIAL EVENTS

T A B L E O F C O N T E N T S

Commercial & Multi-Unit Retreat Summary 45

Creative Financing Retreat Summary 44

General Overview 43

Kickstart Retreat Summary 47

Quick Start Retreat Summary 43

Team Ground Rules..... 43

Wealth Preservation Retreat Summary 46

V. RETREATS & SPECIAL EVENTS

Trump University offers four distinctive Advanced Training Retreats within their U.S. Elite Packages: Commercial & Multi-Unit, Quick Start, Creative Financing, and Wealth Preservation. In addition to these four retreats, in Trump Education's Canadian Elite Packages, a Fixer-Upper & Rehab Property Retreat is available. In addition to Advance Training Options and the stable Profit From Real Estate events, Trump University takes pride in piloting special events that cater to the needs and wants of our students. These events have ranged from Internet Marketing, to motivation themed events such as Kick Start Your Success, to Wealth Summits, to our new REFIT Program. Below is a detailed description of our most popular Advanced Training Retreats.

Retreat & Special Event Team Ground Rules

Retreats & Special Events are very important at Trump University. The Team Members that facilitate these events are working with our very best customers, and must be nothing less than the best of the best themselves. The Trump University Team is truly the best of the best, however Retreat & Special Events Team Members are the crème de la crème of the best of the best. Coordinators may request to work special events, however all Special Event Teams are carefully selected to ensure that our best customers have the best possible experience.

Although each Retreat & Special Event calls for its own specifications, we do ask you to remember to always be professionally, maintain team chemistry, answer questions while planting seeds for the sale, never be afraid to ask for the sale, and most of all- have fun! Chances are, if you're having fun, the attendees will have fun learning too!

Don't forget to take notes when you're out at new events. Some events will call for one-on-ones, and some for table rushes, either way, keep your eyes and ears out for attendees needs and wants so that we can tweak the program for the next time. Write any observations that you may have down, so that you don't forget them. Most of these events end with a debrief call with our own Trump Power Team at 40 Wall, including President, Michael Sexton!

QUICK START REAL ESTATE PROFITS RETREAT

You're going to love the Quick Start retreat. You'll be immersed in a variety of fundamental investment techniques right from day one. Don't expect to just sit and listen to your instructor lecture for three days. You'll be role-playing and making phone calls so you'll feel comfortable when you start doing it for yourself. The Quick Start retreat will show you step-by-step how to create quick cash immediately, and how to build a large monthly cash flow without using any of your own money or credit. You'll learn how to wholesale, lease-option, and owner-finance properties in your own backyard for quick cash profits.

Three fundamentals get you in the business of making deals right away

Quick-Turn **Wholesaling** is the business of locating properties at bargain prices and then quickly passing them onto investors or landlords at prices well below retail. With a Lease-Option, you can control properties with no cash, credit or a license. A **Lease-Option** buyer leases a property

and has the right or “option” to purchase the property on or before the end of the lease agreement. Quick Turn **Owner Financing** is the business of creating financing to purchase properties. This allows you to sell, acting as the bank, receiving monthly payments. And you do it all without the use of any lending institution involved in the transaction.

This three-day immersive retreat will teach you how to:

- Buy and sell real estate without using any of your money or credit
- Buy potentially millions of dollars’ worth of property without a down payment
- Make money on properties you don’t even own
- Buy your dream home without going to the bank
- Receive cash back at closing when you buy
- Build a large monthly cash flow

Your instructor will also present a special flowchart that takes you through the 10 specific steps to investment success. Every potential roadblock is reviewed so you’ll know exactly what to do if you hit one. Hundreds of students have said that this part of the retreat alone was worth the price of admission. The retreat will conclude with a very specific 90-day Action Plan that will take you week-by-week through all the steps you need to start profiting from real estate.

CREATIVE FINANCING RETREAT

The Creative Financing retreat debunks the myth that having bad credit, no credit, or lack of funds are roadblocks to getting financing. This retreat will show you exactly where the money is and how to get it so you can finance your investments. Your instructor will not only tell you how to bypass the credit crunch to get that financing money, but also what to do with it once you get it. After this retreat, you will have the knowledge, confidence, and contacts you need to invest in any residential or commercial property worth buying.

This three-day immersive retreat will teach you how to:

- **Learn and master the best-known creative real estate financing strategies**
- **Master strategies for residential or commercial property**
- **Compile financial statements and loan request packages**
- **Explore lending sources, including hard-money lenders**
- **Find 20 different strategies and techniques to creatively finance your investment property**

Here's a quick preview of five money sources and strategies that have helped thousands of students invest in real estate--regardless of their financial situation. These and many more will be detailed during the Creative Financing retreat.

Hard-money lenders: They specialize in short-term loans at high interest rates. You typically use this type of financing for a “fix and flip.”

Seller-carried second mortgages: Sometimes a bank will loan you 90 percent, and allow the

seller to take back a second mortgage from you for five percent, leaving you needing only five percent.

Land contract: For this, the seller lets you make payments, and delivers the title upon payment in full.

Credit cards: If a seller will take \$10,000 down on a fixer-upper that you expect to make \$20,000 on, why not use credit cards?

Retirement accounts: Check with a tax attorney to see how you might borrow from your own retirement account to finance real estate investments.

COMMERCIAL & MULTI-UNIT RETREAT

How can you make more money in real estate investing? Buy multi-family properties and commercial real estate investments. The Multi-Family & Commercial Real Estate Investment Retreat will show you exactly how to get into commercial investing without a huge bankroll, how to read the markets and buy at the right time, and how to lock in profits early to guarantee a good deal.

The Commercial Real Estate field is full of myths and misinformation. It's what keeps some investors at arm's length. Your instructor will systematically break down each myth and give you the proven strategies you need to find your niche and start building your fortune in commercial real estate.

This retreat is special because after just three days, you'll start seeing dozens of opportunities in your neighborhood or town that never occurred to you before. And you'll learn how to succeed regardless of how much so-called competition there is in your area.

This three-day immersive retreat will teach you how to:

- Navigate the maze of commercial real estate and large property financing to find hidden financial opportunities.
- Determine the right market valuation of multi-family, office, retail, and strip-mall properties so that you know a good or bad deal when you see it.
- Write commercial leases so that tenants actually take the management burden away from you.
- Take full advantage of tax breaks and other financial shelters, allowing you to maximize your profits.
- Understand the laws and regulations regarding commercial and multi-family properties so that you can protect your investments.
- Prepare vacant land for re-sale and/or sub-division to capitalize on additional investment opportunities. Identify and find discounted paper for maximum profitability.
- Identify and find discounted paper for maximum profitability.
- Understand how commercial and multi-family properties fit into the current real estate market place and how you can own and operate either for high profits.

- Have a working knowledge of property management so you can manage your properties efficiently.
- Understanding options: Their function in the acquisition/divestment process
- Select properties for complete makeovers and know the difference between remodeling and rehabilitation.

Remember, unless your main focus is commercial real estate, save this retreat for last, as it is more advanced than the others.

WEALTH PRESERVATION RETREAT

Protect and grow your wealth, share it with others, and enjoy everlasting financial security with effective wealth preservation and accumulation. Lawsuits, income taxes, and death taxes--all these legal destroyers have the potential to crush your wealth...unless you have a protection plan already in place. To do that you must learn about three key disciplines: asset protection, estate planning, and tax strategy.

You'll learn important concepts on corporations, corporate maintenance, limited partnerships, limited liability companies, revocable living trusts, and retirement plans. Equipped with this information, you will be able to effectively structure your personal financial affairs in a manner that will ensure maximum protection.

This retreat is doubly valuable for Gold Elite students because, as a real estate investor, you'll learn specific strategies to help build in more profits to your real estate deals and to properly protect those profits.

This three-day immersive retreat will teach you how to:

- Identify different types of legal entities to protect your wealth. Figure out which entity works best for your situation.
- Reduce your overall tax bill through operation of your own small business and save big money in the process.
- Transform previously non-deductible expenses into fully and legally deductible expenses for your business, significantly reducing your income taxes.
- Make sure that your assets are secure against unwelcome attacks from frivolous lawsuits so that you don't lose everything you've worked your whole life for.
- Pass your wealth on to your heirs and beneficiaries while protecting it against potential threats.

Attorney, wealth preservation expert, and real estate investor J. J. Childers and his team of legal and accounting professionals conduct the Wealth Preservation retreat. They will give you

practical, easy-to-follow information that you can start using right away. You'll learn what you need to do in order to properly implement your wealth preservation plans, as well as how to properly document your actions.

KICKSTART YOUR SUCCESS RETREAT

Times are tough--there's no denying it. When this recession started, you probably set aside your dream of securing wealth for yourself and your family. If you're like most people, you spend most of your time just trying to keep your head above water, waiting for life to get easier. But if you don't put your dreams into action, no one's going to do it for you! You just need someone to show you how to get started.

That's where Omar comes in. Omar Periu knows what it means to live through hard times - and what it takes to turn them into real opportunities. When Omar was seven, his family escaped to America from Cuba, bringing nothing with them but the clothes on their backs. By carefully observing master entrepreneurs and pulling together their cutting-edge communication strategies, he'd built himself a multimillion-dollar real estate empire by the time he was 31!

Even in a down economy, there are plenty of ways for people to create wealth, but only if they're armed with knowledge--and the right mindset. So if you're ready to Kickstart Your Success instead of waiting for success to you, come to Omar's exclusive retreat, where you'll learn how to:

- Break down barriers, whether you're negotiating a sale, trying to get the best bargain you can, or pitching to potential investors
- Network with the right people--and learn how to recognize leads that'll never pan out, ahead of time
- Squeeze the most profit you can out of the time you have, no matter how little
- Turn bad decisions from your past into opportunities, overcoming fears instead of letting them take over--as Omar says, "Success is never permanent, and failure is never final."

Omar's strategies and secrets could make you millions, but we're offering a deep, one-time-only discount if you sign up now! Join Omar on an exclusive retreat, listen to his story, and find out from him the details on how to kickstart your success.



FULFILLMENT BREAK OUT SESSIONS

FULFILLMENT BREAK OUT SESSIONS ALLOW OUR STUDENTS TO INTERACT IN A GROUP, HANDS-ON ENVIRONMENT. THEY ALSO PROVIDE OUR COORDINATORS WITH AN EXCITING OPPORTUNITY TO INTERACT WITH STUDENTS MORE CLOSELY. WHEN INSTRUCTING YOUR GROUP, YOUR GOAL IS TO BUILD CREDIBILITY AMONG STUDENTS WHILE MAINTAINING A PROFESSIONAL AND ENTHUSIASTIC ATTITUDE. BY UTILIZING YOUR LEADERSHIP SKILLS, TRUMP U STUDENTS WILL LEARN ABOUT REAL ESTATE, HAVE FUN, AND CONTINUE TO INVEST IN OUR PRODUCTS AND SERVICES.

Break Out Session Positioning:

- Groups are positioned by the Instructor on Day One, Day Two and/or Day Three. The Instructor will position the group break out from the front of the room; the purpose of the breakout sessions is threefold. First it gives the Instructor a break. Second, it gives students an opportunity to interact as a group and problem solve a solution to a situation set up by the Instructor. Third, it allows students to create a bond with other Trump U team members on a rotating basis. Students may relate more to one particular team member and want to follow in their footsteps, thus making them more likely to purchase a package.
- The group will break off and brainstorm the situation given by the Instructor. They will then pick a group spokesperson to present to the class. A sales consultant will be assigned to each group to help guide the group.

Break Out Exercise #1:

"We are all here for different reasons. Some are here because you want to make \$25,000 in the next 90 days, while some of you are here because you want cash flow, or to start building your retirement.

I want you to create two columns on your paper. Do not draw a line down the center of your paper."

Have students write the following down:

Investment Type

Assignments
Lease Option
Owner Finance
Rehab
Rental

Personality Type

Short Term
Long Term
Hands On
Hands Off

Assignment = Short term and Hands off
Lease option = Long term and Hands off
Owner Finance = Long term and Hands off
Rehab = Short term and Hands on
Rental = Long term and Hands on

- Empire city

During The Day Three Break Out Session(s):

- Find and understand the student's needs.
- Partner with the student and make the transition from being the team member to becoming a resource.
- Help students achieve their business objectives through the use of OUR product or service.
- Believe that your products and services are the best.
- Have complete confidence in yourself.
- The primary goal of questioning, listening, and acknowledging is to uncover student needs and establish buying motives. Efforts to discover student needs will be more effective when the student's primary reasons for buying are uncovered. Students usually have both rational and emotional reasons for buying. While a prospective student may state many needs, there usually is a primary motive for buying. This primary motive or buying need is the hot-button. Be sure you don't miss this primary motive. It is essential to know this motive.
- It has been said that students buy emotionally (out of fear of loss or for gain) and justify their purchases rationally. You should always ask fact-finding questions (to discover rational needs) and feel-finding questions (to discover the underlying emotional motivators).



FULFILLMENT: BUILDING RAPPORT AND PLANTING SEEDS

DURING THE FULFILLMENT, YOU CAN UTILIZE BREAK AND LUNCH TIMES BY BUILDING RAPPORT AND TRUST WITH STUDENTS. THIS PROCESS, ALSO KNOWN AS 'PLANTING SEEDS' IS A WAY TO INDIRECTLY INFLUENCE FUTURE SALES. DURING THIS TIME, YOU MAY ALSO REMIND THEM THAT ALTHOUGH THEY ARE GETTING AMAZING INFORMATION, THIS IS JUST THE BEGINNING OF THEIR REAL ESTATE JOURNEY.

Use Break And Lunch Times To Your Advantage:

- Use break and lunch times to plant seeds. This can help on previews during registration as well.
- During breaks and lunch, always stay in front of the tables so you appear more approachable.
- Don't just answer questions the entire weekend, give them just enough information to want more and end with one of the examples below.
- Smile and be very friendly.

Examples of Language That Would Plant Seeds In A Student's Mind:

- You're on the right track.
- This is a great first step.
- This is just the beginning of your real estate journey.
- I am glad you're loving this, and there is so much more I would love to keep teaching you. We need longer than three days!
- That's a great question, and I'll give you the answer, but there are three steps you have to take before you get to what you're asking now.
- The more knowledge you receive in any industry, especially in real estate, the more success you will have.
- Use yourself as a reference as often as possible. For example: "If I didn't have this Trump power team behind me and guiding me I would be in a very different financial position."
- Have you ever procrastinated in your life? We want to make sure you don't with this opportunity.
- You don't become a scratch golfer by reading a book or getting a couple of lessons.
- You have been so close to living an amazing life so many times in your life, but always come up just a little short, let us help make sure that never happens again.
- Every other highly paid professional in any industry spent years in college, and spent hundreds of thousands of dollars in education. They've earned the right, and they accept personal responsibility.

In Summary:

- Give them credit for taking a great first step, but don't let them think three days will be enough to make them successful. Use doctors or lawyers as an example, or any profession that requires time, money, and the right education for success. If all Trump U team members are following these procedures it will greatly improve our chances to sell elite packages. Even one

coordinator giving them the impression three days is enough that can hurt sales. People will always take the path of least resistance; do not give them the option.



FULFILLMENT ONE-ON-ONE: MAKING THE SALE

EACH TRUMP U TEAM MEMBER WILL SIT DOWN WITH THEIR STUDENTS ON AN INDIVIDUAL BASIS TO DISCUSS THEIR GOALS AND INTRODUCE THEM TO OUR PACKAGES. DURING THIS TIME, IT IS IMPORTANT TO GIVE THEM PERSONALIZED ATTENTION, DISCOVER AND TAKE NOTE OF THEIR PERSONAL PREFERENCES, AND CONTINUE TO SHOW ENTHUSIASM AND CONFIDENCE FOR OUR PRODUCTS AND SERVICES. TOWARD THE END OF THE SESSION, THE TEAM MEMBER WILL ASK FOR THE SALE. AS WITH THE PREVIEW SALE, YOU MUST HAVE A POSITIVE MINDSET AND BE AWARE OF WHAT YOU SAY AND HOW YOU SAY IT AT ALL TIMES. EVERY COORDINATOR WILL REVIEW THE SALE GUIDELINES BELOW IN ORDER TO BE ADEQUATELY PREPARED FOR THE SALE.

Sessions Help Coordinators Match Our Products to the Student's Needs:

- “Because we understand each student has individual needs, backgrounds and goals, we are setting up one-on-one sessions to give you an opportunity to speak with one of our consultants who will help you map out your goals and objectives. Signup sheets will be at the back table for your convenience. One-on-ones will be 20-30 minutes and held during class outside the meeting room. When it is your time, please quietly leave the room and meet with your consultant. If you do not get the opportunity to meet with a consultant, please get with the program coordinator and they will assist you.”
- Sessions should begin on Saturday and continue through Sunday. In the case that you have a very large room, teams may meet with E4 students prior to Saturday's close.

Useful Tips for Facilitating the One-On-One Session:

- It's very important to work with your team and communicate things we each other about students that you learn about threw out the weekend; this is truly a team effort.
- Get permission to push them out of their comfort zone. That way, when you start selling them, you can always remind them that they gave you permission to push them toward a better life.
- Review and utilize their previously completed profile sheet before the session, which will give you vital information for closing. It will help you determine which package, product, or service they can afford and more about their goals. Specifically, you may want to:
 - Go through properties from sheet (if any). If they have equity, recommend utilizing a HELOC, which they can use to invest in real estate.
 - Point out the ROI on accounts (checking, savings, etc). If they have a horrible ROI (return on investment), get them interested in Trump's system to generate higher ROI's.
- Ask questions and fact find with your student. Examples of what you might ask:
 - Have you enjoyed yourself and learned a lot of valuable strategies?
 - What has been your favorite part of the presentation so far?
 - Before I give you your plan of action, do you have any questions on anything we have covered so far?
 - Can you tell me more about your goals?

- What do you do for a living? Do you wake up excited every morning wanting to go to work?
- How many hours do you work a week?
- Would you like to be a full time investor or part time investor?
- How many hours a week do you plan on spending to grow your new real-estate business?
- How many deals would you like to start closing a month?
- What types of properties would you like to start putting together?
- Do you have any creative real estate experience? When was the last time you profited from a property that wasn't a primary residence?
- How much money would you like to have by the age of 65 years old?
- Who or what do you want to do this for? (Family, children, spouse, grandchildren, college education for kids).
- What is your most important goal to accomplish five years from today?
- What are your monthly expenses?
- Find out what their biggest fears are:
- What's held you back from becoming a real-estate investor?
- What are you most nervous about when it comes to investing?
- On a scale of one to ten, how serious are you about making a change to better your financial situation
- One a scale of one to ten, how serious are you about making a change to spend more quality time with your family
- During this Q&A conversation, spend some time reviewing their finances and verifying monthly income (reference the student profile sheet). Point out that many experts say at 65 years old, if you want to retire, you need 1.5 million dollars if you want to live for another 20 years and spend about 50k a year. To drive it home, run the numbers with them, and go over how much they need to make a year to accomplish that. This is a powerful tool to use when you're trying to close them, since their current numbers won't add up to what their goal is if they don't make a change.
- Listen to your student, and note any likes, dislikes, and past experiences. Your ability to observe must be as powerful as your ability to sell and to listen. Watch their body language; when they perk up or when they don't like something you say, take a mental note.
- Don't interrupt, but control the conversation.
- End the conversation on a positive note, while selling our programs: "I've enjoyed getting to know you over the last three days. You have been telling me about your goals and dreams and we want to be part of the solution so you accomplish them. I know you want to know about our elite programs and I'm excited to share them with you and answer any questions."

At The End Of The One-On-One Session, Close The Deal:

- "Tell me what you believe you could accomplish in real estate with every single resource Mr. Trump has at his disposal, plus _____, _____, _____ and _____ (speakers name, you, and the other coordinator's name), and most importantly a hand selected Trump certified multi millionaire mentor?
- Open the folder. When you introduce the price, don't make it sound like you think it's a lot of money, if you don't make a big deal out of it they won't. If they can afford the gold elite don't allow them to think about doing anything besides the gold elite.

- If they can afford the gold elite, go over what the gold elite package offers and how it is designed and customized to help them become successful. Start giving recommendations and guidance on what they need to start doing, such as which advanced training they should attend first, what types of properties they should start focusing on and when and where to do the mentoring. (Note: This is going to depend on what you learned while you were fact finding. Generally you don't need to go over the silver or the bronze if they have the resources and can afford the gold.
- After you're finished with your recommendations, wait for them to talk next.
- If they can't afford the gold elite: Look at how much they can afford to spend, and when you get to the package they can afford build massive value in it. Let them know they can upgrade to the gold elite after they have received more knowledge and closed a few deals. For example, "This is what _____ (speaker name) and I feel you must absolutely start with today! Let them know that many of the gold elite students are starting with the exact same classes you're recommending for them so they don't feel left out.
- Explain after-sale service. After the customer has made a purchase, you must explain after-sale services and expectations.
- When you get excuses after asking for the sale (and you will), remember to bring in everything you learned from the beginning of your presentation, and the sales fundamentals.
- If they still hesitate: "As one of your mentors for the last three days, it's time for me to push you out of your comfort zone. It's time for you to be 100% honest with yourself. You've had your entire adult life to accomplish your financial goals. I'm looking at your profile and you're not even close to where you need to be, much less where you want to be. It's time you fix your broken plan, bring in Mr. Trump's top instructors and certified millionaire mentors and allow us to put you and keep you on the right track. Your plan is BROKEN and WE WILL help you fix it. Remember you have to be 100% honest with yourself!"
- End your presentation with testimonials.
- In essence, the above sequence is what a consultative sales presentation should look like. It's logical and flows systematically from the needs first discovered, through statements and demonstration of product/service benefits that satisfy these needs, to asking for the order, and through after-sale service.

Guidelines for Closing the Sale:

- Closing "asks" for the order and confirming "reassures" the student that they have made the right decision. Closing the sale is less difficult if the presentation process has been properly handled. Closing is part of the selling process and is a logical outcome of well-planned presentation management.
- Focus on dominant buying motives
- Negotiate the tough points before attempting the close
- Avoid surprises [new information] at the close
- Display a high degree of self-confidence at the close
- Ask for the order more than once [don't give up if the student says, "no" the first time that you make a closing statement/question], and recognize closing clues [student may indicate verbal or non-verbal clues and you must be ready to Close at that point]
- Confirm the sale occurs after the student says, "yes." The purpose is to reassure the student by pointing out that he or she has made the correct decision. This step is important is addressing "post-purchase remorse" which is a common emotion following a purchase decision.
- After the close, have them tell you what they are most excited about.



FULFILLMENT SALE OBJECTIONS & REBUTTALS

WHILE ASKING FOR THE FULFILLMENT SALE, ATTENDEES MAY HAVE OBJECTIONS TO ENROLLING IN OUR PACKAGES. BY BEING PREPARED FOR RESISTANCE, YOU CAN MAKE A STRONG, PERSUASIVE COUNTER CASE, EASE THEM INTO THE DECISION TO PURCHASE, AND CLOSE THE DEAL MUCH QUICKER. EACH COORDINATOR MUST MAKE AN EFFORT TO INTERNALIZE THE FOLLOWING OBJECTIONS. REBUTTLES SHOULD BE DELIVERED WITH ENERGY, PASSION, AND INTENSITY. ALWAYS REMEMBER TO KEEP IT SHORT AND SIMPLE, AND BE ASSUMPTIVE!

Objection: I'm Going To Try This On My Own.

Great ...Let's hear it. (*Hear What?*) The proven system that you're going to implement! How are you going to locate the properties? How are you determining ARV? All cash offer? Where is your financing coming from? How will you negotiate price? Terms? What about exit strategies? Organization of your business? One mistake on any one of these and you're broke, beaten, and worse off than you are now. At that point you'll remember this conversation and *truly* understand what the safe choice was. The risk isn't spending 35K - it's entering into the world of REAL ESTATE without specialized knowledge, guidance and trained professionals in the field holding your hand. WE are the safe decision. Fear is preventing you from investing in yourself. I find it very difficult to believe that you'll invest in anything else if you don't believe enough to invest in yourself and your education. I'm not asking you to take risk; I'm asking you to minimize risk. Are you ready to minimize risk and Maximize profit? Change your life and learn to invest like Trump? Congratulations! Welcome to the Family.

Keep the following in mind:

- You can ask them questions so they realize they don't have a chance for long term or short term success.
- Have you done all of your homework? Let me see it.
- Show me your formula for making offers.
- You just met me. Convince me why I should do business with you.
- My house is worth \$400,000; Sell me on why I should accept \$250,000 from you.
- I'm a for sale by owner. You called my phone number - let's hear your presentation.
- I'm a private money investor. Tell me why I should loan my money to you for your deals. What experience do you have? What's your track record? What's the biggest profit you've made on an investment deal?
- What reports should you research before considering doing a deal in an area?
- What happens if you're doing a lease option and they sell the property to someone else even though you have it under contract?
- What if you're doing a lease option and the owner of the home opens a second mortgage and they owe more on the house than what your purchase price is?
- You are struggling to answer these very basic questions that we've given you the answer to ten times this weekend. Now are you seeing the value of having experts by your side?

Objection: I'm Going To Use The 35k To Invest In Property.

_____(insert student's name), at the very best it'll get you into one property and if you get it you've got ONE potential profit center. But how do you know it's a deal? How do you know the numbers work? If you use your own money to buy this property and you do it incorrectly you've created a headache and a money pit. You have no specialized knowledge or system to fall back on. Mr. Trump doesn't use his own money to invest and look at his success! If you want to use your own resources, fine. Let a mentor show you how to maximize your money and minimize your risk. This is the smart decision. Learn the system to line up private money and no money down techniques, because these techniques allow you to do infinite deals!! Didn't you come here to make a change? To learn the techniques and strategies from the best? Let's make that change and get you one-on-one field support. Congratulations!!!

Objection: I Need To Think About It.

_____(insert student's name), you've already been thinking about this too long and it's time to commit to yourself and learn the TRUMP way to invest. You saw our ad, made the DECISION to attend the preview, you made the DECISION, to sign up, you made the DECISION to do your homework, you made your DECISION to stay with the program, and when you heard of the chance to have a personal TRUMP trained expert to guide you in the field you made the DECISION to sign up for this one on one and NOW here we are. YOU'VE THOUGHT ABOUT THIS! What's stopping you is fear and the same fear that stops you from investing in yourself to be with the best will ultimately stop you from investing in REAL ESTATE. A TRUMP trained Mentor will push you through this fear, and will keep you going when you want to "THINK ABOUT IT." Average people get to a defining moment in life and think about it until it is too late. So come on, let's get you a Mentor and get you to a whole new level of thinking and investing. Congratulations!

Objection: What's The Success Rate?

Let me give you an example of why that's a hard question to answer. If you went to Harvard or Berkley and asked them the success rate of their graduates, how do you think they would answer that? Their answer is the same as ours. We give every student the knowledge and tools to go out there and be successful. Does every graduate receive the same knowledge? Yes they do, yet every graduate doesn't make the same amount of money. That's because it's based off of applying that specialized knowledge.

Their number one problem is procrastination and excuses. So the success rate is based off of one variable - YOU! I believe you're here today because you're ready. Average people get to a defining moment in life and think about it until it is too late. You didn't make all these decisions to be here this weekend to be average. So come on, let's get you a Mentor and get you to a whole new level of thinking and investing. If you implement the knowledge you will have the business you desire. Let's get you a Mentor and get you to a whole new level of thinking and investing.

And/or:

People define success in many different ways; some do it by a dollar amount while others do it with more free time with their family. But let me tell you, with all of the students that have stayed in contact with their mentor and have done what he has said, followed the steps that he has put in place and listened are successful one way or the other. Let's get you a Mentor and get you to a whole new level of thinking and investing.

Objection: I Can't Travel That Much. (Retreats)

Well _____(insert student's name), that's only because you're working hard for someone else, making them rich, and helping them with their financial goals. This weekend plus all of these advanced trainings are about helping you reach your personal and financial goals. I know you can attend one retreat per

quarter. That's only twelve days out of the year that you would be setting aside to become financially independent, so you could eventually quit that job that's giving you just enough to stay. I would recommend bringing your family to the retreats. Think of how cool would that be! You could give them four amazing vacations a year, having a blast and securing their financial future at the same time. The first retreat I would recommend for you is the wealth preservation retreat. I'm not a CPA, but many of those expenses for your business trips are potential write offs, and they'll show you how to do it there.

Let's get you a Mentor and get you to a whole new level of thinking and investing.

Objection: That's A Lot Of Money.

That's a lot of money! Really? Most people look at this and are so excited that it's only that amount with everything we include. However, let's figure it out for you right now. What are your expenses every month? \$3000? OK, you are making \$6000 a month. What are your interest rates on your credit cards? Twelve percent. Perfect. (Take the percentage rate and divide it by twelve months that will give you the percent per month that they are charged. Then, take the amount that they are spending and divide it by their percentage per month). I see that your percentage rate per month is one percent. Let's take that number and see what your monthly payment will be. You will be paying \$350 per month in interest and plus a little bit in minimum, so let's say you will have a payment on your credit card of around \$600 dollars. Now, that I showed you how you can afford it, I will not let you say NO. I just figured out how you can have a Trump certified mentor fit into your budget for less than \$600 per month. Let's get you a Mentor and get you to a whole new level of thinking and investing

Objection: What's Your Guarantee?

_____(insert student's name), here's my first guarantee: don't make any changes in your life, and you will be in the exact same place you are in right now one year from today. By the way I know you don't want that, that's why you're in our ballroom this weekend. Here's another guarantee, we offer world class training and mentoring, and will give the absolute best strategies and systems to generate massive cash flow. You will have everything you need, to have as much success as you desire. There's only one thing I can't guarantee, YOU! What's stopping you is fear and the same fear that stops you from investing in yourself to be with the best will ultimately stop you from investing in REAL ESTATE. A TRUMP trained Mentor will push you through this fear, make you keep going when you want to "THINK ABOUT IT." Average people get to a defining moment in life and think about it until it is too late. You didn't make all these decisions to be here to be average. Let's get you a Mentor and get you to a whole new level of thinking and investing.

Objection: I Have Enough Information To Do This On My Own.

_____(insert student's name), maybe you can go out there and do a deal by yourself. It might take you five or six months, you might lose money or make a little. But what we're offering is a proven system from Mr. Trump to help you close multiple deals every month, with a millionaire mentor by your side making sure you don't make any mistakes, and creating the most amount of profit per deal. Let me ask you a question; are you capable of making one or two mistakes on your own? (Smile on your face). Do you think one or two mistakes in real-estate could cost you 30k or 40k? I've even heard of one mistake from 'wanna-be' investors losing 100k! By the way, those same investors had a lot more knowledge and experience than you do, but they had the same exact mindset which set them up for failure. But they finally learned that they don't know what they don't know and got our help before completely wiping out! Avoid that and learn how to do this business from the very beginning of your career. Remember that one mistake can break your account or worse. Let's get you a Mentor and get you to a whole new level of thinking and investing.

Objection: I Don't Want To Go Into Debt

Every single company goes into debt when they are first starting out, EVERY SINGLE BUSINESS! The profits pay off the debt and before you know it, your new real-estate business will start making amazing returns. Is it worth a small investment to own your own company, finally be your own boss, and keep all the profits that you make! If you're willing to work as hard for yourself as you have been for your boss I don't see you ever looking back. Imagine having the freedom to pick up kids from school, never miss another recital or sports game again because you made the decision to not allow fear and comfort zones to hold you back anymore in life. Let's get you a Mentor and get you to a whole new level of thinking and investing.

Objection: I Don't Want To Right Now; I Will Wait For Another Seminar And Sign Up Then.

You're right we have events all over the country, but this market is not waiting for anyone and if you continue this pattern of not being able to make a decision, how do you expect to be able to put a property under contract? You have to be able to make quick decisions in this business because good deals don't last long. Let's get you enrolled today so you can start building a real estate empire.

Objection: I Just Went To Another Seminar (I.e.: Rich Dad) And They Are Promising Me A Better Deal. What Makes You Different?

I am familiar with that program and think that's a great book, but there is only one real estate mogul - Mr. Trump. I don't like to bash other companies because we truly are the best in the industry and feel our brand speaks for itself. Our office is in the financial capital of the world. Mr. Trump's building is not in Cape Coral FL or in the middle of Salt Lake City somewhere. Don't buy a Kia when you can have a Bentley. Let's get you enrolled and start doing business.

Objection: I Have A Good Job.

Let's say you lost your job tomorrow. Let's add up how long you could last without work. That's scarier than a little investment. Let's say you keep your job for now, let us help you do a few deals per quarter, gain knowledge and expertise. Pretty soon you may very seriously consider doing this full time! Worst case scenario: you keep your job, you don't get fired, but you let us help you do this part time to secure your retirement accounts, because as of right now your job isn't doing that, it's only giving you enough to pay your bills and put a tiny bit away.

Other One Liner Rebuttals To Review:

- Does Tiger Woods say "let me win a few tournaments first and then I'll hire swing coaches?"
- Does any owner of any professional sports team say "let me win a few games first and then ill invest more money on coaches? The best-coached teams always win!"
- You see the big picture and know there is a ton of opportunity. You don't know the exact step-by-step details you need to take every day to achieve the results you want and need.
- There is so much money to make out there. If you're not willing to go out there and make that money, guess what? Someone else will. Why shouldn't it be you, they're no different than you, but they made the decision to get the help and make a permanent change.
- Don't buy a Kia when you can have a Bentley.
- How many times have you said to yourself: I wish I had their success or money? If you allow us to help you for the next couple of years and you cash out at the top!
- The more money you spend in real estate, the bigger your checks can be.
- I believe your mentor _____ (mentor's name) is more knowledgeable than _____ (speaker's name). That's how good our mentors are!

- If you put as much time and energy as you do at your job into your new real estate career you could be financially free with our help in a few years.

Use Your Teammates To Close A Sale When You Can't Do It Alone:

If you can't close a student, but you believe they can still be sold it's important to let another sales coordinator or speaker know. Pass on what you learned about them - what they like, don't like, are nervous about - and anything that will help someone else button it up.

Exhibit W1



TRUMP
UNIVERSITY

We Teach Success.

Hard Money Portfolio Lenders

HARD MONEY Portfolio Lenders

post your loan search matrixes scotsmanguide.com

WHO WILL DO THE UNUSUAL?

NOTE: Maximum and minimum loan size may not apply to all property types and/or in all regions and is subject to change without notice.

BORROWER TYPES						LOAN TYPE / PURPOSE													PROPERTY TYPES													
BORROWER TYPES						LOAN TYPE / PURPOSE													PROPERTY TYPES													
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33
1 Builders, Realtors, developers	2 Corporations, trusts and legal entities	3 Estate: Property in probate	4 Foreign corporation	5 Nonresident alien	6 Owner builder	7 Blanket loans	8 Bridge	9 Construction completion loan	10 Construction, custom (single-family)	11 Foreclosure avoidance loan	12 Notes purchased	13 Remodel/rehab loans	14 Seasoning: None required, non owner occ	15 Seasoning: None required, owner occ	16 Second mortgages/trust deeds	17 Term: Maximum loan term in years	18 Third or fourth mortgages/trust deeds	19 Bern homes	20 Co-op	21 Condo: High-rise	22 Condo: Portfolio/unacceptable to FNMA / FHLMC, NOO	23 Condo: Portfolio/unacceptable to FNMA / FHLMC, OO	24 Condo: With only 2-3 units	25 Dome home	26 Historical building/home	27 Houseboat	28 Land: Purchase of building lot	29 Log home	30 Mobile home with vehicular title	31 Non owner <5 units: zoned other than residential	32 Rural property: Residential use	33 Second dwelling on single tax lot

Lender Name, Territory, Telephone Number	Loan Amt		#																																				
	Min \$K	Max \$K	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33				
A&A Funding Corp. AZ CA FL 800-803-7800 www.aandafunding.com	250	10M	Y	Y			Y	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	30			Y	Y	Y	Y		Y	Y						Y	Y			
Access Capital Group/Tel-Star CA 888-443-6787	500	20M	Y	Y	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	30	Y		Y	Y	Y	Y		Y									Y	Y	
Advantage Capital Equity Solutions Inc. AZ CA CO CT FL GA MD NJ NY OR PA TX UT VA WA 877-712-3237 www.advantagecapital.com	75	3M	Y	Y	Y		Y	Y	Y			Y	Y	Y	Y	Y	Y	Y	Y	30			Y	Y	Y	Y		Y							Y	Y	Y		
AFC Hard Money FL 888-447-0364 www.AFCHardMoney.com	none	2M	Y	Y	Y		Y	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	30			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
Agile Funding LLC TX 713-528-1040 www.AgileFunding.com	100	2M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	50	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
Allied Mortgage & Financial Corp. CO FL GA NY 800-271-9696 www.alliedmortgage.com	100	3M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	30			Y	Y	Y												Y	Y	
Apex Mortgage Services Inc. CA 714-480-1156 www.apexmortgage.com	25	none	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	30	Y		Y	Y	Y	Y		Y									Y	Y	
At Home Capital AZ CA CO FL HI ID NY OR WA 877-242-9659 x7701 www.athomecapital.com	75	3M	Y	Y		Y	Y	Y			Y	Y	Y	Y	Y	Y	Y	Y	Y	30			Y	Y	Y	Y		Y									Y	Y	
Aztec Financial AZ CA MD NY 800-863-0097	33	3M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y			Y	Y	Y	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
Bankers Express Mortgage Inc. AZ CA CO FL IN MD NM NY OR UT VA WA 888-843-3636 www.qualitymortgage.com	100	2M	Y			Y	Y				Y	Y	Y	Y	Y	Y	Y	Y	Y	30			Y	Y	Y	Y		Y									Y	Y	
Bankers Hill Capital CA 888-512-8832	10	5M	Y	Y	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	7	Y		Y	Y	Y	Y		Y									Y	Y	
Bar-K Inc. CA FL ID NY OR WA 825-280-4774	100	100M	Y	Y	Y	Y	Y	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	10	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
Bridglock Capital AK AZ CA CO HI ID NY OR UT 877-807FICO-2 (863-4265) www.BridglockCapital.com	30	5M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	30			Y	Y	Y	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
Brookview Financial NATIONWIDE except AR AZ IA ID IL IN MD NY NY OR SD VT WV WY 877-734-0211 www.brookviewfinancial.com	25	2M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	1			Y	Y	Y	Y		Y									Y	Y	
Budget Finance Co. CA OR WA 800-225-5267 www.budget.com	25	750	Y	Y	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	30	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Budget Mortgage Capital Inc AZ 800-261-6075 www.budget.com	25	750	Y	Y	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	30	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

HARD MONEY Portfolio Lenders

... continued

post your loan search matrixes scotsmanguide.com

WHO WILL DO THE UNUSUAL?

NOTE: Maximum and minimum loan size may not apply to all property types and/or in all regions and is subject to change without notice.

BORROWER TYPES						LOAN TYPE / PURPOSE												PROPERTY TYPES														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33
1 Builders, Realtors, developers	2 Corporations, trusts and legal entities	3 Estate: Property in probate	4 Foreign corporation	5 Nonresident alien	6 Owner builder	7 Blanket loans	8 Bridge	9 Construction completion loan	10 Construction, custom (single-family)	11 Foreclosure avoidance loan	12 Notes purchased	13 Remodel/rehab loans	14 Seasoning: None required, non owner occ	15 Seasoning: None required, owner occ	16 Second mortgages/trust deeds	17 Term: Maximum loan term in years	18 Third or fourth mortgages/trust deeds	19 Bern homes	20 Co-op	21 Condo: High-rise	22 Condo: Portfolio/unacceptable to FNMA / FHLMC, NOO	23 Condo: Portfolio/unacceptable to FNMA / FHLMC, OO	24 Condo: With only 2-3 units	25 Dome home	26 Historical building/home	27 Houseboat	28 Land: Purchase of building lot	29 Log home	30 Mobile home with vehicular title	31 Non owner <5 units: zoned other than residential	32 Rural property: Residential use	33 Second dwelling on single tax lot

Lender Name, Territory, Telephone Number	Loan Amt		#																																				
	Min \$K	Max \$K	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33				
Cal-Pac Funding Corp. CA 800-979-0992 www.calpacfunding.com	50	20M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y			
Capital Six Funding AZ CA CO FL HI IL IN NY OR SC WA 818-227-2950 www.capitalsix.com	100	1.5M											Y																										
Castle Point Mortgage Inc. NATIONWIDE except AK AL AR IA MO KY LA MD MS NY ND NE NM OH OR SD TX UT VT WV WY 800-801-7800 makers.castlepointmortgage.com	100	1M		Y				Y					Y																									Y	Y
CIG Private Lending CA 800-210-4342 www.cigcorp.net	50	10M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
CLS Mortgage Inc. ID MT OR WA 509-923-6046 www.clsmortgage.com	25	1M	Y	Y	Y	Y	Y	Y				Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
Crown Valley Group Inc., The CA 770-602-8149 x 228 www.crownvalley-lending.com	50	5M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
Del Toro Holdings LLC AZ CA CO FL HI IL NM NY TX UT 818-474-2400 www.DelToroHoldings.com	100	6M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
DFI Funding Inc. CA 888-708-5012 www.dfi-funding.com	250	2.5M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
Eastern Savings Bank FSB NATIONWIDE 800-277-8127 www.easternsavingsbank.com	150	22M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
Emerald Bay Funding Inc. CA 618-287-1822 www.emeraldabay.com	20	1M	Y	Y			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
Equity Funding Group AZ CA NV 822-792-0610 www.equityfundinggroup.com	100	3M	Y				Y	Y	Y	Y					Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
EquityMax Inc. NATIONWIDE 866-277-9103 www.equitymaxinc.com	40	2M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
Express Equity Lending Group LLLP FL 888-LEND-8013 www.ExpressEquityLLP.com	none	none	Y	Y	Y	Y	Y	Y				Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
First Mount Vernon ILA CO DE FL GA MD NC SC VA 360-808-4451 (303)1 www.fmv.com	100	1.5M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
FixFunding LLC CO FL GA MD NY TX 314-429-5400 www.fixfunding.com	50	3M	Y	Y	Y	Y	Y	Y	Y	Y					Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
Gelt Financial Corp. CA FL MD NJ PA 215-357-4705 www.geltfinancial.com	none	1M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	

Tell lenders you found them in Scotsman Guide

continued ...

HARD MONEY Portfolio Lenders

...continued

▶ post your loan ▶ search matrixes ▶ scotsmanguide.com

WHO WILL DO THE UNUSUAL?

NOTE: Maximum and minimum loan size may not apply to all property types and/or in all regions and is subject to change without notice.

BORROWER TYPES						LOAN TYPE / PURPOSE											PROPERTY TYPES															
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33
1 Builders, Realtors, developers 2 Corporations, trusts and legal entities 3 Estate: Property in probate 4 Foreign corporation 5 Nonresident alien 6 Owner builder						7 Blanket loans 8 Bridge 9 Construction completion loan 10 Construction, custom (single-family) 11 Foreclosure avoidance loan 12 Notes purchased 13 Remodel/rehab loans 14 Seasoning: None required, non owner occ 15 Seasoning: None required, owner occ 16 Second mortgages/trust deeds 17 Term: Maximum loan term in years 18 Third or fourth mortgages/trust deeds											19 Bern homes 20 Co-op 21 Condo: High-rise 22 Condo: Portfolio/unacceptable to FNMA / FHLMC, NOO 23 Condo: Portfolio/unacceptable to FNMA / FHLMC, OO 24 Condo: With only 2-3 units 25 Dome home 26 Historical building/home 27 Houseboat 28 Land: Purchase of building lot 29 Log home 30 Mobile home with vehicular title 31 Non owner <5 units: zoned other than residential 32 Rural property: Residential use 33 Second dwelling on single tax lot															

Lender Name, Territory, Telephone Number	Loan Amt Min \$K	Max \$K	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33
Gibraltar Mortgage Capital Management LLC NATIONWIDE 800-232-5567 www.gibraltarcm.com	125	5M	Y	Y	Y	Y								Y			Y	Y		30			Y	Y	Y	Y	Y							Y	
Multiple loan programs available with interest-only options, various amortizations and prepayment penalties																																			
Gregory Funding LLC AZ CA CO ID NV OR WA 808-331-2572 www.gregoryfunding.com	50	1.25M	Y	Y	Y			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	30	Y			Y	Y	Y	Y	Y		Y			Y	Y	Y
Hard Money Marketing AZ CA CO FL HI ID NV OR WA 800-460-1880 www.HardMoney-GeneFulmer.com	100	1M				Y								Y			Y	Y		30				Y	Y	Y	Y								
Hard Money Specialist AZ CA CO FL HI ID NV OR WA 508-744-1547 www.hmspecialist.com	100	3M				Y								Y			Y	Y		30				Y	Y	Y	Y								
Helvetica Group, The AZ CA CO NV OR WA 888-880-8100 www.3388WFO.com	100	5M	Y	Y	Y	Y	Y		Y	Y			Y	Y	Y	Y	Y	Y	Y	30			Y	Y	Y	Y	Y	Y		Y			Y	Y	
HS Funding Group Inc. NATIONWIDE 800-809-0000	50	100M	Y	Y		Y	Y		Y	Y													Y							Y			Y	Y	
Imperial Lending LLC AZ CA CO CT DE FL HI IN KY MO NE NH NV OR OH PA TN TX UT WA 800-588-8100 www.imperiallending.com	100	1M	Y			Y	Y							Y			Y	Y		30			Y	Y	Y	Y	Y	Y		Y			Y	Y	
Integrated Equity Management Co. CA 805-494-1770 www.iem.com	150	1M	Y	Y		Y	Y		Y	Y			Y	Y			Y	Y		30			Y	Y	Y	Y	Y	Y		Y			Y	Y	
We make loans regardless of action, to U.S. and non-U.S. borrowers, and with no credit. You bear all your own responsibility																																			
Just Write Funding LP AK AZ CA MT NV OR 558-720-9891 www.justwritefunding.com	150	1M											Y				Y	Y		30														Y	
Logan Investments CA 818-255-1500 www.loganinvestments.com	50	10M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	30	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
No minimum FICO, bankruptcy and foreclosed OK, no red tape																																			
Mango Bay Mortgage FL 561-347-9811 x.54 www.mangobay-mo.com	50	2M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	30			Y	Y	Y	Y	Y	Y		Y	Y	Y	Y	Y	
Meridian Group NATIONWIDE 800-901-0001	150	3.2M	Y	Y	Y	Y	Y		Y	Y				Y			Y	Y		3										Y			Y	Y	
New Haven Financial Inc. CA 818-222-5222 www.newhavenfinancial.com	50	5M	Y	Y	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	15	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
Noble Mortgage & Investments LLC TX 713-580-8100 www.NobleMoney.com	50	2M	Y	Y	Y	Y	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	5				Y	Y	Y	Y						Y	Y	
Texas Only																																			
Paramount Funding NATIONWIDE 800-878-5800 www.paramount-funding.com	125	10M	Y	Y	Y		Y	Y				Y		Y	Y	Y	Y	Y	Y	30			Y	Y	Y	Y	Y	Y					Y	Y	
PB Financial Group Corp. CA 818-265-0000 www.PBFinancialCorp.com	75	1M	Y	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	20			Y	Y	Y	Y				Y			Y	Y	

Tell lenders you found them in Scotsman Guide

continued ...

HARD MONEY Portfolio Lenders

...continued

▶ post your loan ▶ search matrixes ▶ scotsmanguide.com

WHO WILL DO THE UNUSUAL?

NOTE: Maximum and minimum loan size may not apply to all property types and/or in all regions and is subject to change without notice.

- BORROWER TYPES**
- 1 Builders, Realtors, developers
 - 2 Corporations, trusts and legal entities
 - 3 Estate: Property in probate
 - 4 Foreign corporation
 - 5 Nonresident alien
 - 6 Owner builder

- LOAN TYPE / PURPOSE**
- 7 Blanket loans
 - 8 Bridge
 - 9 Construction completion loan
 - 10 Construction, custom (single-family)
 - 11 Foreclosure avoidance loan
 - 12 Notes purchased
 - 13 Remodel/rehab loans
 - 14 Seasoning: None required, non owner occ
 - 15 Seasoning: None required, owner occ
 - 16 Second mortgages/trust deeds
 - 17 Term: Maximum loan term in years
 - 18 Third or fourth mortgages/trust deeds

- PROPERTY TYPES**
- 19 Bern homes
 - 20 Co-op
 - 21 Condo: High-rise
 - 22 Condo: Portfolio/unacceptable to FNMA / FHLMC, NOO
 - 23 Condo: Portfolio/unacceptable to FNMA / FHLMC, OO
 - 24 Condo: With only 2-3 units
 - 25 Dome home
 - 26 Historical building/home
 - 27 Houseboat
 - 28 Land: Purchase of building lot
 - 29 Log home
 - 30 Mobile home with vehicular title
 - 31 Non owner <5 units: zoned other than residential
 - 32 Rural property: Residential use
 - 33 Second dwelling on single tax lot

Lender Name, Territory, Telephone Number	Loan Amt		#																																			
	Min \$K	Max \$K	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33			
Private Loan Funding Corp. CA 800-918-1025 www.privateloanfunding.com	25	1M		Y	Y	Y	Y	Y	Y	Y			Y	Y	Y	Y	Y	Y	Y	20			Y	Y	Y	Y	Y								Y			
Pro-Line Private Lending CA 918-716-0797 www.prolinemortgage.com	50	5M	Y	Y	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	20	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
Quality Home Loans AZ CA CO CT FL IL MD MI MN NV OR UT WA 877-436-4745 www.qualityhome loans.com	100	2M	Y				Y	Y					Y	Y		Y	Y		30				Y	Y	Y	Y	Y					Y		Y	Y	Y		
Quick Loan Funding Wholesale Lending Div. AK AR AZ CA CO CT FL GA HI IN KY ME MI MN MO MS ND NE NV OR SD TN VA WI WY 866-858-6006	100	1.3M	Y		Y			Y		Y			Y			Y	Y		30				Y			Y	Y					Y		Y	Y	Y		
Redwood Mortgage CA 800-659-6099 www.redwoodmortgage.com	100	5M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	15	Y			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
Rehab Funding NATIONWIDE except AK CA HI LA VT 610-845-8031 www.rehabfunding.com	30	1M	Y	Y	Y					Y				Y	Y	Y	Y	Y	1				Y	Y	Y	Y	Y	Y			Y		Y		Y	Y		
Residential Capital Mortgage Income Fund LLC CA 877-836-7017 www.ResCapMort.com	30	750	Y	Y	Y	Y	Y	Y		Y			Y	Y	Y	Y	Y	Y	30				Y	Y	Y	Y	Y	Y							Y	Y	Y	
RMCFinancial.com NATIONWIDE 510-631-7177 RMCFinancial.com	150	1M	Y	Y	Y					Y		Y	Y	Y	Y	Y	Y						Y			Y										Y	Y	
Sawgrass Funding LLC AL AR AZ CA CO FL HI IL IN KY MN MO SB MT NH NJ NV OR SD TN TX UT VA WI WY 856-446-0982 www.sawgrassfunding.com	100	1M	Y				Y						Y			Y	Y		30				Y	Y	Y	Y					Y		Y		Y	Y		
SBB Financial AZ CA CO FL NV OR TX UT 789-854-1096 www.sbbfinancial.com	50	1M	Y		Y		Y	Y		Y			Y			Y	Y		30				Y	Y	Y	Y	Y	Y								Y	Y	
Scapa/Silverman AZ CA CO FL NV UT 818-251-0615 www.silandscapafinancing.com	250	5M	Y	Y	Y		Y	Y				Y	Y	Y	Y	Y	Y	Y	5				Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
SDI Funding LLC NC SC TN 664-223-1327 www.sdfunding.com	10	5M	Y	Y	Y	Y	Y	Y	Y	Y	Y				Y	Y			1				Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
Seattle Funding Group Ltd. AK CA CO HI NV OR UT WA 206-674-9813 www.SeattleFundingGroup.com	250	15M	Y	Y	Y	Y	Y	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	5				Y	Y	Y	Y	Y	Y	Y							Y	Y	
Second Angel Bancorp CA 918-860-7300 www.SecondAngel.net	200	20M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	30				Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
SFG of Arizona AZ NM 480-251-1500 www.SeattleFundingGroup.com	100	10M	Y	Y	Y	Y	Y	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	5				Y	Y	Y	Y	Y	Y	Y						Y		Y	Y
Solution Funding Inc. CA 658-916-2785 www.solutionfunding.com	15	1.5M	Y	Y	Y		Y	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	30	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
Standard Equity Funding AZ CO NV UT WA 847-812-8825 www.standardequityfunding.com	75	650	Y	Y	Y	Y	Y	Y				Y			Y	Y			30	Y		Y	Y	Y	Y	Y	Y	Y						Y		Y	Y	

Tell lenders you found them in Scotsman Guide

continued...

Exhibit W2

« matrix: hard money lenders »

» post your loan: scotsmanguide.com/loanpost

» search matrix: scotsmanguide.com/reshardmoney

WHO WILL DO THE UNUSUAL?

NOTE: Maximum and minimum loan size may not apply to all property types and/or in all regions and is subject to change without notice.

BORROWER TYPES

- 1 Builders, Realtors, developers
- 2 Corporations, trusts and legal entities
- 3 Estate: Property in probate
- 4 Foreign corporation
- 5 Nonresident alien
- 6 Owner builder
- 7 Blanket loans
- 8 Bridge
- 9 Construction completion loan
- 10 Construction, custom (single-family)
- 11 Foreclosure avoidance loan
- 12 Notes purchased
- 13 Remodel/rehab loans
- 14 Seasoning: None required, non owner occ
- 15 Seasoning: None required, owner occ
- 16 Second mortgages/trust deeds
- 17 Term: Maximum loan term in years
- 18 Third or fourth mortgages/trust deeds

LOAN TYPE / PURPOSE

PROPERTY TYPES

- 19 Berm homes
- 20 Co-op
- 21 Condo: High-rise
- 22 Condo: Portfolio/unacceptable to Fannie Mae/Freddie Mac, NOO
- 23 Condo: Portfolio/unacceptable to Fannie Mae/Freddie Mac, OO
- 24 Condo: With only 2-3 units
- 25 Dome home
- 26 Historical building/home
- 27 Houseboat
- 28 Land: Purchase of building lot
- 29 Log home
- 30 Mobile home with vehicular title
- 31 Non-owner <5 units: Zoned other than residential
- 32 Rural property: Residential use
- 33 Second dwelling on single tax lot

LOAN AMT

Min \$ Max \$

COMPANY NAME	LOAN AMT		BORROWER TYPES																		PROPERTY TYPES																	
	Min \$	Max \$	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33			
A & D Mortgage 855-ADLOANS (235-6267) www.admortgage.com	35K	3M	Y	Y		Y	Y		Y	Y		Y	Y		Y	Y	Y	Y	5		Y	Y	Y	Y									Y					
FL Direct lender. Brokers welcome. South Florida only. No upfront due-diligence fees. No owner-occupied. Low points. No prepayment penalty available. Condo hotels welcome. For fast pricing, e-mail: Slava@admortgage.com .																																						
ACC Mortgage Inc. 240-314-0399 WeApproveLoans.com	75K	1M	Y	Y	Y	Y			Y	Y	Y	Y	Y											Y			Y					Y	Y					
DC DE FL MD NJ PA VA B&C lending is back! ACC Mortgage is a private portfolio lender; our money, our rules. For fastest response, go to WeApproveLoans.com																																						
Anchor Loans Inc. 310-395-0010 www.anchorloans.com	50K	2M	Y	Y					Y	Y		Y							1			Y	Y	Y	Y							Y	Y					
CA Anchor Loans Inc. provides private-money lending, bridge financing, quick closings including: all non-owner-occupied properties, SFR, rehabs, 1-4 units, apartments, cash buyers, commercial, wholesale deals from \$50K to \$10M.																																						
APEX Mortgage Corp. 877-603-5496 www.apexmtg.com	25K	500K	Y						Y										25																			
NATIONWIDE except: AK AL HI MI NV VT WV APEX is a subsidiary of Firsttrust Bank. We specialize in funding commercial and business loans for residential brokers on all types of properties.																																						
Asset Based Lending LLC 201-942-9090 www.abl1.net	75K	1M	Y	Y	Y		Y		Y	Y	Y		Y	Y					1														Y					
CT DC MD NJ NY PA VA Our mission is to help real estate investors, quickly and efficiently, finance their business activities. We specialize in REOs, short sales, multifamily buildings, new residential construction, and mixed-use commercial properties.																																						
Athas Capital Group 877-877-1477 x777 www.athascapital.com	25K	5M	Y	Y	Y	Y	Y	Y	Y	Y	Y		Y	Y	Y				20		Y	Y	Y	Y	Y							Y	Y					
AZ CA CO ID OR TX UT Athas Capital, a direct lender, has a massive appetite for CA, AZ, OR, ID, UT, CO and TX residential loans. Unlike most, we offer owner and non-owner-occupied programs. Par pricing options! Contact Kevin O'Shaughnessy at kevin@athascapital.com .																																						
Capital Benefit 949-566-9040 www.capitalbenefit.com	50K	2M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	30		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y					
CA See our website at www.capitalbenefit.com . Please forward your loan scenario to Aurelia Dongo at aurelia@capitalbenefit.com .																																						
City Capital Realty 310-714-5616 www.citycapitalrealty.com	100K	2M	Y	Y		Y	Y		Y	Y		Y	Y						3		Y	Y	Y	Y								Y						
CA Private hard-money lender in CA. Fix-n-flips are our specialty. No prepayment penalties. No appraisal fee. No processing fee. No underwriting fee. Up to 80% LTV. Rates start at 9% interest-only One-week funding																																						
CMG Capital 305-455-1800 x203 www.cmgcapital.com	150K	20M	Y	Y	Y	Y		Y	Y		Y	Y							3		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y						
FL Rates from 9.99%. Direct, wholesale, broker-friendly, local, hard-money lender of NOO residential loans from \$150,000 to \$20M. Up to 60% LTV with 24-hour approval and 5 day closings. Nationwide commercial \$1M and up. zsalem@cmgcapital.com																																						
Collateral Group Inc. 888-906-3555 www.collateralgroup.com	100K	5M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	7	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y						
CA HI NV California's portfolio lender. Fast funding on residential and commercial properties. No minimum credit standards; multiple properties/single borrower OK; cash-out available. E-mail us at ekeillor@collateralgroup.com or Eric Keillor 1-714-814-4248																																						
Crawford Real Estate Services Inc. 800-624-0399 www.crawford4funds.com	30K	5M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	10		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y						
CA Building trust for over 55 years, the Crawford family of companies is California's original hard-money lender. For a quick decision, please submit your loan scenario to www.Crawford4funds.com .																																						
Equity Wave Lending 949-252-0025 www.equitywavelending.com	30K	1.5M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	40	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y						
CA Direct lender; OO and NOO up to 65%; 1st & 2nd TDs; rates 7.99% - 11.99%; actively recruiting. Use our pricing engine for quick pricing at equitywavelending.com/forms/request-a-quote.pdf . Contact Debbi Suddarth at debbi@equitywavelending.com .																																						
EquityMax 954-267-9103 www.equitymax.com	30K	500K	Y	Y	Y	Y	Y	Y	Y	Y		Y	Y						17		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y						
FL Hard-money loans to Florida real estate investors.																																						
Fairview Commercial Lending 866-634-1270 www.fairviewlending.com	35K	750K	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	30		Y	Y			Y		Y	Y	Y	Y	Y	Y						
CO GA A true hard-money lender: www.FairviewLending.com . No upfront fees; honest answers and quick closings. Direct lender since 1975. Call or e-mail info@fairviewlending.com																																						
FMC Lending 888-297-4440 www.fundmortgagecapital.com	15K	7.25M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	30		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y						
CA FMC Lending is a hard-money direct lender. We offer owner- and non-owner-occupied programs. Funding 1st and 2nd position loans up to 75% LTV on residential, apartment and commercial properties in CA. Rates 8.99% to 12.99%.																																						

Scotsmanguide makes every attempt to ensure the quality of matrix and directory information, which all listed lenders verify or update monthly. Because of the production cycle and dynamic nature of the industry, loan product terms and availability may not reflect the latest changes. Please contact lenders directly for the most-recent program details. If you believe data is inaccurate or misrepresented, please e-mail: matrixfeedback@scotsmanguide.com. continued »

« matrix: hard money lenders »

» post your loan: scotsmanguide.com/loanpost

» search matrix: scotsmanguide.com/reshardmoney

« continued

WHO WILL DO THE UNUSUAL?

NOTE: Maximum and minimum loan size may not apply to all property types and/or in all regions and is subject to change without notice.

BORROWER TYPES

- 1 Builders, Realtors, developers
- 2 Corporations, trusts and legal entities
- 3 Estate: Property in probate
- 4 Foreign corporation
- 5 Nonresident alien
- 6 Owner builder

LOAN AMT

Min \$ Max \$

LOAN TYPE / PURPOSE

- 7 Blanket loans
- 8 Bridge
- 9 Construction completion loan
- 10 Construction, custom (single-family)
- 11 Foreclosure avoidance loan
- 12 Notes purchased
- 13 Remodel/rehab loans
- 14 Seasoning: None required, non owner occ
- 15 Seasoning: None required, owner occ
- 16 Second mortgages/trust deeds
- 17 Term: Maximum loan term in years
- 18 Third or fourth mortgages/trust deeds

PROPERTY TYPES

- 19 Berm homes
- 20 Co-op
- 21 Condo: High-rise
- 22 Condo: Portfolio/unacceptable to Fannie Mae/Freddie Mac, N00
- 23 Condo: Portfolio/unacceptable to Fannie Mae/Freddie Mac, 00
- 24 Condo: With only 2-3 units
- 25 Dome home
- 26 Historical building/home
- 27 Houseboat
- 28 Land: Purchase of building lot
- 29 Log home
- 30 Mobile home with vehicular title
- 31 Non-owner <5 units: Zoned other than residential
- 32 Rural property: Residential use
- 33 Second dwelling on single tax lot

COMPANY NAME	LOAN AMT		BORROWER TYPES						LOAN TYPE / PURPOSE																		PROPERTY TYPES																																
	Min \$	Max \$	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33																								
Island View Private Loan Fund 253-468-3569 www.ivplfund.com	100K	1M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	3	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y																						
NATIONWIDE except: AK AZ CA HI ND NH NV OR SD E-mail your executive summary to newloansubmission@ivplfund.com for immediate consideration. Visit us at www.ivplfund.com . Hard-money, private fund lender.																																																											
MMG Capital 310-295-1121 www.mmqcap.com	200K	5M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	3	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y																					
NATIONWIDE Specializing in loans for high net-worth borrowers, luxury residential financing, and multi-state loans. Up to 50% LTV. No upfront fees. Flexible rates and terms. Creative solutions. More information available at www.mmqcap.com .																																																											
Noble Mortgage & Investments LLC 713-680-8100 www.NobleMoney.com	50K	2M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	5	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y																						
TX Up to 70% on residential rehabs, purchases and cash-outs, and up to 65% on commercial. No home-equity loans. TX major metros only.																																																											
Paces Funding 404-814-1644 x101 www.PacesFunding.com	25K	3M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	1	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y																						
GA Atlanta hard-money lender offering loans to purchase and renovate non-owner-occupied residential and commercial properties in the Atlanta metropolitan area. Up to 65% ARV. Multifamily properties up to 4 units. E-mail Dean@PacesFunding.com .																																																											
Pacific Private Money Loans 415-883-2150 PacificPrivateMoney.com	50K	2M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	5	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y																					
CA We close more loans than any other Northern CA private lender. Call us to find out why! Very broker-friendly. No upfront fees. Very low rates available.																																																											
PB Financial Group Corp. 323-935-5555 www.PBFinancialGrp.com	100K	5M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	20	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y																				
CA Rates starting from 7.9% to 11.99%. Interest only and fully amortized options available. Owner-occupied case-by-case. Loan terms from 11 months to 10 years. Second-position loans available.																																																											
PenCap Group 831-920-0212 pencapgroup.com	50K	500K	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	3	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y																				
CA Fast response, broker-friendly, multifamily and non-owner-occupied SFR/multiunits. Competitive pricing, excellent live customer service. 48-hour turn time. Call or e-mail thomas.piccirillo@pencapgroup.com or saul.garcia@pencapgroup.com .																																																											
Seattle Funding Group Ltd. 888-SFG-FUND (734-3863) www.SeattleFundingGroup.com	100K	6M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	5	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y																					
AK CA CO HI ID NV OR TX UT WA N00 and investment properties only. For California properties, contact the San Diego office at 858-751-0556. Contact us at info@sfgfunds.com or visit www.SeattleFundingGroup.com .																																																											
Showcase Investments Inc. 818-952-8600 www.showcaseinvest.com	30K	750K	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	30	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y																					
CA Business-purpose financing throughout CA including flippers and investors. Small business use of funds welcomed! Some construction, including modular. From \$30K to \$450K. E-mail Andy@showcaseinvest.com .																																																											
Taylor Made Lending LLC 954-614-5109 www.taylormadelendingllc.com	100K	5M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	3	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y																					
FL Florida only. We are a direct hard-money lender up to \$5M. Broker-friendly. Fast underwriting on commercial and residential property. Interest only; fixed rate; max 65% LTV. We can fund within five days. E-mail taylormadelending@comcast.net for info.																																																											
Val-Chris Investments Inc. 888-275-0125 x14 www.val-chris.com	20K	1.5M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	15	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y																				
CA 00 to 60%; N00 to 65%; 1st and 2nd trust deeds; rates from 7.99% to 11.99%; low points; no prepay penalty available. For fast pricing, e-mail your deal to chris@val-chris.com .																																																											
Visio Financial Services 888-852-1362 visio.econohomes.com	10K	100K	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	5	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y																					
NATIONWIDE except: AR CO HI IA ID KS MA ME MN NC NE NV SC SD WI Investors only. No credit check, true no-doc loan, distressed properties are OK. Quick closings for loan amounts as low as \$10K and up to \$100K.																																																											
WADOT Capital Inc. 206-362-4444 www.wadotcapital.com	10K	1M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	5	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y																					
ID OR WA																																																											
Westar Funding Inc. 866-993-7827 www.westarfunds.com	none	1.5M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	5	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y																					
ID OR WA																																																											
White Glass Lending LLC 866-686-5646 www.whiteglasslending.com	50K	5M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	1	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y																					
AZ CA GA NV UT Direct lender in UT, GA and CA. Wholesale lending in AZ and NV. Non-owner occupied only. Fast lending in under 24 hours. 98% customer retention rate.																																																											
Windstone Mortgage Corp. 949-492-0400 www.windstonemortgage.com	30K	5M	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	30	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y																					
CA Lending on Southern California property preferred																																																											
Min \$		Max \$		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33																							

Scotsmanguide makes every attempt to ensure the quality of matrix and directory information, which all listed lenders verify or update monthly. Because of the production cycle and dynamic nature of the industry, loan product terms and availability may not reflect the latest changes. Please contact lenders directly for the most-recent program details. If you believe data is inaccurate or misrepresented, please e-mail: matrixfeedback@scotsmanguide.com

Exhibit X

From: April B. Neumann <aneumann@trumpuniversity.com>
Sent: Friday, March 5, 2010 3:39 PM
To: Michael Sexton <msexton@trumpuniversity.com>
Subject: FW: G W Kaz was offering a phone line that the students can call into in Portland

fyi

April B. Neumann
Trump University
40 Wall Street, 32nd Fl.
New York, NY 10005
Phone: 646.367.3802
Fax: 212.248.0782
www.TrumpUniversity.com

From: April B. Neumann
Sent: Friday, March 05, 2010 3:39 PM
To: David
Subject: FW: G W Kaz was offering a phone line that the students can call into in Portland

Hi David,

Not sure where the confusion was coming from here (see below). We don't have a hotline that students can call in and get their questions answered. I heard from the team that some of the newbies are really pushing this Q&A call as a weekly coaching session. It makes for a very difficult sell on the fulfillment end of things if students think that they have access to a personal coach on a weekly basis. Please clarify with any speakers that might be under the wrong impression and setting false expectations.

Thanks,

April B. Neumann
Trump University
40 Wall Street, 32nd Fl.
New York, NY 10005
Phone: 646.367.3802
Fax: 212.248.0782
www.TrumpUniversity.com

From: Susan Morrison
Sent: Friday, March 05, 2010 3:27 PM
To: April B. Neumann
Cc: Michael Hinson
Subject: G W Kaz was offering a phone line that the students can call into in Portland

Hi April

GW Kaz was offering a phone line that the students can call into to get there questions answered. I told him we do not offer that and it sounds like David Early told him that we had that service when Kaz was preparing for the presentation.

Thanks
Susan

-Mike H is aware and can clue Steve in if it becomes an issue next week.

Confidential

TRUMP 00140924

Exhibit Y1



NEW EMPLOYEE INFORMATION SHEET

Instructions

- Employee completes the fields in the Employee Identification section. Any information relating to race, ethnicity and gender is collected in order to comply with federal regulations. This information is not used in the evaluation of the employee.
- Employee forwards the form to his or her supervisor.
- Supervisor completes Employee Race/Ethnicity section by visual observation, if employee does not self-identify.
- Supervisor submits the completed form to the Administaff Payroll Specialist.

EMPLOYEE IDENTIFICATION – Send this form to your supervisor when completed.

Do you ever work outside the United States? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes: Contact your Administaff Payroll Specialist.			
Do you ever travel outside the United States for work-related purposes? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes: Contact your Administaff Payroll Specialist.			
<input checked="" type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms. <input type="checkbox"/> Dr.	Employee First Name Stephen	Employee Middle Name John	Employee Last Name Goff
Employee Home Address 40 Wall Street			Social Security Number [REDACTED]
City New York	State NY	Zip Code 10005	
Gender <input checked="" type="checkbox"/> Male <input type="checkbox"/> Female	County of Residence NY	Date of Birth (mm/dd/yyyy) 11/16/67	Home Telephone Number (979) 492-787
Employee Work e-Mail Address Sgoff@TrumpUniversity.com			Work Telephone Number (212) 248-1800
Employee Home e-Mail Address			Work Fax Number ()
Employee Race/Ethnicity (Check ONE) <input type="checkbox"/> Hispanic or Latino <input checked="" type="checkbox"/> White (not Hispanic or Latino) <input type="checkbox"/> Black or African American (not Hispanic or Latino) <input type="checkbox"/> Native Hawaiian or other Pacific Islander (not Hispanic or Latino) <input type="checkbox"/> Asian (not Hispanic or Latino) <input type="checkbox"/> American Indian or Alaskan Native (not Hispanic or Latino) <input type="checkbox"/> Two or more races (not Hispanic or Latino)			
Emergency Contact Information: First Name, Last Name Leslie Pounds		Relationship to Employee Mother	
Emergency Contact Street Address			State Zip Code
Emergency Contact City Foley Al	Country	Work Telephone Number (251) 945-6111	Home Telephone Number (251) 945-6111

Client Information

Client Name Trump University	Client Number 1673710
---------------------------------	--------------------------

Note: Go to page 2 of this form and enter your name and Social Security number at the top of the page. Send this form to your supervisor.



005
00
1488

Employee First Name	Employee Last Name	Social Security Number
---------------------	--------------------	------------------------

SUPERVISOR – Send the completed form to your Administaff Payroll Specialist.

Check this box if this employee is an owner, partner, or corporate executive officer listed by title in corporate charter or by-laws.
 NOTE: Executive/Senior Level Official and Manager box must be checked in Job Category section below.
 If owner, partner, or corporate executive officer box above is checked, then check ONE of the following:
 Job duties are clerical or inside sales.
 Job duties are outside sales.
 Job duties are not clerical or sales.

Employee Job Category – Check only one.

<input type="checkbox"/> Executive/Senior Level Official and Manager Plans, directs and formulates policies, sets strategy and provides overall direction of organizations. Examples: Chief executive officer, chief operating officer, and president or executive vice president of functional areas or operating groups.	<input type="checkbox"/> Technician Requires the application of scientific skills, usually obtained by post-secondary education, which may include training certification or comparable experience. Examples: Drafter, engineering aide, technical illustrator and medical technician.	<input type="checkbox"/> Operative Engages in an intermediate skilled occupation such as operating machines or factory-related processing equipment. Examples: Workers at textile machines, photographic processes, assembly plants or food processing, baker, driver, sailor, hand packer.
<input type="checkbox"/> First/Mid Level Official and Manager Receives direction from executive/senior level management and implements policies, programs and directives of executive/senior management or reports directly to middle managers and oversees day-to-day operational objectives, directly supervising activities of exempt and non-exempt personnel. Examples: Vice president, director, controller, treasurer, human resources, information systems, marketing or operations manager, first-line manager and branch manager.	<input type="checkbox"/> Sales Worker Primarily engages in direct sales in a non-managerial capacity. Examples: Sales representative, cashier, real estate agent and broker.	<input type="checkbox"/> Laborer and Helper Engages in limited-skill work that requires brief training in order to perform the essential tasks of the job, demanding little independent judgment. Examples: Construction worker, garage laborer, car washer and groundskeeper.
<input type="checkbox"/> Professional Requires a college degree or professional certification. Examples: Architect, accountant, lawyer, teacher, engineer and computer programmer.	<input type="checkbox"/> Administrative Support Worker Provides administrative and support assistance, primarily in office settings. Examples: Legal assistant, bookkeeper, office or administrative assistant, secretary, computer operator and shipping and receiving clerk.	<input type="checkbox"/> Service Worker Engages in service-related work that requires skills that may be acquired through formal training, job-related training or direct experience. Examples: Personal service attendant, nurse's aide or orderly, cleaner, cook, firefighter, guard and doorkeeper.
<input type="checkbox"/> Craft Worker Engages in a higher-skilled occupation, such as construction and natural resource extraction or the installation and maintenance of equipment and machines. Examples: Building trade, hourly paid supervisor and lead operator, mechanic, skilled machinist, electrician and painter, earth driller, derrick operator, engraver, millwright.		

Employee Employment Information

Job Title <i>instructor</i>		Job Function <i>Instructor</i>		
Billing Group Number <i>—</i>	Hire Date <i>5/1/07</i>	Employee Work State <i>NY</i>	Workers' Comp Code <i>8510</i>	Check Destination <i>D1</i>
Employee Worksite Address (where employee works) <i>40 walls+</i>		Employee Work City <i>NY</i>	Employee Work County <i>NY</i>	Employee Work Zip <i>10005</i>
Is the employee exempt from overtime? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Is the employee part of a collective bargaining unit or union? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		Pay Frequency <input type="checkbox"/> Weekly <input type="checkbox"/> Bi-weekly <input checked="" type="checkbox"/> Semi-monthly <input type="checkbox"/> Monthly	
Pay Type <input checked="" type="checkbox"/> Full time (≥30 hours) <input type="checkbox"/> Part time (<30 hours) <input type="checkbox"/> Temporary <input type="checkbox"/> Seasonal <input type="checkbox"/> Tipped <input type="checkbox"/> Piece Work	Pay Rate 1 <input type="checkbox"/> Hourly \$ _____ / hr. _____ / hr. _____ / hr. <input checked="" type="checkbox"/> Salary \$ <i>100,000</i> / yr. _____ / pay period <input type="checkbox"/> Commission Draw: <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes, amount \$ _____	Pay Rate 2	Pay Rate 3	Department <i>—</i>
Client Name <i>Trump U.</i>		Original Hire Date <i>5/1/07</i>		
		Client Number <i>1673700</i>		

ADMINISTAFF USE ONLY	STS Label Code (Reporting Location) <i>D1</i>
----------------------	--

Check Appropriate Box: ORIGINAL REVISED

INSTRUCTIONS FOR COMPLETING THE REPORT: This report is to be completed at the time of termination of an employee. Complete all portions of the top section. Have the terminated employee read and sign. Fax this report to your Administaff Payroll Specialist on the date of termination. Call your Administaff Payroll Specialist if you have any questions.

TO BE COMPLETED BY THE ON-SITE SUPERVISOR OR DESIGNEE

Employee First Name <i>Stephan</i>	Employee Middle Name	Employee Last Name <i>Coak</i>	Last 4 digits of Social Security <i>6269</i>
Job Title <i>Coach</i>	Client Company Name <i>Triad Community</i>	Client Number	
Date of Termination <i>12/31/07</i>	Last Actual Date Worked <i>12/31/07</i>	Employee Paid Regular Wages Through (Date) <i>12/31/07</i>	
Number of Regular Hours Owed	Rate of Regular Pay	Number of Overtime Hours Owed	Rate of Overtime Pay

Additional Pay to be Given by Client at Termination (See back for definitions)

	Amount	No. of Hours Covered	Wages in Lieu of Notice	\$
PTO/Vacation Pay	\$		Commissions and/or Bonuses	\$
			Severance Pay	\$

Check Reason for Termination (Check only one) (See back for definitions)

- | | | | |
|--|--|---|--|
| <input type="checkbox"/> 1. Layoff | <input checked="" type="checkbox"/> 4. Resignation With Notice | <input type="checkbox"/> 7. Death | <input type="checkbox"/> 10. Invalid I-9 |
| <input type="checkbox"/> 2. Misconduct | <input type="checkbox"/> 5. Resignation Without Notice | <input type="checkbox"/> 8. Job Abandonment | |
| <input type="checkbox"/> 3. Unsatisfactory Job Performance | <input type="checkbox"/> 6. Retirement | <input type="checkbox"/> 9. Invalid SSN | |

Eligible for Rehire? Yes No

Check the Appropriate Responses if Applicable

- I have given verbal or written counseling or warnings to the employee prior to termination.
- I have discussed this termination report with the employee.



Check One of these Statements (except employees who work in the state of California)

- I would like a physical, negotiable paycheck for payment of final wages to the employee. (Notify the employee if payment of final wages will be a physical, negotiable paycheck.)
- I have notified the employee that uses direct deposit that the payment of final wages will be direct deposited into the employee's financial institution. The employee will be able to access his/her paystub online through the Employee Service Center and can obtain a written copy of his/her paystub information at any time by making a request to Administaff and/or client company.

Check One of these Statements for California Employees Only

Employees who work in the state of California must check one of the statements below, sign and date. If the California employee does not sign and date a statement below, the employee must receive a physical, negotiable paycheck for payment of final wages. (Notify the employee if payment of final wages will be a physical, negotiable paycheck.)

I acknowledge that for my final wages, I can either be issued a physical, negotiable paycheck, or if I normally receive my wages by direct deposit, I may receive such payment of final wages by direct deposit into my financial institution, in which case I will receive the benefit of automatic deposit subject to whatever ordinary delays to crediting my account that might occur due to ordinary bank procedures. I, therefore, make the following election.

- I would like a physical, negotiable paycheck for payment of my final wages.
- I hereby voluntarily request that my final wages be direct deposited into my financial institution on the date of my termination, in which case I understand I will receive the benefit of automatic deposit subject to whatever ordinary delays to crediting my account that might occur due to ordinary bank procedures. I understand that an automated file is prepared and sent to the Originating Depository Financial Institution and processed through the Automated Clearing House network to the Receiving Depository Financial Institution which is my chosen financial institution. I understand that this financial transaction may take up to 2 business days. I further acknowledge that I will be able to access my paystub online through the Employee Service Center and that I can obtain a written copy of my paystub information at any time by making a request to Administaff and/or client company. I hereby acknowledge that, provided the direct deposit transaction has not been made already, I can revoke this request at any time up to and including the date of my termination, and instead, I may request a physical, negotiable paycheck.

Employee Signature _____ Date _____





SPEAKER & INSTRUCTOR AGREEMENT

9 THIS AGREEMENT is made and entered into this 24 day of JUNE, 2007, between TRUMP UNIVERSITY, LLC ("TU") with offices at 40 Wall Street, New York, NY 10005, and Stephen Goff, whose principal address is 301 Demonbreun Hqs Nashville TN an individual/corporation formed or incorporated in the State of TN, ("You").

WITNESSETH:

WHEREAS, TU is the owner of a unique system for the offer and sale and facilitation of financial and real estate education seminars and the use and sale of certain proprietary books, programs, tapes and products and certain copyrighted materials (the "System"); and

WHEREAS, TU wishes to engage You to sell TU products, services and programs at certain workshops and/or seminars; and,

WHEREAS, You are qualified to render these services;

NOW, THEREFORE, IT IS AGREED:

I. ENGAGEMENT

1.01 Engagement: Subject to the terms of this Agreement, TU hereby engages You as an independent contractor to sell TU products, services and programs at workshops and seminars at such times and locations which may be selected by TU, in its discretion.

1.02 Limited License: You are hereby granted a limited, non-exclusive, non-transferable license to use and display TU's Proprietary Marks and trade names and to use TU's proprietary and copyrighted materials and certain proprietary methods solely during the authorized presentations on behalf of TU.

1.03 Your Restrictions: Your activities, while working on a TU assignment, are limited to offering and selling those products and services permitted under the System from the locations designated by TU.

40 Wall Street
32nd Floor
New York, NY 10005
212.248.1800
212.248.0782 fax



II. TERM AND RENEWAL

2.01 Initial Term: The term of this Agreement shall be one (1) year commencing on the date hereof, unless sooner terminated in accordance with the provisions of this Agreement (the "Initial Term"). The term may be extended in TU's sole discretion for additional one (1) year terms.

III. DUTIES OF TU

3.01 Method of Operations: In addition to any other training provided to You, TU may from time to time furnish to You instructions, data, materials, forms or other information developed by TU and You shall be required to perform in accordance therewith.

3.02 Training and Supervision: Following the execution of this Agreement, You may be required to complete TU's training program (the "Training Program") of such duration as TU shall deem necessary at such location(s) as TU shall designate. TU may terminate this Agreement if TU reasonably concludes that, during or after completion of the Training Program, You have failed successfully to complete the training.

3.03 Supply of Attendee Materials: TU shall supply You with all required and necessary attendee materials for use during TU seminars or workshops.

3.04 Seminar/Workshop Production Team: TU shall provide a production team of personnel to produce and manage each TU seminar or workshop.

3.05 Audio/Video Equipment: TU shall, at its expense, provide all audio-video equipment necessary to produce all TU seminars and workshops.

3.06 Scheduling of Seminars/Workshops: TU shall schedule all seminars or workshops and advise You of the date, time and location of all TU seminars or workshops which You are obligated to attend. You are free to accept or reject any proposed assignment so long as notice is provided to TU within 48 hours from the time the event is offered to You.



3.07 Billing, Bookkeeping & Collections: All billing activities related to the sale of TU products, services and programs shall be accomplished by TU. TU shall have the sole and exclusive responsibility for billing and collection activities. All decisions with regards to refunds, credits and returns are within the sole and absolute discretion of TU.

3.08 Unavoidable Delays: Delays in the performance by TU of any obligations hereunder which are not the fault of nor within the reasonable control of TU including, without limitation, fire, flood, natural disasters, acts of God, governmental acts or orders, or civil disorders, shall not constitute a breach of this Agreement or a default by TU hereunder. Rather, You shall be required to extend the time of performance of any such obligations for the period of such delay or for such other reasonable period of time as may be appropriate in the circumstances.

IV. PROPRIETARY MARKS, TRADE NAMES AND COPYRIGHTED MATERIALS

4.01 Acts in Derogation of the Proprietary Marks, Trade Names, Copyrighted Materials and Trade Secrets: You shall not do or permit any act in derogation of any of the rights of TU to its Proprietary Marks, trade names, copyrighted materials and/or trade secrets.

4.02 Prohibition Against Disputing TU's Rights: You shall not contest or dispute TU's title to the Proprietary Marks, trade names, copyrighted materials or trade secrets.

4.03 Use of the Proprietary Marks, Trade Names, Copyrighted Materials and Trade Secrets: You shall use and display the Proprietary Marks, trade names and use the copyrighted materials and trade secrets in accordance with TU's specifications.

V. PAYMENTS TO YOU

5.01 Compensation Payable to You:

(a) As full and complete compensation for all services provided, TU shall pay You compensation and/or commissions for sales consummated at TU seminars or workshops attended by You (less refunds granted in TU's sole and exclusive discretion) in accordance with the following Compensation Schedule.



(b) Full speakers shall be paid a commission for payments received (net of shipping and taxes) on completed sales consummated by the conclusion of the event for each Preview Presentation on the following schedule:

Full Speaker Converting <11%: 10% commission.

For each full conversion percentage above 10%, the overall commission will increase by 1% up to a maximum commission of 20%.

(c) A commission of 10% of good payments received within 30 days of the conclusion of the event (net of taxes) for each 3-Day Back-End Fulfillment and Workshops (includes Profit from Real Estate events). Payments are deemed commissionable when they are good payments for sales consummated within 30 days of the conclusion of the event. The commission otherwise attributable to You shall be reduced by five (5%) when the sale is not consummated within 3 days of the event with good money. You shall receive a full report of seminar or workshop sales and commission payments.

(d) Retreats: \$1,000 per day plus commissions as described in 5.01(c) includes Wealth Building Weekends, Wealth Preservation, QuickTurn Real Estate, Creative Financing and Commercial & Multi-Unit.

(e) This Compensation Schedule may be increased or decreased by TU, in its sole and exclusive discretion.

(f) TU prices for products, services and programs are subject to change in TU's discretion and upon reasonable notice. You must strictly follow TU's pricing structure.

(g) TU may retain 10% of commissions accrued by You for a period of ninety (90) days as a reserve for potential refunds, returns, bad debt, credits and/or charge backs. Withheld funds shall be released, after appropriate adjustments, if any, on a quarterly basis.

VI. YOUR OBLIGATIONS

6.01 Manner of Operation: Each component of the TU System is vital to TU and is of the essence to this Agreement. Hence, You undertake to perform your obligations at all times in full compliance with the TU System and each of its components. You shall act in a professional manner in accordance with the highest ethical and moral standards and in accordance with the TU Rules attached hereto as Exhibit A: Seminar and Marketing Program Rules and Guidelines. Terms of Engagement.

Confidential

Page 4

5/21/2009

Initial: SG



6.02 Programs. You agree to actively promote only the programs, products, materials and seminars made available to You by TU.

6.03 Communications & Cooperation With TU Staff: You shall:

(a) Participate in pre-workshop strategy sessions with TU coordinators and consultants assigned to assist at designated workshops to ensure that everyone is prepared, supplied, and trained to handle stage, screen and microphone set-ups; sales and order taking; and, general response to questions by attendees.

(b) Participate in regular telephone conference calls for training on new products and materials.

(c) Assist in the training of new coordinators and consultants as requested by TU.

(d) Provide TU with information necessary for the execution of a criminal background check.

6.04 Performance Standards: Your performance shall be regularly reviewed by TU. In the event, in TU's sole and absolute opinion, your presentations, sales and/or attendee reviews are not satisfactory, TU may immediately terminate this Agreement. You agree to participate in all scheduled TU programs, and, in the event You fail to attend or complete any such scheduled appearance, You hereby waive any and all commissions then owed to You, as well as any moneys held in reserve hereunder.

6.05 Compliance with Laws, Rules and Regulations:

(a) You shall strictly comply with all applicable laws, rules and regulations and all of TU's policies and procedures.

(b) You shall obtain, and provide TU with proof of, Worker's Compensation insurance for You (and your employees, if any) and keep such insurance in full effect for the duration of this agreement and provide proof from time to time as requested. In the absence of proof within 10 days of executing this contract, TU reserves the right to purchase Worker's Compensation insurance on your behalf and deduct the premium and administrative costs from payments to You.

6.06 Cooperation with TU: You shall act in good faith and use your best efforts to comply with your obligations under this Agreement, and shall cooperate with TU in accomplishing the purposes of this Agreement. Further, You shall not



directly or indirectly engage in any activities which would be detrimental to or interfere with the operation or reputation of TU.

6.07 Professional Conduct:

You are expected to act in a professional, courteous manner and avoid improprieties in both form and appearance.

You are ambassadors of the Trump University brand and are thus:

- Prohibited from using illegal drugs at any time
- Prohibited from buying alcohol for students/clients at any time
- Prohibited from fraternizing with other employees
- Prohibited from fraternizing with clients

Proper dress attire is required.

You are only authorized to offer courses, products and services as are set forth by Trump University and you may not offer any other programs or investments to students under any circumstance.

Pricing is established by Trump University and you may not change or modify pricing without prior approval.

TU presentations must be approved in advance and you may not change or modify presentation/slides without prior approval.

You are specifically prohibited from speaking with any journalist, reporter, author, blogger, newspaper, or media outlet with regards to Trump University, Trump Organization or Mr. Trump.

Client/customer information is confidential and proprietary and you are specifically prohibited from compiling customer lists or data for any purpose.

Trump University makes no earning claims. Accordingly, you are prohibited from directly or indirectly advising any client/customer of any likelihood of success. Product/service offerings must be accurately presented.

You may not share a personal story or testimonial unless and until appropriate documentation in support has been provided to TU and the story/testimonial has been approved in advance.

You may not directly or indirectly imply that you have purchased and/or used TU products/services unless that statement is true.



You may not directly or indirectly imply that TU or Mr. Trump endorses any third-party offer, investment opportunity, etc.

You are urged to use your common sense and business judgment to determine whether the purchase of TU products and/or services is appropriate for the particular customer.

Violation of these policies may result, depending on the circumstance and in TU's discretion, in a fine, suspension, probation or termination.

6.08 Use of Communication Systems:

It is the intent of the Trump University to provide the communication systems necessary for the conduct of its business. Independent Contractors are expected to adhere to proper use of all communication systems. These include but are not limited to the Telephone, Electronic Mail (E-Mail), Facsimile, Internet, Corporate Intranet, Voice Mail, Computer Terminals, Modems and Systems Software. Independent Contractors are permitted use of Company property and must comply with Company policies and procedures regarding its use.

The communication systems are owned and operated by Trump University and are to be used for the business of the Trump University exclusively. Independent Contractors should have no expectation of privacy of any correspondence, messages or information in the systems.

Trump University reserves the right to access and disclose all such messages sent for any purpose. All such messages, regardless of content or the intent of the sender, are a form of corporate correspondence, and are subject to the same internal and external regulation, security and scrutiny as any other corporate correspondence. E-mail communications must be written following customary business communications practices as is used in Trump University correspondence. E-mail communications are official internal Trump University communications, which may be subject to summons in legal proceedings. Work-related messages should be directed to the affected Independent Contractor (s) rather than sending a global message to all employees. All email correspondence between Independent Contractors and clients shall be made through the Trump University assigned email address.

The Trump University's communication systems shall not be used as a forum to promote religious or political causes, or an illegal activity. Offensive or improper messages or opinions, transmission of sexually explicit images, messages, cartoons, or other such items, or messages that may be construed as harassment or disparagement of others based on race, national origin, sex, sexual orientation,



age, disability, or religion or status as a Vietnam-era veteran are also prohibited on the Trump University's communication systems.

Independent Contractors shall not attempt to gain access to another Independent Contractor's or employees personal communications system and messages. Trump University, however, reserves the right to access an Independent Contractor's messages at any time, without notice to the Independent Contractors.

Any violation of these guidelines may result in disciplinary action, up to and including removal from schedule.

VII. CONFIDENTIAL INFORMATION

7.01 Restriction on Use of Confidential Information: In connection with the services You will provide, You will have access to information that is proprietary and confidential to TU ("Confidential Information"). You shall protect the Confidential Information, and You shall not disclose the Confidential Information to any third party for any reason or use the Confidential Information in any manner or for any purpose not expressly approved by TU in advance and in writing. Confidential Information includes, but is not limited to business methods and strategies, ideas (whether or not protectable under trade secret laws), trade secrets or proprietary or confidential information respecting inventions, products, product plans, designs, drawings, sketches, marketing and other plans, methods, know how, techniques, technology, systems, processes, strategies, software programs, customer lists, customer histories, vendor lists, pricing information, projects, notes, memoranda, reports, lists, records, specifications, software programs, data, documentation, budgets, plans, projections, forecasts, financial information, accounting procedures, sales and marketing techniques, proposals in whatever form, personnel histories, and any other tangible or intangible or other materials of any nature relating to any matter within the scope of the business of TU or concerning any of the dealings or affairs of TU. Confidential Information does not include information that: (A) is or later becomes generally available to the public through no breach of this Agreement by You; (B) You can document was obtained by You from a third party who had the legal right to disclose the information to You; or (C) that You can document was already in your possession prior to receipt of it from TU. You also agree to safeguard and keep confidential the terms of this Agreement and the proprietary information of customers, vendors, consultants, and other parties with which TU does business to the same extent as if it were Confidential Information.



VIII. COVENANTS NOT TO COMPETE

8.01 In-Term and Post-Term Covenants Not to Compete:

(a) You agree that during the term of this Agreement (and any extensions) and for a period of two (2) years thereafter, You shall not use any products, materials, teaching aids, Confidential Information or property of TU in any competitive manner without the prior written permission of TU. You shall not compile or in any way attempt to obtain a list of program attendees, or to independently market any product or service other than those specifically approved by TU. You are specifically prohibited from soliciting attendees for any non TU products or services; or, providing attendees with contact addresses and/or telephone numbers other than those of TU.

(b) You agree that during the term of this Agreement, and for a period of twelve (12) months immediately following the termination of this Agreement for any reason, whether with or without cause, You shall not either directly or indirectly solicit, induce, recruit or encourage any of TU's instructors, trainers, employees, coordinators, or consultants to terminate their relationship with the TU, or take away, hire or otherwise engage the services of such instructors, trainers, employees, coordinators, or consultants, or attempt to solicit, induce, recruit, encourage or take away, instructors, trainers, employees, coordinators, or consultants of TU, either for You or for any other person or entity.

(c) If all or any portion of this covenant not to compete is held unreasonable, overly-broad, void, vague or illegal by any court or agency having competent jurisdiction in a proceeding in which TU is a party, the court or agency shall be empowered to revise and/or construe said covenant so as to permit it to fall within permissible legal limits. You expressly agree to be bound by any such revised covenant as if it were originally set forth herein.

8.02 Enforcement of Covenants Not to Compete: You acknowledge that any violation of the covenants not to compete in this Agreement would result in immediate and irreparable injury to TU for which no adequate remedy at law would be available. Accordingly, You hereby consent to the entry of an injunction, without the need to post a bond, prohibiting any conduct by You in violation of this Agreement.

IX. ASSIGNMENT

9.01 Assignment by TU: TU shall have the right to sell, assign or transfer this Agreement and TU's rights and privileges hereunder, in whole or in part, to any other person, firm or corporation or other successor.

Confidential

Page 9

5/21/2009

Initial: 



9.02 Assignment or Other Transfer by You: Neither your interest in this Agreement nor any of your, duties, obligations, rights or privileges hereunder, may be assigned, transferred, shared or divided, voluntarily or involuntarily, directly or indirectly.

X. DEFAULT AND TERMINATION

10.01 Termination Upon Notice: Upon the occurrence of any of the following events, You shall be deemed to be in default and TU may, in its sole and exclusive discretion, terminate this Agreement and all rights granted hereunder without affording You any opportunity to cure the default. Termination under this Paragraph shall be effective immediately upon receipt of notice by You:

(a) If either You or TU elect to terminate and provides the other party with ninety (90) days prior written notice.

(b) If TU and You agree in writing to terminate this Agreement;

(c) If You are convicted of a felony, a fraud, a crime involving moral turpitude or any other crime or offense that TU believes is reasonably likely to have an adverse effect on the TU System, the Proprietary Marks, the trade name, or the goodwill associated therewith;

(d) If You engage in conduct which reflects materially and unfavorably upon the reputation of TU;

(e) If You fail to comply with one or more requirements of this Agreement, whether or not such failures are ultimately corrected;

(f) If You engage in the unauthorized use or duplication of any aspect of TU's business, services or products;

(g) If You misrepresent, substitute or "pass off" non-authentic services and/or products for or as TU's services and/or products; or,

(h) If You maintain false financial or statistical books or records or submit any false reports to TU.

XI. RELATIONSHIP OF THE PARTIES



11.01 Independent Contractor: This Agreement does not create a fiduciary relationship between You and TU. TU and You shall be and remain independent contractors. Nothing in this Agreement shall constitute either party, inter alia, the general or special agent, legal representative, subsidiary, joint venturer, partner, employee or servant of the other for any purpose, nor shall anything in this Agreement cause the employees of either party to be employees of the other. You will not be eligible for any TU employee benefits. Any taxes imposed on You due to activities performed hereunder will be your sole responsibility.



XII. REPRESENTATIONS AND WARRANTIES

12.01 You represent, warrant, and covenant that: (A) You have full right, power, and authority to enter into this Agreement and to perform the services specified herein; (B) You will use your best efforts to perform all of your duties under this Agreement; and (C) there is no outstanding contract, commitment, pending or threatened claim, or litigation involving You that is or may be in conflict with this Agreement or that may in any way limit, restrict, impair, or interfere with your duties hereunder.

12.02 Both You and TU shall indemnify other and its affiliates, and their officers, directors, agents, and employees against, and hold them harmless from, any and all loss, damage, or expense (including reasonable attorneys' fees) which they or any of them may suffer or be required to pay or otherwise incur arising out of any claim, demand, action, or proceeding as a result of (A) a breach of any of the foregoing representations, warranties, and covenants, or (B) any oral or written statement made by You or TU and alleged to be defamatory or an injurious falsehood.

XIII. MISCELLANEOUS

13.01 Construction and Interpretation:

(a) This Agreement is to be construed as to form, substance and procedure in accordance with the substantive laws of the State of New York. Both parties agree to submit to the exclusive jurisdiction of the federal and state courts located in the city of New York.

(b) Unless otherwise stated, TU reserves the right to withhold its consent hereunder for any reason or no reason whatsoever.

13.02 No waiver or delay in enforcement of any breach of any provision of this Agreement shall be construed as a waiver of any rights and/or remedies which TU may have with respect to any preceding or succeeding breach of this Agreement or delay in enforcement thereof.

13.03 This Agreement constitutes the entire agreement between the parties regarding the subject matter hereof, and there are no other oral or written understandings or agreements between TU and You regarding the subject matter hereof. This Agreement may be amended only by a written instrument signed by the parties hereto.



13.04 Any notice required or permitted to be given hereunder shall be in writing and shall be served upon the other party personally, or by certified mail, return receipt requested, postage prepaid.

13.05 You shall not originate any publicity, press releases or other announcements, written or oral, to the public, press or otherwise relating to this Agreement, TU, or the seminars/workshops without TU's prior written consent in each instance.

13.06 You shall provide TU with (90) ninety days written notice in the event that You intend on terminating this agreement and that You will not be accepting any more assignments.

13.07 You shall notify TU immediately if any of the information that you provided TU relating to this Agreement and related documents, included but not limited to the W-9, Questionnaire, changes.

13.08 The following sections shall survive termination or expiration of this Agreement: Sections IV, VII, VIII, IX, X, XI, XII and XIII.

XIV. SUBMISSION OF AGREEMENT

14.01 This Agreement shall become effective only upon the execution thereof by TU and You.

WE HAVE READ THE FOREGOING AGREEMENT AND HEREBY AGREE TO AND ACCEPT EACH AND ALL OF THE PROVISIONS.

Dated: 6/24/09

YOU: 

Dated: _____

TRUMP UNIVERSITY, LLC

By: _____
Name: _____
Title: _____



PREVIEW/SEMINAR COORDINATOR SALES AGREEMENT

THIS AGREEMENT is made and entered into this ___ day of _____, 2007, between TRUMP UNIVERSITY, LLC ("TU") with offices at 40 Wall Street, New York, NY 10005, and Stephen Goff, whose principal address is Do Box 9338 College Station TX 77842 an individual/corporation formed or incorporated in the State of TEXAS, ("You").

WITNESSETH:

WHEREAS, TU is the owner of a unique system for the offer and sale and facilitation of financial and real estate education seminars and the use and sale of certain proprietary books, programs, tapes and products and certain copyrighted materials (the "System"); and

WHEREAS, TU wishes to engage You to sell TU products, services and programs at certain workshops and/or seminars; and,

WHEREAS, You are qualified to render these services;

NOW, THEREFORE, IT IS AGREED:

I. ENGAGEMENT

1.01 Engagement: Subject to the terms of this Agreement, TU hereby engages You as an independent contractor to sell TU products, services and programs at workshops and seminars at such times and locations which may be selected by TU, in its discretion.

1.02 Limited License: You are hereby granted a limited, non-exclusive, non-transferable license to use and display TU's Proprietary Marks and trade names and to use TU's proprietary and copyrighted materials and certain proprietary methods solely during the authorized presentations on behalf of TU.

1.03 Your Restrictions: Your activities, while working on a TU assignment, are limited to offering and selling those products and services permitted under the System from the locations designated by TU.

II. TERM AND RENEWAL

40 Wall Street
32nd Floor
New York, NY 10005
212.248.1800
212.248.0782 fax



2.01 Initial Term: The term of this Agreement shall be one (1) year commencing on the date hereof, unless sooner terminated in accordance with the provisions of this Agreement (the "Initial Term"). The term may be extended in TU's sole discretion for additional one (1) year terms.

III. DUTIES OF TU

3.01 Method of Operations: In addition to any other training provided to You, TU may from time to time furnish to You instructions, data, materials, forms or other information developed by TU and You shall be required to perform in accordance therewith.

3.02 Training and Supervision: Following the execution of this Agreement, You will be required to complete TU's training program (the "Training Program") of such duration as TU shall deem necessary at such location(s) as TU shall designate. TU may terminate this Agreement if TU reasonably concludes that, during or after completion of the Training Program, You have failed successfully to complete the training.

3.03 Supply of Attendee Materials: TU shall supply You with all required and necessary attendee materials for use during TU seminars or workshops.

3.04 Seminar/Workshop Production Team: TU shall provide a production team of personnel to produce and manage each TU seminar or workshop.

3.05 Audio-Video Equipment: TU shall, at its expense, provide all audio-video equipment necessary to produce all TU seminars and workshops.

3.06 Scheduling of Seminars/Workshops: TU shall schedule all seminars or workshops and advise You of the date, time and location of all TU seminars or workshops which You are obligated to attend. You are free to accept or reject any proposed assignment so long as notice is provided to TU in a reasonable time prior to the scheduled program.

3.07 Billing, Bookkeeping & Collections: All billing activities related to the sale of TU products, services and programs shall be accomplished by TU. TU shall have the sole and exclusive responsibility for billing and collection activities. All decisions with regards to refunds, credits and returns are within the sole and absolute discretion of TU.

3.08 Unavoidable Delays: Delays in the performance by TU of any obligations hereunder which are not the fault of nor within the reasonable control of TU including, without limitation, fire, flood, natural disasters, acts of God, governmental acts or orders, or civil disorders, shall not constitute a breach of this



Agreement or a default by TU hereunder. Rather, You shall be required to extend the time of performance of any such obligations for the period of such delay or for such other reasonable period of time as may be appropriate in the circumstances.

IV. PROPRIETARY MARKS, TRADE NAMES AND COPYRIGHTED MATERIALS

4.01 Acts in Derogation of the Proprietary Marks, Trade Names, Copyrighted Materials and Trade Secrets: You shall not do or permit any act in derogation of any of the rights of TU to its Proprietary Marks, trade names, copyrighted materials and/or trade secrets.

4.02 Prohibition Against Disputing TU's Rights: You shall not contest or dispute TU's title to the Proprietary Marks, trade names, copyrighted materials or trade secrets.

4.03 Use of the Proprietary Marks, Trade Names, Copyrighted Materials and Trade Secrets: You shall use and display the Proprietary Marks, trade names and use the copyrighted materials and trade secrets in accordance with TU's specifications.

V. PAYMENTS TO YOU

5.01 Compensation Payable to You:

(a) As full and complete compensation for all services provided, TU shall pay You compensation and/or commissions for sales consummated at TU seminars or workshops attended by You (less refunds granted in TU's sole and exclusive discretion) in accordance with the following Compensation Schedule:

(1) You shall be paid a commission of 10% of payments received (net of taxes) for each Preview Presentation. A commission of 10% of payments received (net of taxes) for each Back-End Fulfillment. You shall receive a full report of seminar or workshop sales and commission payments.

(2) You will be compensated for your services by the Company for Retreats (i.e. whole sale lease option) as follows: You shall be paid a commission of 10% of payments received (net of taxes) for each Retreat. You will receive a minimum sales guarantee of \$5,000 against commissions plus travel-related expenses.

(3) Professional Fees: \$4,500 for 3-Day field coaching fulfillment plus an additional \$1000 to be deemed full reimbursement for all travel related expenses. \$50 for an assigned/scheduled phone coaching session.

(b) This Compensation Schedule may be increased or decreased by TU, in its sole and exclusive discretion.



(c) TU prices for products, services and programs are subject to change in TU's discretion and upon reasonable notice. You must strictly follow TU's pricing structure.

(c) TU may retain 10% of commission accrued by You for a period of ninety (90) days as a reserve for potential refunds, returns, credits and/or charge backs. Withheld funds shall be released, after appropriate adjustments, if any, on a quarterly basis.

5.02 See Exhibit A

VI. YOUR OBLIGATIONS

6.01 Manner of Operation: Each component of the TU System is vital to TU and is of the essence to this Agreement. Hence, You undertake to perform your obligations at all times in full compliance with the TU System and each of its components. You shall act in a professional manner in accordance with the highest ethical and moral standards and in accordance with the TU Rules attached hereto as Exhibit A: Seminar and Workshop Expense Policy and Exhibit B: Terms of Engagement.

6.02 Programs. You agree to actively promote only the programs, products, materials and seminars made available to You by TU.

6.03 Communications & Cooperation With TU Staff: You shall:

(a) Participate in pre-workshop strategy sessions with TU coordinators and consultants assigned to assist at designated workshops to ensure that everyone is prepared, supplied, and trained to handle stage, screen and microphone set-ups; sales and order taking; and, general response to questions by attendees.

(b) Participate in regular telephone conference calls for training on new products and materials.

(c) Assist in the training of new coordinators and consultants as requested by TU.

(d) Provide TU with information necessary for the execution of a criminal background check.

6.04 Performance Standards: Your performance shall be regularly reviewed by TU. In the event, in TU's sole and absolute opinion, your presentations, sales and/or attendee reviews are not satisfactory, TU may immediately terminate this Agreement. You agree to participate in all scheduled TU programs, and, in the event You fail to attend or complete any such scheduled



appearance, You hereby waive any and all commissions then owed to You, as well as any moneys held in reserve hereunder.

6.05 Compliance with Laws, Rules and Regulations:

(a) You shall strictly comply with all applicable laws, rules and regulations and all of TU's policies and procedures.

(b) You shall obtain, and provide TU with proof of, Worker's Compensation insurance for You (and your employees, if any).

6.06 Cooperation with TU: You shall act in good faith and use your best efforts to comply with your obligations under this Agreement, and shall cooperate with TU in accomplishing the purposes of this Agreement. Further, You shall not directly or indirectly engage in any activities which would be detrimental to or interfere with the operation or reputation of TU.

VII. CONFIDENTIAL INFORMATION

7.01 Restriction on Use of Confidential Information: In connection with the services You will provide, You will have access to information that is proprietary and confidential to TU ("Confidential Information"). You shall protect the Confidential Information, and You shall not disclose the Confidential Information to any third party for any reason or use the Confidential Information in any manner or for any purpose not expressly approved by TU in advance and in writing. Confidential Information includes, but is not limited to business methods and strategies, ideas (whether or not protectable under trade secret laws), trade secrets or proprietary or confidential information respecting inventions, products, product plans, designs, drawings, sketches, marketing and other plans, methods, know-how, techniques, technology, systems, processes, strategies, software programs, customer lists, customer histories, vendor lists, pricing information, projects, notes, memoranda, reports, lists, records, specifications, software programs, data, documentation, budgets, plans, projections, forecasts, financial information, accounting procedures, sales and marketing techniques, proposals in whatever form, personnel histories, and any other tangible or intangible or other materials of any nature relating to any matter within the scope of the business of TU or concerning any of the dealings or affairs of TU. Confidential Information does not include information that: (A) is or later becomes generally available to the public through no breach of this Agreement by You; (B) You can document was obtained by You from a third party who had the legal right to disclose the information to You; or (C) that You can document was already in your possession prior to receipt of it from TU. You also agree to safeguard and keep confidential the terms of this Agreement and the proprietary information of customers, vendors, consultants, and other parties with which TU does business to the same extent as if it were Confidential Information.



VIII. COVENANTS NOT TO COMPETE

8.01 In-Term and Post-Term Covenants Not to Compete:

(a) You agree that during the term of this Agreement (and any extensions) and for a period of two (2) years thereafter, You shall not use any products, materials, teaching aids, Confidential Information or property of TU in any competitive manner without the prior written permission of TU. You shall not compile or in any way attempt to obtain a list of program attendees, or to independently market any product or service other than those specifically approved by TU. You are specifically prohibited from soliciting attendees for any non-TU products or services; or, providing attendees with contact addresses and/or telephone numbers other than those of TU.

(b) You agree that during the term of this Agreement, and for a period of twelve (12) months immediately following the termination of this Agreement for any reason, whether with or without cause, You shall not either directly or indirectly solicit, induce, recruit or encourage any of TU's instructors, trainers, employees, coordinators, or consultants to terminate their relationship with the TU, or take away, hire or otherwise engage the services of such instructors, trainers, employees, coordinators, or consultants, or attempt to solicit, induce, recruit, encourage or take away, instructors, trainers, employees, coordinators, or consultants of TU, either for You or for any other person or entity.

(d) If all or any portion of this covenant not to compete is held unreasonable, overly-broad, void, vague or illegal by any court or agency having competent jurisdiction in a proceeding in which TU is a party, the court or agency shall be empowered to revise and/or construe said covenant so as to permit it to fall within permissible legal limits. You expressly agree to be bound by any such revised covenant as if it were originally set forth herein.

8.02 Enforcement of Covenants Not to Compete: You acknowledge that any violation of the covenants not to compete in this Agreement would result in immediate and irreparable injury to TU for which no adequate remedy at law would be available. Accordingly, You hereby consent to the entry of an injunction, without the need to post a bond, prohibiting any conduct by You in violation of this Agreement.

IX. ASSIGNMENT

9.01 Assignment by TU: TU shall have the right to sell, assign or transfer this Agreement and TU's rights and privileges hereunder, in whole or in part, to any other person, firm or corporation or other successor.



9.02 Assignment or Other Transfer by You: Neither your interest in this Agreement nor any of your, duties, obligations, rights or privileges hereunder, may be assigned, transferred, shared or divided, voluntarily or involuntarily, directly or indirectly.

X. DEFAULT AND TERMINATION

10.01 Termination Upon Notice: Upon the occurrence of any of the following events, You shall be deemed to be in default and TU may, in its sole and exclusive discretion, terminate this Agreement and all rights granted hereunder without affording You any opportunity to cure the default. Termination under this Paragraph shall be effective immediately upon receipt of notice by You:

(a) If either You or TU elect to terminate and provides the other party with thirty (30) days prior written notice.

(b) If TU and You agree in writing to terminate this Agreement;

(c) If You are convicted of a felony, a fraud, a crime involving moral turpitude or any other crime or offense that TU believes is reasonably likely to have an adverse effect on the TU System, the Proprietary Marks, the trade name, or the goodwill associated therewith;

(d) If You engage in conduct which reflects materially and unfavorably upon the reputation of TU;

(e) If You fail to comply with one or more requirements of this Agreement, whether or not such failures are ultimately corrected;

(f) If You engage in the unauthorized use or duplication of any aspect of TU's business, services or products;

(g) If You misrepresent, substitute or "palm off" non-authentic services and/or products for or as TU's services and/or products; or,

(h) If You maintain false financial or statistical books or records or submit any false reports to TU.

XI. RELATIONSHIP OF THE PARTIES

11.01 Independent Contractor: This Agreement does not create a fiduciary relationship between You and TU. TU and You shall be and remain independent contractors. Nothing in this Agreement shall constitute either party, inter alia, the general or special agent, legal representative, subsidiary, joint



venturer, partner, employee or servant of the other for any purpose, nor shall anything in this Agreement cause the employees of either party to be employees of the other. You will not be eligible for any TU employee benefits. Any taxes imposed on You due to activities performed hereunder will be your sole responsibility.

XII. REPRESENTATIONS AND WARRANTIES

12.01 You represent, warrant, and covenant that: (A) You have full right, power, and authority to enter into this Agreement and to perform the services specified herein; (B) You will use your best efforts to perform all of your duties under this Agreement; and (C) there is no outstanding contract, commitment, pending or threatened claim, or litigation involving You that is or may be in conflict with this Agreement or that may in any way limit, restrict, impair, or interfere with your duties hereunder. [deleted because not relevant to salesperson]

12.02 You shall indemnify TU and its affiliates, and their officers, directors, agents, and employees against, and hold them harmless from, any and all loss, damage, or expense (including reasonable attorneys' fees) which they or any of them may suffer or be required to pay or otherwise incur arising out of any claim, demand, action, or proceeding as a result of (A) a breach of any of the foregoing representations, warranties, and covenants, or (B) any oral or written statement made by You and alleged to be defamatory or an injurious falsehood.

XIII. MISCELLANEOUS

13.01 Construction and Interpretation:

(a) This Agreement is to be construed as to form, substance and procedure in accordance with the substantive laws of the State of New York. Both parties agree to submit to the exclusive jurisdiction of the federal and state courts located in the city of New York.

(b) Unless otherwise stated, TU reserves the right to withhold its consent hereunder for any reason or no reason whatsoever.

13.02 No waiver or delay in enforcement of any breach of any provision of this Agreement shall be construed as a waiver of any rights and/or remedies which TU may have with respect to any preceding or succeeding breach of this Agreement or delay in enforcement thereof.

13.03 This Agreement constitutes the entire agreement between the parties regarding the subject matter hereof, and there are no other oral or written



understandings or agreements between TU and You regarding the subject matter hereof. This Agreement may be amended only by a written instrument signed by the parties hereto.

13.04 Any notice required or permitted to be given hereunder shall be in writing and shall be served upon the other party personally, or by certified mail, return receipt requested, postage prepaid.

13.05 You shall not originate any publicity, press releases or other announcements, written or oral, to the public, press or otherwise relating to this Agreement, TU, or the seminars/workshops without TU's prior written consent in each instance.

13.06 The following sections shall survive termination or expiration of this Agreement: Sections IV, VII, VIII, IX, X, XI, XII and XIII.

XIV. SUBMISSION OF AGREEMENT

14.01 This Agreement shall become effective only upon the execution thereof by TU and You.

WE HAVE READ THE FOREGOING AGREEMENT AND HEREBY AGREE TO AND ACCEPT EACH AND ALL OF THE PROVISIONS.

Dated: 1/24/08

YOU

[Handwritten Signature]

Dated: _____

TRUMP UNIVERSITY, LLC

By: _____

Name: _____

Title: _____

Exhibit Y2

Instructions

- Employee completes the fields in the Employee Identification section. Any information relating to race, ethnicity and gender is collected in order to comply with federal regulations. This information is not used in the evaluation of the employee.
- Employee forwards the form to his or her supervisor.
- Supervisor completes Employee Race/Ethnicity section by visual observation, if employee does not self-identify.
- Supervisor submits the completed form to the Administaff Payroll Specialist.

EMPLOYEE IDENTIFICATION – Send this form to your supervisor when completed.

Do you ever work outside the United States?
 No Yes: Contact your Administaff Payroll Specialist.

Do you ever travel outside the United States for work-related purposes?
 No Yes: Contact your Administaff Payroll Specialist.

<input checked="" type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms. <input type="checkbox"/> Dr.	Employee First Name Stephen	Employee Middle Name John	Employee Last Name Gilpin	Social Security Number [REDACTED]	
Employee Home Address 540 Ocean Parkway G-B			City Brooklyn	State NY	Zip Code 11218
Gender <input checked="" type="checkbox"/> Male <input type="checkbox"/> Female	County of Residence Kings	Date of Birth (mm/dd/yyyy) 03/08/1970		Home Telephone Number (646) 789-6023	
Employee Work e-Mail Address SGilpin@TrumpUniversity.com				Work Telephone Number (646) 810-7338	
Employee Home e-Mail Address GilpinSJ@aol.com				Work Fax Number ()	

Employee Race/Ethnicity (Check ONE)

Hispanic or Latino

White (not Hispanic or Latino)

Black or African American (not Hispanic or Latino)

Native Hawaiian or other Pacific Islander (not Hispanic or Latino)

Asian (not Hispanic or Latino)

American Indian or Alaskan Native (not Hispanic or Latino)

Two or more races (not Hispanic or Latino)

Emergency Contact Information: First Name, Last Name Theo Bacha		Relationship to Employee Spouse			
Emergency Contact Street Address 540 Ocean Parkway G-B			State NY	Zip Code 11218	
Emergency Contact City Brooklyn	Country USA	Work Telephone Number (646) 810-7338	Home Telephone Number (646) 789-6023		

CLIENT INFORMATION

Client Name Trump University	Client Number 1673700
--	---------------------------------

Note: Go to page 2 of this form and enter your name and Social Security number at the top of the page. Send this form to your supervisor.



FEB21 8:02AM

Employee First Name Stephen	Employee Last Name Gilpin	Social Security Number [REDACTED]
---------------------------------------	-------------------------------------	---

SUPERVISOR – Send the completed form to your Administaff Payroll Specialist.

Check this box if this employee is an owner, partner, or corporate executive officer listed by title in corporate charter or by-laws.
NOTE: Executive/Senior Level Official and Manager box must be checked in Job Category section below.

If owner, partner, or corporate executive officer box above is checked, then check ONE of the following:

Job duties are clerical or inside sales.
 Job duties are outside sales.
 Job duties are not clerical or sales.

Employee Job-Category—Check only one.

<input type="checkbox"/> Executive/Senior Level Official and Manager Plans, directs and formulates policies, sets strategy and provides overall direction of organizations. Examples: Chief executive officer, chief operating officer, and president or executive vice president of functional areas or operating groups.	<input type="checkbox"/> Technician Requires the application of scientific skills, usually obtained by post-secondary education, which may include training certification or comparable experience Examples: Drafter, engineering aide, technical illustrator and medical technician	<input type="checkbox"/> Operative Engages in an intermediate skilled occupation such as operating machines or factory-related processing equipment. Examples: Workers at textile machines, photographic processes, assembly plants or food processing, baker, driver, sailor, hand packer.
<input type="checkbox"/> First/Mid Level Official and Manager Receives direction from executive/senior level management and implements policies, programs and directives of executive/senior management or reports directly to middle managers and oversees day-to-day operational objectives, directly supervising activities of exempt and non-exempt personnel. Examples: Vice president, director, controller, treasurer, human resources, information systems, marketing or operations manager, first-line manager and branch manager.	<input type="checkbox"/> Sales Worker Primarily engages in direct sales in a non-managerial capacity. Examples: Sales representative, cashier, real estate agent and broker.	<input type="checkbox"/> Laborer and Helper Engages in limited-skill work that requires brief training in order to perform the essential tasks of the job, demanding little independent judgment. Examples: Construction worker, garage laborer, car washer and groundskeeper.
<input type="checkbox"/> Professional Requires a college degree or professional certification. Examples: Architect, accountant, lawyer, teacher, engineer and computer programmer.	<input type="checkbox"/> Administrative Support Worker Provides administrative and support assistance, primarily in office settings. Examples: Legal assistant, bookkeeper, office or administrative assistant, secretary, computer operator and shipping and receiving clerk.	<input checked="" type="checkbox"/> Service Worker Engages in service-related work that requires skills that may be acquired through formal training, job-related training or direct experience. Examples: Personal service attendant, nurse's aide or orderly, cleaner, cook, firefighter, guard and doorkeeper.
<input type="checkbox"/> Craft Worker Engages in a higher-skilled occupation, such as construction and natural resource extraction or the installation and maintenance of equipment and machines. Examples: Building trade, hourly paid supervisor and lead operator, mechanic, skilled machinist, electrician and painter, earth drifter, derrick operator, engraver, millwright.		

Employee Employment Information

Job Title Coach/Trainer	Job Function Graphic Designer	Benefit Class 0
Billing Group Number 2	Hire Date 2/18/08	Employee Work State NY
	Workers' Comp Code 8810	Check Deduction D1
Employee Worksite Address (where employee works) 40 Wall St. - FLS	Employee Work City NY	Employee Work County NY
	Employee Work Zip 10005	
Is the employee exempt from overtime? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Is the employee part of a collective bargaining unit or union? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Pay Frequency <input type="checkbox"/> Weekly <input type="checkbox"/> Bi-weekly <input checked="" type="checkbox"/> Semi-monthly <input type="checkbox"/> Monthly
Classification <input checked="" type="checkbox"/> Full time (≥30 hours) <input type="checkbox"/> Part time (<30 hours) <input type="checkbox"/> Temporary <input type="checkbox"/> Seasonal <input type="checkbox"/> Tipped <input type="checkbox"/> Piece Work	Classification Effective Date 2-18-08	Department 0
	Pay Rate 1 Pay Rate 2 Pay Rate 3 <input type="checkbox"/> Hourly \$ _____ / hr. _____ / hr. _____ / hr. <input checked="" type="checkbox"/> Salary \$ 60,000 / yr. _____ / pay period <input type="checkbox"/> Commission Draw: <input type="checkbox"/> No <input type="checkbox"/> Yes, amount \$ _____	Location 0
	Is this employee a supervisor? <input type="checkbox"/> Yes <input type="checkbox"/> No	Original Hire Date 2-18-08
Client Name Tramp University		Client Number 1623700

ADMINISTAFF USE ONLY	STS Label Code (Reporting Location) D1
----------------------	--

ADMINISTAFF INC.
DATA COLLECTION SHEET
UNEMPLOYMENT FILE

Ssno: [REDACTED] Name: MR. STEPHEN GILPIN Claim Date: 04/04/2011

Client: 1673700 TRUMP UNIVERSITY CSA Date: 02/01/2005

HR Specialist: RICHARD GIBBS CLT Term Date: _____

On Site Supervisor: S. MATEJEK Email: smatejek@trumpinitiative.com

Payroll Contact: STEVEN MATEJEK Email: smatejek@trumpinitiative.com

Phone Number: (212)836-3216 Ext: _____ Fax Number: (no data)

Employee Dates: Hire: 02/18/2008 Term: 06/30/2010 Orig Hire: 02/18/2008

Occupation: GRAPHIC DESIGNER Full Time \$2,500.00 Salaried Semi-Monthly

Worksite: NEW YORK , NY Supervisor: _____

Union: N

Reason for Termination: RESIGNATION WITH NOTICE

Date Keyed In: 04/14/2011

Mail by: 04/20/2011

One Voice - Yes or No NA

Term Report - Yes or No _____

Note:

4/14/11 mailed

Client - no protest

Exhibit Z

From: Jack Mahoney <jmahoney@trump.org.com>
Sent: Tuesday, January 20, 2009 10:58 AM
To: Jack Mahoney <jmahoney@trump.org.com>; Michael Sexton <msexton@trump.org.com>; Brad Schneider <bschneider@trump.org.com>; David Highbloom <dhighbloom@trump.org.com>; Greg Saunders <gsaunders@trump.org.com>
Subject: RE: New coaching feedback received

We are splitting the Customer Experience into three segments:

- 1) Registration to Preview attendance: Draper
- 2) Preview purchase to WS attendance: Draper
- 3) Post WS Attendance: 40 Wall

Draper will take on the responsibility of working with calls/customers that require high-transactional agents: I.E. high call volume with lower skill set.

Segment 1) Preview Registrants – Outbound Confirmation Calling. This has started. We are also developing Voice Shot protocol.

Segment 1) Preview Registrants – Inbound Registration. Plan to start next week - need to coordinate with Dave.

Segment 1) Calls to Previous PANBs to drive attendance up at Previews. Scheduled to begin Friday/Monday

Segment 2) Post-Preview Purchase to Attendance at Fulfillment Workshop. Preview Sale Welcome Calls/Saves Process. Need to develop protocol with Brad/Greg.

Segment 2) Calls to Existing Customers to drive attendance at Fulfillment WS via the VIP/Guest Strategy discussed during the 1/5/08 Management Call. Scheduled to begin Friday/Monday

Segment 2) Non-Field-Generated-Sales welcome calls to setup sales process. Need to develop protocol with Brad/Greg.

40 Wall will refine and own calls/customers that require low transactional agents: I.E. Lower call speed, high skill set.

The Post Fulfillment WS Customer Experience for Elite and Non-Elite Students; as well as ongoing support for Non-Field-Generated-Customers (TBD. Overlap with Draper in providing Customer Service as needed during the Post-Preview Welcome Call' I.E. Inbound CS calls as well as warm transfers during the welcome call as needed.

We have developed an immediate Response and are developing our systemic response for the care and service of our High Value Customers:

Immediate Response:

There are approximately 270 Customers who have completed their Mentorship .

There are approximately 100 Customers who are 'on the books'.

We are assigning Paul to immediately launch our Student Advocate program. To begin, we have the two above segments on spreadsheets. Paul, with Jason and Brad assisting, will place outbound calls to each of the High Value Customers introducing himself as the Customer's Student Advocate. He will explain that in this role, he can access the various resources of the company to assure complete Customer Satisfaction and that he is available when the Customer has any comments, questions, thoughts or concerns. The Student Advocate is not a Real Estate Expert, rather he is the Trump University process expert.

We anticipate that we will have 90% plus contact inside of three weeks - faster depending on the actions that the Customer takes when we place the call. I.E. are they available, etc..

Brad and I are finishing up the business rules to automate the process of Customer Engagement and will loop in Brad later today. We will report back to the larger group

tomorrow.

-----Original Message-----

From: Jack Mahoney

Sent: Mon 1/19/2009 7:48 PM

To: Michael Sexton; Brad Schneider; David Highbloom; Greg Saunders

Subject: RE: New coaching feedback received

Let's meet at 11:00 AM EST.

Dave, can we use the 218 339 2699 # to conduct this meeting? Jack

-----Original Message-----

From: Michael Sexton

Sent: Mon 1/19/2009 10:14 AM

To: Brad Schneider; Jack Mahoney; David Highbloom; Greg Saunders

Subject: FW: New coaching feedback received

This represents a major known problem that we have with our business. We assume that the mentor will be responsive after the conclusion of the mentorship but we don't monitor this relationship other than a cursory post-mentorship call (and even that call doesn't always result in a live connection with the student). Even worse, we've spoken about regular, periodic calls to our mentorship students (our largest source of revenue by far) but this process has never been executed properly or given the attention it deserves. Jack, please set up a call for tomorrow morning with myself, Brad, Highbloom and Greg to review the challenge and to formulate a response that will be implemented immediately and that will work.

Michael W. Sexton

Trump University

40 Wall Street, 32nd Fl.

New York, NY 10005

Phone: 646.810.7342

Fax: 212.248.0782

www.TrumpUniversity.com

-----Original Message-----

From: notify@trumpuniversity.com [mailto:notify@trumpuniversity.com]

Sent: Monday, January 19, 2009 10:04 AM

To: Michael Sexton; David Highbloom; Jason Schauer; Brad Schneider; Paul Reisner; Greg

Saunders; Jack Mahoney; Jim Fletcher

Subject: New coaching feedback received

New coaching feedback from student:

From: WARRENWOOD@COX.NET

Rating: 4

Comments: The 3 days with Jim Fletcher were very educational and intense. I got a lot packed in to those 3 days. However, since then it has been very difficult to get a hold of him. He has responded but it take a few days after a phone call. I will continue to email and call him with questions, but I thought I would have more follow up than I have.

To see all ratings, go here:

<https://www.trumpuniversity.com/private/coach/index.cfm?appointmentStatus=completed>

This e-mail message, and any attachments to it, are for the sole use of the intended recipients, and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution of this email message or its attachments is prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message. Please note that any views

Confidential

TRUMP 00219168

or opinions presented in this email are solely those of the author and do not necessarily represent those of the company. Finally, while the company uses virus protection, the recipient should check this email and any attachments for the presence of viruses. The company accepts no liability for any damage caused by any virus transmitted by this email.