



Have you heard and/or believed any of these myths about commercial real estate:

“Commercial real estate is complicated – much more complicated than residential real estate.”

“Commercial real estate is not as easy/fun/rewarding because it is “less emotional” than residential real estate.”

“There is not as much business in commercial real estate as there is in residential.”

“It takes a long time to ‘make it’ in commercial real estate.”

“Commercial real estate is a feast or famine business – big commissions but not very often.”

If you’ve ever believed one of more of these myths, or if you’re simply tired of hearing these untruths, then I invite you to attend a very special event, entitled:

Fundamentals of Commercial Real Estate

Choose from the following dates and locations in 2007:

Jan. 31st in Orlando, FL

April 25th in Chicago, IL

June 27th in Raleigh, NC

Sept. 26th in Chicago, IL

Nov. 12th in Las Vegas, NV

Feb. 28th in Las Vegas, NV

May 16th in Las Vegas, NV

July 25th in Newark, NJ

Oct. 24th in Orlando, FL

Dear Real Estate Professional.

I'm disappointed at the number of people who have missed out on one of the most thrilling occupations available simply because they've bought into one or more of the misstatements listed above. I can't tell you the number of residential real estate agents and brokers who have regurgitated these myths to me as reasons for not being involved in commercial real estate transactions. While I haven't found the source yet, I'm positive that there must be some mandatory class that the vast majority of agents attend that convinces them of these untruths. The sad thing is that many commercial real estate agents must have also attended the same class and are repeating these myths as well!

Because people have believed these stories, they have made them come true. But they don't have to be true. In fact, thousands of people just like you have found that just the opposite is true. They have found that commercial real estate brokerage can be one of the most simple, fun, emotional, abundant and rewarding occupations in which you can be involved. They've also found that it doesn't have to take a long time to earn a significant income and that you can be closing transactions every month if you approach the business in the proper way. Myself, and my business partner, Peter Droubay, have taught thousands of people how to earn significant amounts of money in commercial real estate brokerage. We're on a mission to disprove the myths listed above.

The Formula:

I think that the reason these myths have been repeated so often is that most agents have not followed the right formula when entering the world of commercial real estate. There are three areas in which a successful businessperson must develop skills, regardless of their chosen profession. They are:

- 1. Industry specific knowledge:** You must learn about your business and industry
- 2. Sales and marketing skills:** You must learn how to sell and market within your industry
- 3. Personal productivity:** You must learn to organize yourself to be effective and efficient within your business

Most people who entertain the thought of earning money in commercial real estate have a general sense that they need skills in these three areas, but, unfortunately, most forget that skill development is best accomplished while "playing the game". They forget that they don't have to master everything before speaking to clients. They forget that the natural way to learn is similar to peeling and eating the layers of an onion. With each layer you follow a process to peel it and eat it. As you do so, you savor the smells, tastes and sensations of that layer before moving on to the next one. In this way you learn all about onions, while simultaneously eating one!

Instead of following this natural way of learning, most who entertain thoughts of becoming a commercial real estate agent/broker try to become a scholar in the subject of

commercial real estate brokerage before ever attempting to transact business. To do this, they have generally followed one of two paths:

One path has been to spend years trying to get credentials, such as a CCIM designation, before trying to speak with potential clients about doing business. Now, I'm a huge supporter of any education, such as the CCIM courses and other similar designations, but completing them before ever working a commercial real estate deal is like attending years of classroom discussions about how to play basketball before ever stepping onto a basketball court!

The other path has been to become an apprentice, assistant, or "runner" for a successful commercial real estate broker. While this path is slightly better than the previous one, in most cases the intent is the same. They want to become an expert before working with clients, so their career sits on hold while they attempt to learn the business. No wonder the myths listed above get repeated so often! It doesn't have to be this way.

Now, I am not suggesting that you simply run out on the street without any knowledge what-so-ever and begin working with clients (although I must say that this would be a more successful route to follow than the ways that most have gone about it). What I am suggesting is that there is a way to "peel the onion" in this business. There is a way to quickly learn what is necessary to get started and then apply it to earn money. As you do, you'll learn more about that level of success in the business and then move on to deeper and deeper levels of learning. My business partner and I have developed a way to peel the onion very quickly. We've taught thousands of agents and brokers using this method and have seen huge results – people earning significant amounts of money in their first year and then continuing to grow their business thereafter.

Take, for example, the comments of one of our clients who began by attending our one-day event entitled, "***Fundamentals of Commercial Real Estate***". He recently told me:

"About two years ago, I decided to build my career in commercial real estate. I looked at the options for doing so and decided that I could not afford to spend the first year or two learning the business. I needed to make money now. I am so glad that I decided to work with you at Top Dogs because I was able to quickly get started earning money. In my first year I took home over \$80,000.00 in personal income and this year I'm on track to earn almost twice that amount!"

Paul, San Jose, CA

Whether you are new to commercial real estate, or you've been working in the industry now for a while without much success, I'd like to invite you to earn a significant income over the next year using our proven method. If you take me up on my offer, I promise to show you how to earn a significant income in your first year and then grow your business until you are one of the best in the industry.

Here's how to do it:

If you want to earn a significant income in commercial real estate, the first step to take is to learn the language of commercial real estate. You see, in every industry there is a vocabulary that must be learned. Armed with the vocabulary of the industry, you can proceed to work within the industry because you are able to ask intelligent questions and understand the answers. You are also able to understand and express desires, motivations and emotions involved in transacting business within the industry.

The reason that so many people find residential real estate to be so much easier is not because it is easier, but rather because they come into the business already knowing most of the language of the industry. This is because they have lived in homes and have a general knowledge of the language involved. When someone speaks to them about the kitchen, the living room, or the roof, they know what is being talked about. Since they have usually had a mortgage of their own, they also generally understand about residential real estate financing.

Unless you've managed or owned a piece of commercial real estate, you probably do not have the same ability to converse about commercial properties. When someone talks about core areas, HVAC, clear spans, A.M. and P.M. sides of a street and many more commercial real estate terms, they might as well be speaking Japanese unless you have learned the language.

The wonderful thing is that it doesn't take long to learn the language. You don't have to become an expert in every aspect of commercial property any more than a residential agent has to learn how to build an entire house. To get started, all you need to know is how to speak the language and you can learn how to do this in one day! We conduct an outstanding one-day event entitled "***Fundamentals of Commercial Real Estate***" that is completely focused on building your commercial real estate vocabulary.

Once you can speak the language, you need to hit the streets with a plan of action designed to get you started quickly. It is for this reason that we produced our best-selling, video-based course entitled, "***How to Run With the Big Dogs in Commercial Real Estate***". It is a 13-week course that walks you step by step through the actions necessary for success in the industry. Each week, this course gives you specific actions to take that will help you master the sales, marketing, and personal productivity requirements for success in commercial real estate. If you follow the plan, we promise that you will earn a phenomenal income within the next few months!

We also teach a course entitled, "***How to Really Make it Big in Commercial Real Estate***". It also teaches how to build your business as a commercial real estate agent or broker. We recommend that everyone attend and then review and implement the material taught in this course. We usually offer it in the two days following ***Fundamentals of Commercial Real Estate***.

Once you are earning money and experiencing some success, there are many other ways to increase your knowledge, such as through organizations and designations like CCIM, SIOR, and others. But, if you do it right, you will have earned millions of dollars by the time you study with these organizations. In other words, you can truly master this industry while earning a significant amount of money if you follow the right path. You don't have to wait.

Take the first step:

To make this happen for you, you have to take the first step. We start our clients on the path to success by teaching them how to speak the language of commercial real estate. We do this in a one-day intensive entitled, "*Fundamentals of Commercial Real Estate.*" We will be conducting this event in March of this year and we invite you to attend this event.

The course will be offered several times in 2007. Choose from the following dates and locations:

Jan. 31st in Orlando, FL
Feb. 28th in Las Vegas, NV
April 25th in Chicago, IL
May 16th in Las Vegas, NV
June 27th in Raleigh, NC
July 25th in Newark, NJ
Sept. 26th in Chicago, IL
Oct. 24th in Orlando, FL
Nov. 12th in Las Vegas, NV

In this event you'll learn:

- A General Overview of the Industry
- People and Organizations in the Industry
- Types of Transactions
- How Brokers of Commercial Property Make Money
- Tools and Skills Needed to Compete
- Keys for Being Successful in the Industry
- An Overview of Office Space
- An Overview of Industrial Properties
- An Overview of Retail Space
- An Overview of Hospitality Properties, Land, and Other Commercial Properties
- An Overview of Multi-Family Residential Properties
- How Investors Look At and Value Properties

- Types of Commercial Property Leases
- Factors That Affect Commercial Property Values
- Capitalization Rates
- An Understanding of Leverage
- Cash on Cash Returns
- Other Financial Comparisons
- Valuing Vacant Property
- How Lenders Look at Commercial Property
- Sources of Financing
- And Much, Much More

You need to attend if any one of the following describes you:

- You have been a commercial real estate agent for less than two years.
- You have not earned as much money as you would like to earn.
- You are thinking about getting involved in commercial real estate transactions.
- You have been a successful commercial broker for a while, but you have not recently reviewed the industry-specific knowledge that you've acquired.
- You would like to earn money quickly.
- You need a boost in your energy, excitement and income.

I, Bob McComb, along with my business partner, Peter Droubay, will be conducting the event. I've been a successful commercial real estate broker for well over 20 years and was the founder and owner of a very successful commercial real estate firm. My business partner and I are the authors of the Top Dogs Commercial Real Estate Training Courses, the most successful courses in the industry. Thousands of commercial real estate agents and broker from around the country have earned more money because of our courses (you can read some of their comments at www.tdogs.com). We've also been told that we are quite good at conducting our training classes. We are apparently entertaining, fun and extremely informative. You can read much more about myself and my business partner at www.tdogs.com.

The tuition for the program is \$395.00 and will include 8 hours of training and a 50-page workbook. This fee is a very small fraction of the amount of money you'll earn by applying the information you'll learn when you attend. In fact, one commercial real estate transaction will give you a return on investment that is many times what you'll invest for this course.

In addition, I guarantee your satisfaction at the event, or you'll receive a complete refund. So the potential upside – the return on your investment – is huge, while the risk is negligible or non-existent!

Most importantly, it will begin you on a path that you'll be very proud to have traveled. You will come to see that the myths that others repeat so often about commercial real

estate aren't true for you and you'll have the confidence necessary to work successfully with clients.

Here's What You Need to Do:

Call 1-800-987-1300 ext.207 and speak to Peter Droubay. Let him know that you would like to attend the course. He will answer any questions you may have about the course and record your contact and credit card information in order to reserve your place. He'll also give you the telephone number for the hotel. You'll need to call the hotel to reserve a room (if you are coming from out of town) and then make your travel arrangements.

Then, on the date you've chosen to attend, come ready to launch your career and begin earning money!

We look forward to meeting you, working with you and watching your income grow.

Warmly,

Bob McComb
Top Dogs
1-800-987-1300 ext.207

PS If you would like to add a copy of the 13-week course, ***How to Run With the Big Dogs in Commercial Real Estate*** to your registration, we will discount it by \$195.00! It is normally \$795.00, but, if you add it to your order when you register for ***The Fundamentals of Commercial Real Estate***, we'll give it to you for just \$600.00! You must do this in advance of the seminar though. We do not spend any time selling this product at the seminar. The discount is only good in advance.

PPS Immediately following this special event, we will be conducting a two-day event entitled, ***How to Really Make It Big in Commercial Real Estate***. If you would like to attend this event, call 1-800-987-1300 ext.207. The tuition is \$795.00, but if you are attending The ***Fundamentals of Commercial Real Estate***, we'll take \$195.00 off of the tuition. You may attend all three days for a steal of only \$995.00!

PPPS Let others know about the event! If you register another person along with yourself, you can take \$50.00 off of the second registration! Register six people and we'll give you a seventh registration for free! Simply call 1-800-987-1300 ext.207 and let us know the names of each person who will be attending the event with you.

PPPPS You must register as soon as possible to ensure a seat. We limit the seating to just 50 people in order to give you a lot of one-on-one attention and the last time we conducted this event, it completely sold out!