



***Getting Everything You'll EVER Want Through
Fewer, Deeper Relationships***

A Little About Me

- Grew up in a trailer park on fine cuisine.
- Graduated from college.
- 20+ Years in corporate America. Had some firsts.
 - First disposable camera
 - First digital postcard
- Became an entrepreneur. Early-retired 3 times.
- Took 3 life sabbaticals. 6 months each.
- Unretired to pursue my passion: real estate investing
- Live in PR; managed 3 Funds from BP; make 3 types.
- My purpose:
 - Make Money. Do Good. Have Fun.
 - To be a great dad. Mentor my sons.





Our Deals Scoreboard 2010-2017

Deals Scoreboard

Wins
5,619

Losses
7





Harvard

2005, 2008,
2011, 2014 (TPO6)



Let's start with the same
question I asked that
audience...



**How many of you would
like to add a zero?**



We Only Do Anything In Life for 1 of 2 Reasons

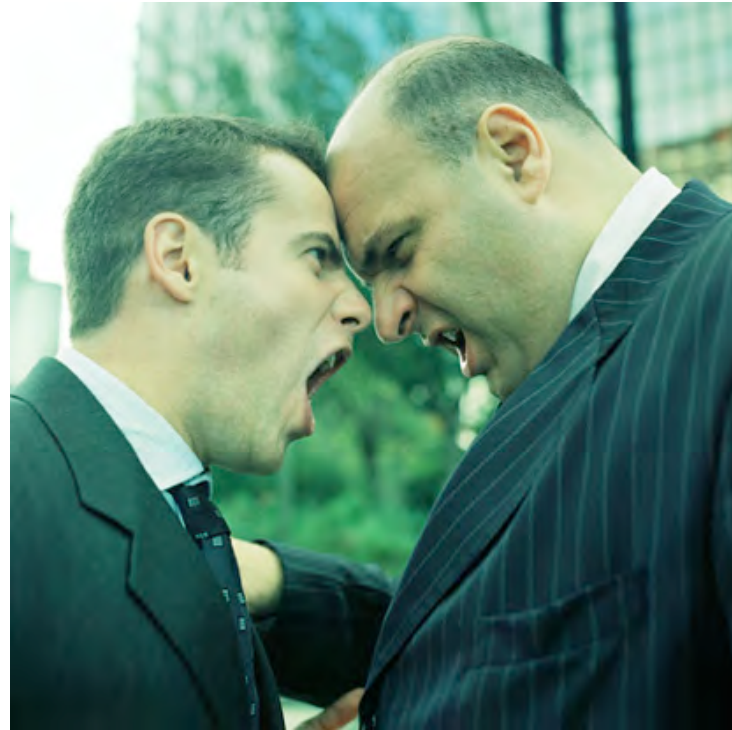
Gain Pleasure

- Have Fun
- Make Money
- Do Good



We Only Do Anything In Life for 1 of 2 Reasons

Avoid Pain

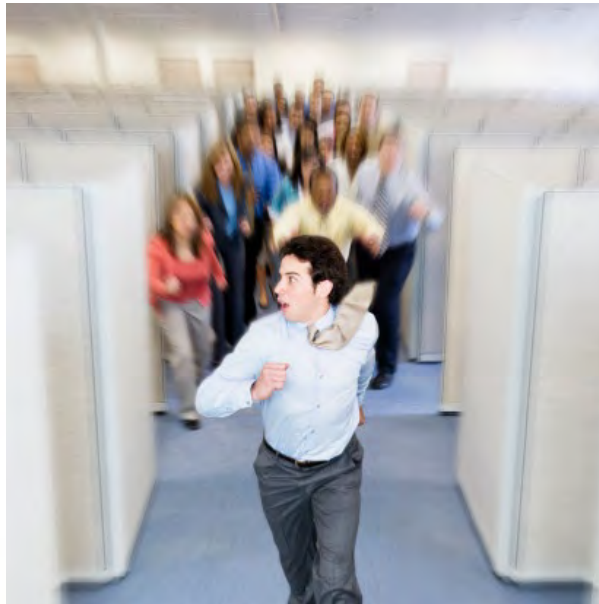


Which do we seek to do first?



The #1 Source of Mental Pain: Overwhelm!

- **PEOPLE CREATE OUR OVERWHELM.**
 - Emails. Phone calls. Coffees. Lunches. Networking...
 - Personal: family and friends
 - Professional: employees, vendors, independent contractors, bosses. Sales: suspects, leads, prospects, customers, lifetime clients.
- **TOO MANY PEOPLE CREATE TOO LITTLE RESULTS!**



The Moment That Changed My Life

- I had an early Palm Pilot
- One day, the battery went dead. And...
- The memory went with it
- I lost 3,000 contacts – FOREVER!
- I was absolutely sick...I couldn't sleep
- And then... it hit me ... one of my “JME’s”



My Jerry McGuire Epiphany

- I didn't REALLY know most of them
- And most REALLY didn't know me
- How many REALLY cared about me, or me about them?
- Why would anyone that didn't care do anything for you or me... or you or me for them?
- The truth is – I lost 3,000 names and it REALLY didn't matter.
- It became the BEST thing that ever happened to me! And...
- I remembered Wilfredo Pareto



The Pareto Principle

- 1906: Wilfredo Pareto discovered that 20% of Italians owned 80% of the land
- 1937: Joseph Juran popularized the *20/80 Rule* by helping managers:
 - Separate the “vital few” activities from the “useful many”
- Today: The *80/20 Rule* is commonly used to describe the 20% of activities that generate 80% of our results
- 1988: Brian Tracy



So What if We Applied it to PEOPLE?

They make a difference.

20%

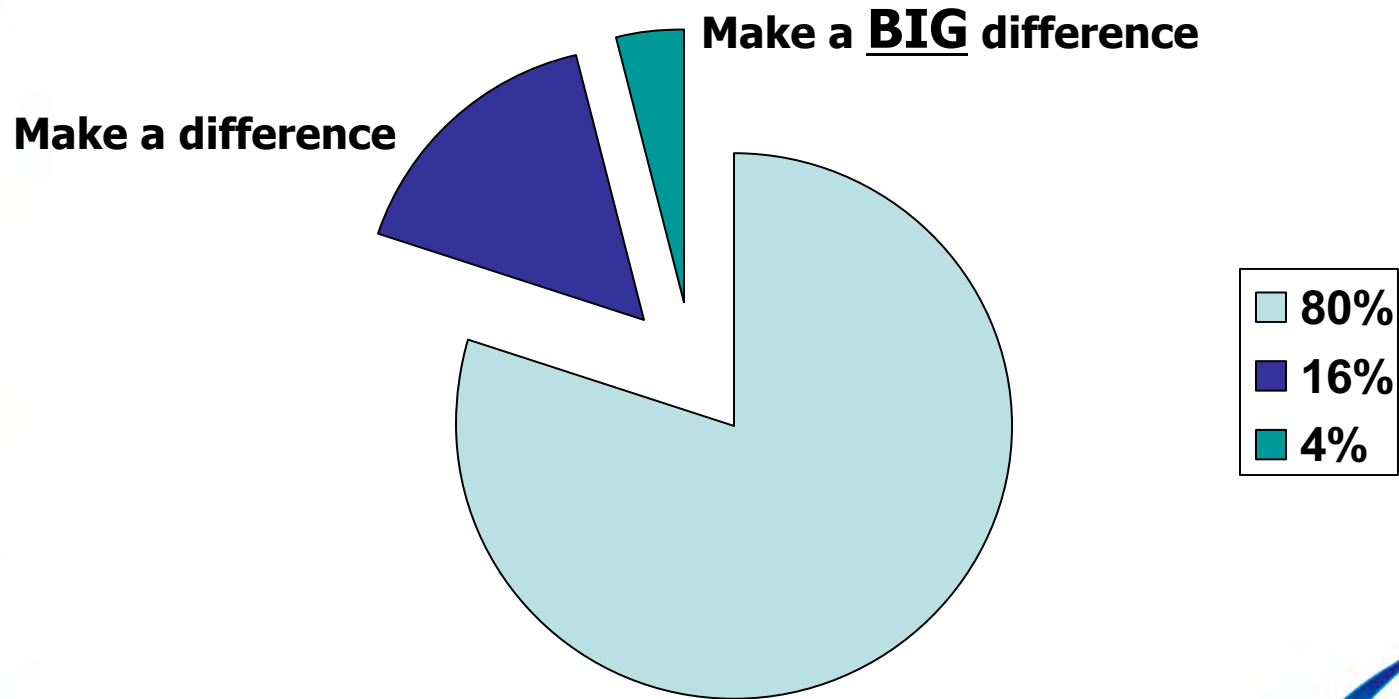
- They don't think they're valuable.
- They believe mediocrity is OK.
- They're the entitled majority.
- It doesn't mean they're bad people.

80%
They do little or nothing.

- They want more.
- They're committed.
- They invest in their future – both time and money.
- In financial terms, they're driven to "Just Add A Zero".



Now What if We Applied the “Double Pareto Principle” to the 20%?



Now Let's Talk About You...



- Let's say you know 1,000 people
- 4% = 40 people
- Are there really 40 people that you want – or could – have DEEP business relationships with?
- Is more actually better when it comes to business contacts?
- **NO!** Contacts are NOT connections; connections are NOT relationships.
- Consider that less really IS more...



So Here's THE Question

What if YOU had a small, exclusive network...

that afforded YOU the same leverage as that which Billionaires use to rapidly bring ideas and deals to fruition faster, easier and more profitably...

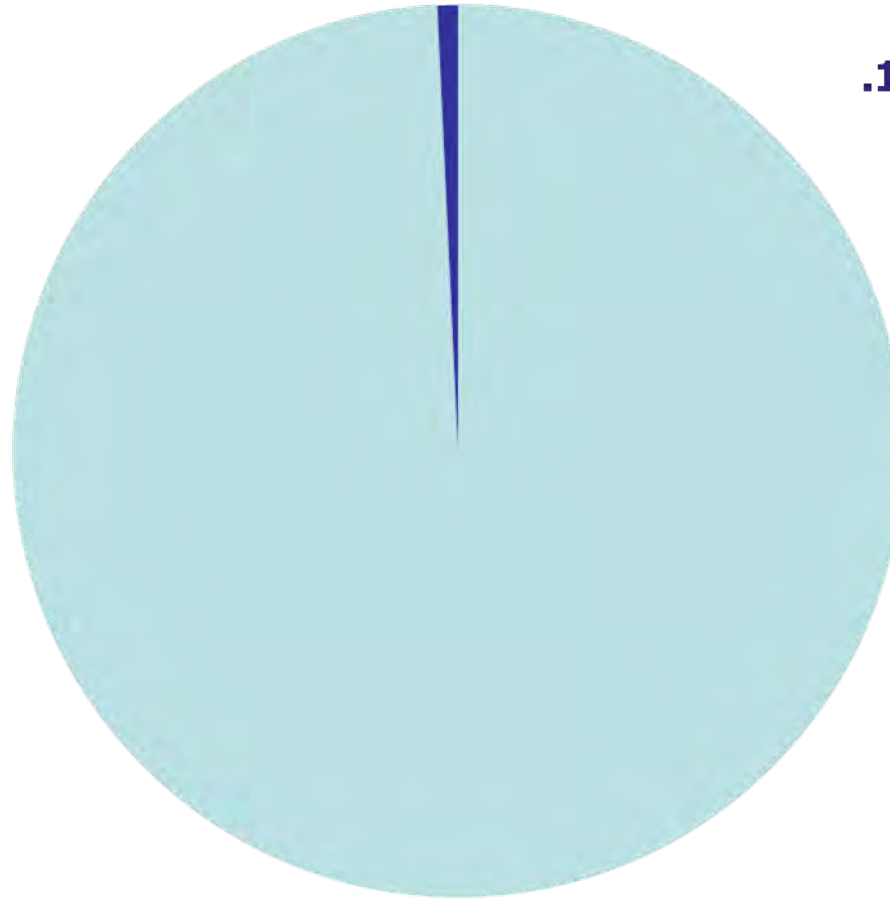
and what if YOU could keep this inner circle of close confidants away from your competitors?

Introducing The Power of 6™



Henry's Power Of 6

You Only Need 6 Relationships



.10 % = 6 people

Fewer is DEFINITELY more!



Why 6?

- Truthfully, it was a RE.
- I knew I needed to give up quantity for quality – and 6 QUALITY relationships felt MANAGEABLE.
- In 2005, I took a 6-month life sabbatical to be my Dad's caregiver. What date did he die?
- 06.06.06
- The Power Of 6™ has changed my life, as it will yours.
- The KEY is picking the right 6.



How Do You Select Your 6?

By Using 6 Non-Negotiable Filters:

- Skill Sets
- Values
- Willingness to Give
- Commitment to Replicate
- Commitment to Perform
- Goal Alignment



Filter #1: Skill Set



- Equal to or Better than You At What You Do

OR

- Complementary or Synergistic in Skill Set or Talent



Filter #2: Values



- No Uncontrolled Egos
- No Uncontrolled Greed
- Implicitly Trustworthy
- Great at What They Do
- Committed to You & to WIN
- You Must Like Them



Filter #3: Givers



- MUST Be Givers, Not Takers
- Find Joy in Giving AND Receiving
- My Lifelong Philosophy
 - Grateful But Not Content



Filter #4: Commitment to Replicate

- Committed to Finding Their 6, Starting With 1!
- Committed to Teaching Their 6 to Find Their 6
- $6 \times 6 = 36$, plus your 6 = 42
- The TRUE Power of 6™
- Accomplish ANYTHING!



Filter #5: Commitment to Perform

- Starts with COMMITMENT.
- Each MUST COMMIT, and Strive to Perform at a Higher Level Each Year
- Annual Planning Meeting
 - Recognition Feeds the Soul
 - Celebrate and Plan the Future



Filter #5: Commitment to Perform (cont)

- You Reserve the Option to Replace One of Your 6 Each Year



- Forget political correctness!
 - You owe it to yourself, and your other 5.



Filter #6: Goal Alignment

- You'll be more successful if your 6 have personal or professional goals that align with yours
- BUT... they don't have to be exactly the same.



Why are people so important?

Simple.

Deals don't do deals.

People do deals.



OK, who's still with me?
It is time for a reward!



Think Outside the Box for Your 6



'Bless me Father, for I have sinned. I have been with a loose girl.'

The priest asks, 'Is that you, little Joey Pagano?'

'Yes, Father, it is.'

'And who was the girl you were with?'

'I can't tell you, Father. I don't want to ruin her reputation.'



Think Outside the Box for Your 6



"Well, Joey, I'm sure to find out her name sooner or later so you may as well tell me now. Was it Tina Minetti'?"

'I cannot say.'

'Was it Teresa Mazzarelli?'

'I'll never tell.'

'Was it Nina Capelli?'

'I'm sorry, but I cannot tell you.'



Think Outside the Box for Your 6

'Was it Cathy Piriano?'

'My lips are sealed.'

'Was it Rosa DiAngelo, then?'

'Please, Father, I cannot tell you!'

The priest sighs in frustration.

'You're very tight lipped, and I admire that. But you've sinned and you have to atone.'



Think Outside the Box for Your 6

‘You cannot be an altar boy now for 4 months. Now go and behave yourself.’

Joey walks back to his pew, and his friend Franco slides over and whispers, ‘What'd you get?’

**Joey replies:
‘4 months vacation and
6 good leads!’**



Now It's Time to Apply The
Power Of 6™ to Fewer
Better Deals with Fewer
Better People.



Real Estate Case Study



The 6 F's for Any Real Estate Deal

- Find It
- Figure It
- Fund It
- Fix It
- Fill It
- Flip It
- Have some Freakin' Fun!



First: FIND... a Screaming Deal



Next:
The Midnight
Power Of 6™ Call



The Power Of 6™ Midnight Call

- It starts with a text message “Midnight”
- It means I have something important enough to warrant you being there
- Rules:
 - At least 12 Hours Notice. Max 10-Minute Call.
 - Tonight at Midnight. Yes or No?
- How many of you would be on that call?
- In less than 12 hours, 34 of 42 on average.
- Why Midnight? Why 12 hours? I need help to achieve SPEED.
- It's time for a case study...



A Real Estate Case Study

- Million Dollar PROFIT with LESS Than 12 Hours Notice, and a 10-Minute PO6 Call
- Learned about potential deal from Ralph
- Put under contract by 1pm; wired \$50K
- Sent S.O.S. at 3pm to my Power Of 6™
- Told them of MIDNIGHT conference call
- In less than 12 hours... 34 of 42 on call
- Why? I need help to achieve SPEED.



A Real Estate Case Study (cont.)

- Million Dollar PROFIT with LESS Than 12 Hours Notice, and a 10-Minute PO6 Call
 - Ralph found it
 - Chief committed \$2 million to fund
 - Josh committed to fix and fill it
 - I committed to flip it
 - We parachuted out and split \$1.76 million profit in 90 days



So what is the REAL power in The Power of 6?

Success is preordained.





Ultra Modern Loft Style Custom-Built Home

- Custom homebuilder's private residence
- 4 story
- 5,500 sq ft home with custom finished basement
- 24,394 sq ft lot (0.56 acre)





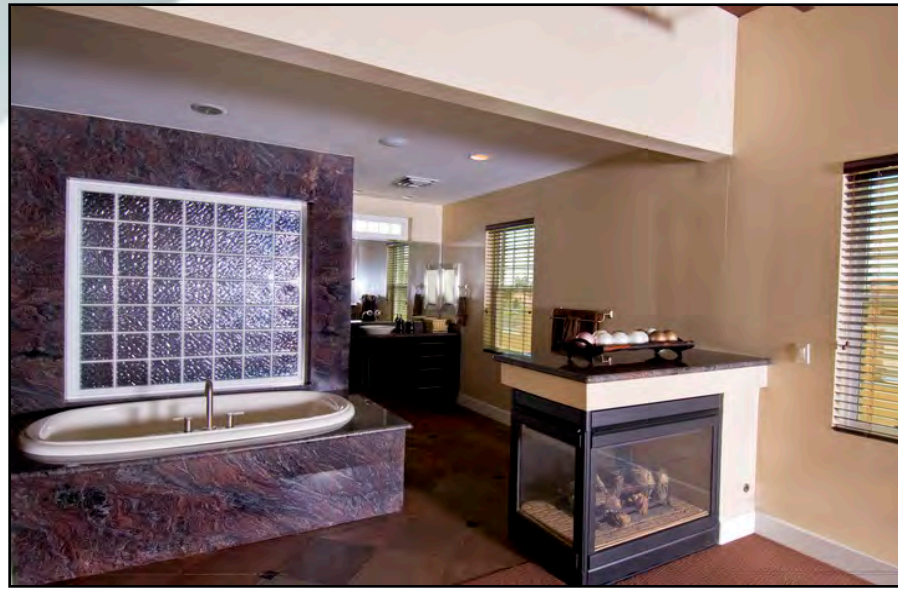
Grand living room with 30 ft
cathedral ceiling
Remote-control curtains
High definition flat screen tv
Custom dining room,
Furniture, and light fixtures





- Custom kitchen with top-of-the-line stainless steel appliances, 6 burner gas stove top
- Cherry wood cabinetry & island
- Custom cut granite countertops



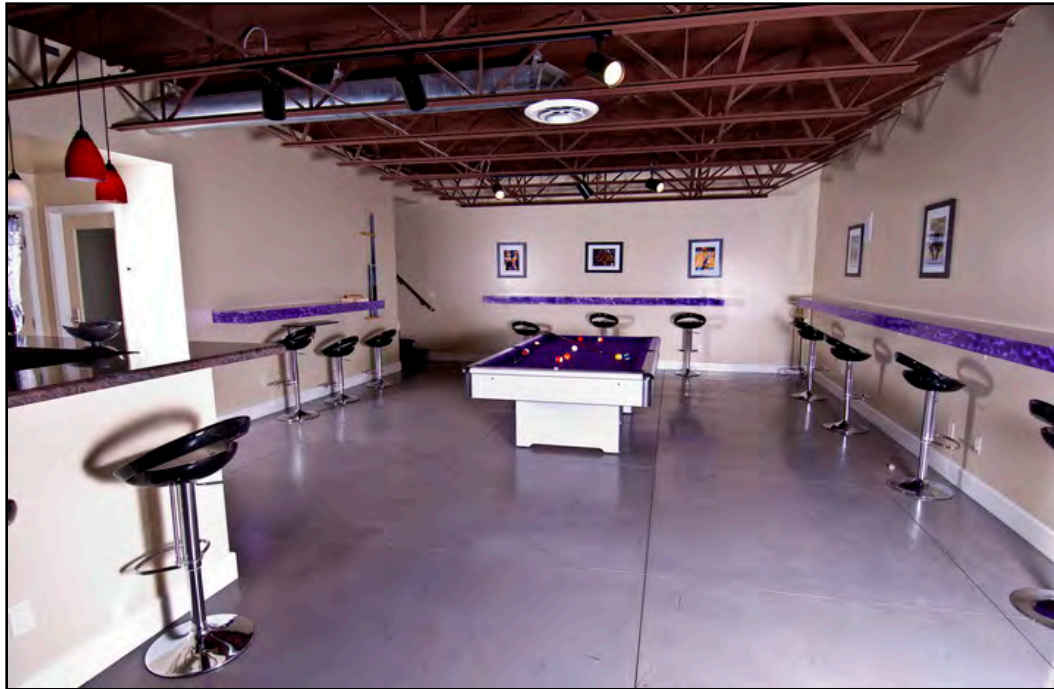


- 1,500 sq ft master suite
- Oversized jacuzzi spa bathtub
- Double-sided shower with his/her entrances
- Over-the-top shower with 8 massaging heads
- Extra huge walk-in closet





- Private 12-seat theater with an 8 x 4 ft screen
- Custom built pool table
- Wet bar with custom lighting and refrigerator
- Loft on top floor, opening to roof terrace with to-die-for views



- Huge pool and island-style jacuzzi with pebble deck coating throughout
- Patio deck with commercial sized barbeque area
- Complete children's park
- Tennis/basketball court





What would you pay for this dream home?

- Custom homebuilder's private residence on cul-de-sac
- 4 story
- 5,500+ sq ft home with custom finished basement
- 24,394 sq ft lot (0.56 acre)



So why did this warrant a midnight PO6 call?

First, imagine that you'd been invited to the call.

I shared a very short history of the opportunity:

- Built in 2007 by custom homebuilder for \$2.8MM
- Home valued at \$2,125,000
- Bank note \$1,700,000; owners being foreclosed
- 10 min to decide. I did. Plus, it came with a houseful of custom furniture. How much did I pay?
- \$618,600
- And it came with tenants (I learned later).
- There was only one problem.



Oh, I almost forgot about the view...





So we branded it...





THE VEGAS SKYBOX





PURPOSE • BUILT INVESTMENTS™

REAL ESTATE BUILT FOR INVESTORS

Steve Sundquist

Four Seasons Vacations

fourseasonsrentals2000@yahoo.com

www.vrbo.com/182111

www.vrbo.com/210926

- 20% of Gross Monthly Rent + all other expenses incurred by PM
- Does not include credit card or Paypal fees
- Answer E-mails and phone calls from prospective guests
- Interview and screen guests to insure no neighborhood disruption
- Furnish and execute contracts between guests and Owner
- Keep website calendars current
- Collect monies from guests
- Prepare a detailed monthly statement to the Owner showing monies received and all expenses
- Supervise all home service providers (gardener, pool and maid service)
- Contract with repair people as needed
- Maintain routine supplies (paper towels, laundry detergent, toilet paper and dishwasher soap)
- Maintain and replace bedding, towels and accessories as needed
- The Owner will pay the utility companies and monthly service providers directly



PURPOSE BUILT
INVESTMENTS™
REAL ESTATE BUILT FOR INVESTORS

Deborah Williams

702-239-0177

<http://www.homeaway.com/vacation-rental/p256875#propertyInquiry>

Property Management Fee: 30%

- Does not include credit card or Paypal fees (2-3%)
- 1-year agreement required (lower management fee for longer agreement)
- Posts on 5-6 different websites
- Handles all bookings and receipt of money
- Will coordinate interior design of home, cost of decoration paid by owner
- Handles lawn and pool maintenance, at owner's expense
- Arranges cleaning service after each guest
- Filter inquiries to guarantee no obnoxious renters

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lasvegascorporaterentals uses Flickr – so can you!

Flickr is a great way to stay in touch with people and explore the world. It's free and fun!

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Slideshow

short term rentals las vegas



The Vegas Skybox Tennis/Basketball Court - best of the las vegas corporate rentals

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luxury executive villa close to the strip



The Vegas Skybox backyard - las vegas corporate rental

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las vegas corporate temporary furnished



The Vegas Skybox Kitchen - corporate rentals in las vegas

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las vegas corporate rentals



las vegas corporate rentals3



las vegas corporate rentals2



Google Knol with Optimized Pictures, Descriptions and Links to Domain



Luxurious View - Short Term Rentals Las Vegas

There are a lot [luxury executive villa close to the strip](#). But uncovering the right short term rental house for your corporate stay or extended stay is another story. Navigating the promotions takes time.

Las Vegas Corporate Lodging with a Pool and Spa,

Family-Friendly, Corporate Housing - With A View To Die For.



We are devoted to giving the most memorable executive rentals las vegas. This is a Corporate Oasis with the quality and the rejuvenation you deserve. The Vegas Skybox is a grandiose furnished extended stay villa and

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REAL ESTATE BUILT FOR INVESTORS

Marketing – Advertising

- **VRBO:** <http://www.vrbo.com/286781>
- **ClassifiedsforFree.com:** <http://www.classifiedsforfree.com/free-ads/details/171843438/ultimate-vacation-rental-4-mins-from-strip.htm>
- **Kijiji.com:** <http://lasvegas.kijiji.com/vacation-rentals/las-vegas/ultimate-vacation-rental-4-mins-from-strip-view-to-die-for/?ad=1468179>
- **HomeExchange.com:** <http://homeexchange.com/show.php?id=119181>
- **Backpage.com:**
http://lasvegas.backpage.com/VacationForRent/_695_4br_ultimate_luxury_4_mins_from_strip_view_to_die_for_/classifieds/ViewAd?oid=2564914
- **FreeAdPosting.com:** http://www.freeadposting.com/free-classifieds/ct/vacation_rentals/md/details/id/7213230
- **Hot-Web-Ads.com:** <http://www.hot-web-ads.com/view/adId/274790.html>
- **AdPost.com:**
http://www.adpost.com/us/homes_offices/1549738/?session_key=2843d931f42dd9d0d61965d4f7301bee



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Linking Campaign Using The Following Web 2.0 Properties

Each Web 2.0 Property and it's RSS feed are pinged, bookmarked, and aggregated to formulate a network of links helping to rank the Domain for Targeted Keywords

- Flickr
- Weebly
- Scribd
- Wordpress
- Tumblr
- Blogger
- Twitter
- Zimbio
- YouTube
- Hubpages
- Wetpaint
- Squidoo
- Wikihow
- Feedburner



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Marketing – Other

- Other things in progress
 - Websites (multiple)
 - E-brochures
 - Ideation/Masterminding
 - PR
 - Video tours
 - Strategic hosting
 - Trade-outs
 - Investor Gathering Feb. 9th (one week from tonight)
- **THIS WAS MARKETING A DECADE AGO!**



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Month-to-Month Comparison (January – December 2010)

Month-to-Month Comparison 2010

Month	Occupancy	Gross Rental Income	Expenses	Net Rental Income	Operating Costs	Profit	\$/Unit
Dec 28 - Jan 31	38.71%	\$10,819.16	\$3,403.44	\$7,415.72	\$931.60*	\$6,484.12	\$190.71
Feb 1 - Feb 28	64.28%	\$13,969.20	\$3,971.14	\$9,998.06	\$1,887.82	\$8,110.24	\$238.54
Mar 1 - Mar 31	29.03%	\$7,060.80	\$2,201.42	\$4,859.38	\$1,783.49	\$3,075.89	\$90.47
April 1 - May 2	65.63%	\$16,246.00	\$4,789.28	\$11,617.27	\$3,712.36	\$7,904.91	\$232.50
May 2 - May 31	100.00%	\$15,174.42	\$2,931.40	\$11,943.02	\$5,025.63	\$7,217.39	\$212.28
June 1 - June 30	100.00%	\$15,697.67	\$3,325.58	\$12,372.09	\$6,086.09	\$6,186.00	\$181.94
July 1 - August 3	100.00%	\$18,607.91	\$3,901.02	\$14,706.89	\$8,520.89	\$6,186.00	\$181.94
August 3-31	66.67%	\$13,027.20	\$3,544.90	\$9,482.30	\$3,808.61	\$5,673.69	\$166.87
September 1-31	56.67%	\$12,800.00	\$3,304.00	\$9,496.00	\$3,577.43	\$5,918.57	\$174.08
October 1-31	41.94%	\$8,900.00	\$2,402.00	\$6,498.00	\$4,983.68	\$1,514.32	\$44.54
November 1-30	53.33%	\$10,500.00	\$2,490.00	\$8,010.00	\$3,986.34	\$4,023.66	\$118.34
December 1 - Jan 3	-	\$14,785.00	\$3,661.30	\$11,123.70	\$2,680.60	\$8,443.10	\$248.33
TOTAL	65.11%	\$157,587.36	\$39,925.49	\$117,522.43	\$46,052.94	\$70,737.89	\$173.38



It went so well... so quick... I bought
another one 6 weeks later and
branded it...



The Vegas Sandcastle



The Vegas Sandcastle

Month-to-Month Comparison 2011	
Month	Gross Rental Income
January 3 - 31	\$2,200.00
February 1 - March 7	\$9,600.00
March 7 - 31	\$9,500.00
April 1 - 30	\$10,700.00
May 1 - 31	\$7,806.55
June 1 - 30	\$9,836.07
July 1 - 31	\$6,557.38
TOTAL	\$56,200.00
Annualized	\$96,342.86



The Vegas Sandcastle

Then, once all the kinks were worked out, we 'juiced' returns by converting to a fractional ownership model for investors.



So what's the Point?



Your Success Philosophy Should Be Simple

Do
Fewer Bigger Things
with
Fewer Better People
through
**Fewer Deeper
Relationships**



So How Many Of You Are
Interested in Seeing the
Killer Vacation Rental Deal
that Dave and I Recently Did?



The 'Redneck 7' Luxury Vacation Rental Resort



Seriously, how do you put
your real estate or real
estate business on
steroids?

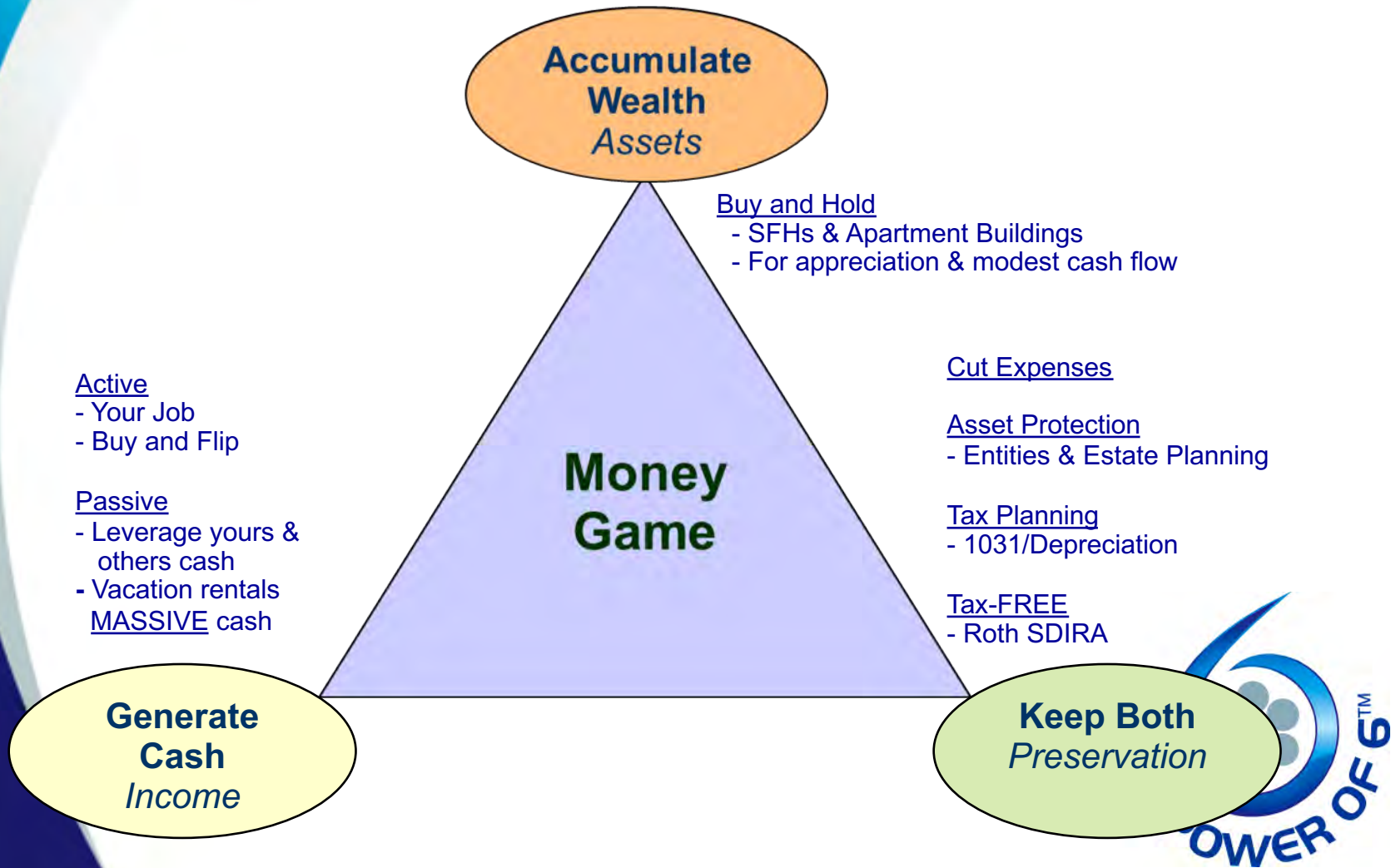
Simple.

3 things.



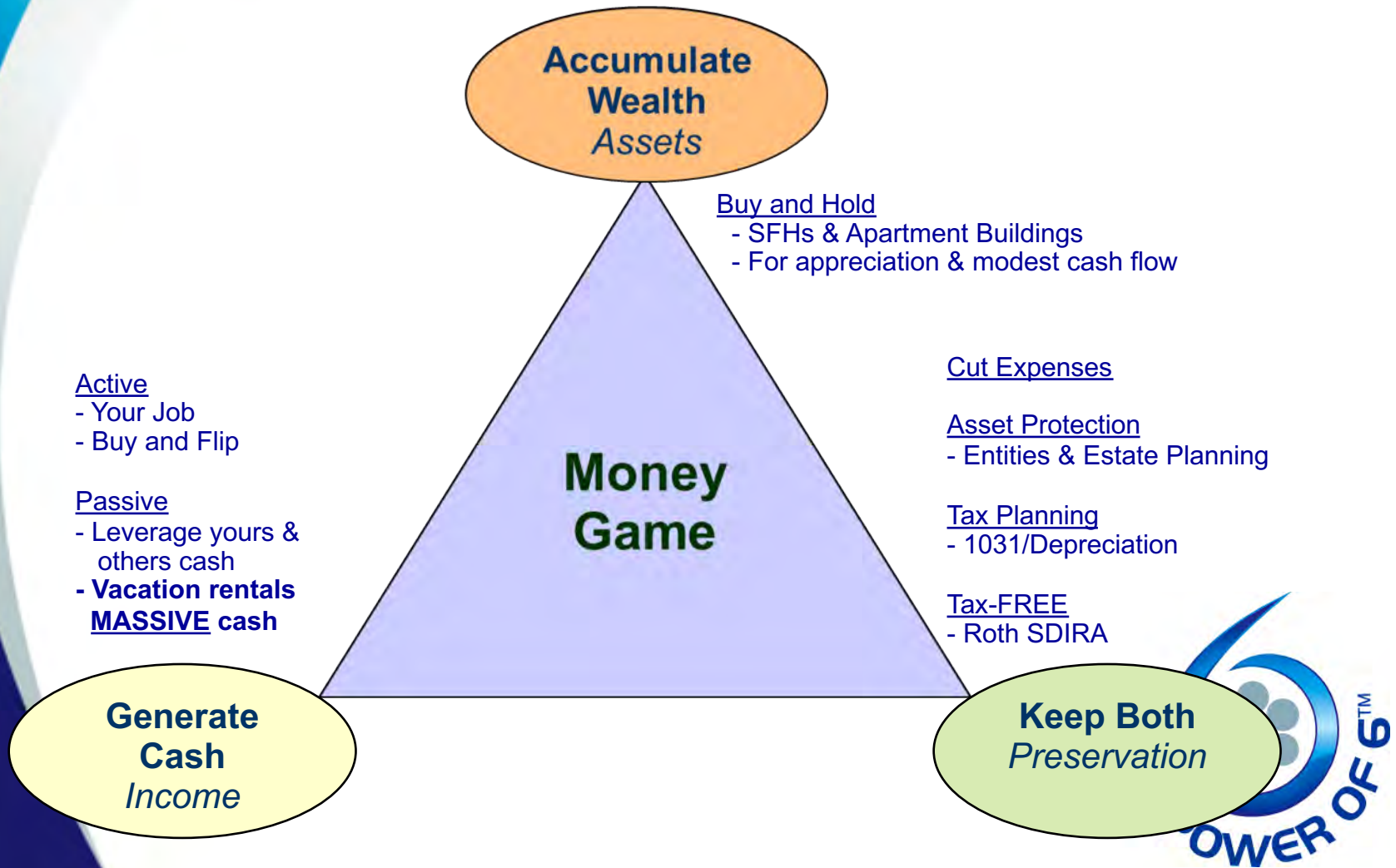
#1. Master the Money Game.

We MUST Master It for Ourselves and Our Family.
And It's Easier To Do It TOGETHER Than Alone.



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#2. Know your why.

If not for you, who?

And ask yourself...

If not now, when?

#3. Surround yourself with
Fewer Betters. Do NOT
try to do it all yourself.



And last but not least...





**Thanks to the LuxHomePro
team.
And thanks to you.**