



“Secrets of Real Estate Syndication Success”

**How To Leverage Your Real Estate Knowledge And Experience
To Create Massive Wealth In Any Real Estate Market
At Any Time In Any Place!!**

The Most Pressing Questions From our Clients and Audience Members About Successfully Syndicating Real Estate

- Part One -

“The Most Important Questions of All”

Introduction

Joel G. Block has been syndicating real estate and other assets for years. He learned this business from the brightest people on the planet, starting with his days at Price Waterhouse, and he has added a few of his own twists along the way. He presently has clients who pay handsomely to help them learn how to syndicate property, but one client in particular made the request for Joel to teach these little known methods to a wider audience.

Based on the demand, clearly, many people want to learn how to pool money to be able to buy bigger and more profitable pieces of real estate. The material that follows is an accumulation of the questions that people have been asking Joel as he prepares for this upcoming seminar.

Although the concept of syndication is frequently associated with real estate, it is not limited to it. Joel has been involved in the successful syndication in numerous real estate ventures, plus the syndication of other assets, as well as counseling other promoters on successful syndication strategies. He is also involved in film financing and invests in early stage companies and other opportunities.

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Question

What’s the difference between a “successful syndication” and a “successful syndicator”?

Answer

Many people put together a group of investors, or syndication, on a one-time basis. But very few are successful in doing this process repeatedly. The single biggest difference between putting together one deal and putting together a number of deals is the way that you structure the deal with the investors so that they come back to you repeatedly. Running a syndication business is a business – it’s not a one-time operation. Therefore, all of the revenue streams and all of the business techniques that apply to every kind of company also apply to a syndicator. They have to be concerned about maximizing business operations so that profit can be maximized. It’s not as simple as making a one-time investment. Running it as a business means that you’re going to have success in the short run and in the long run.

Question

How do you keep smiling all the way to the bank?

Answer

The syndication business is a license to print money. Because you're using other people's money, you get enormous leverage in all of the activities you engage in. The syndicator is responsible for making critical decisions about which property to purchase, how to carve up the pie and how to make money for all the investors and other parties involved. Because the syndicator is responsible for these important factors, the syndicator is the one who takes the profits, and those profits, as I will show you in this program, are enormous. There are many different ways that syndicators can make money, including brokerage fees, real estate acquisition and disposition, mortgage fees, property management fees, leasing fees, and maintenance company fees, as well as backend profits from the deal. There are many opportunities for a syndicator to make a great amount of money, provided that the syndicator handles it correctly and runs it as a responsible business.

About Joel G. Block



Joel Block sometimes jokingly refers to himself as a “serial entrepreneur,” but with just a brief glance at his business background and history, the name seems more than appropriate. Often dubbed a growth architect by his clients, Joel thrives in overcoming business start-up challenges, positioning each company to achieve its highest potential.

Joel began his career as a CPA with the prestigious firm of Price Waterhouse. During his time with the company’s entrepreneurial services group, Joel was exposed to the syndication business. Intrigued by it, he left Price Waterhouse in 1986 to start his own real estate syndication firm, raising several million dollars in a short amount of time and ultimately building a property management firm of more than 40 employees with a syndication portfolio exceeding \$15 million and real estate assets under management exceeding \$100 million.

With his first entrepreneurial adventure an overwhelming success, Joel continued honing his business acumen with the creation and marketing of Financial Fax – a personalized “newspaper” of selected stock market information. Joel is most proud of this success, which resulted in a partnership with the *Los Angeles Times* and affiliations with an additional 35 major US newspapers and radio stations. This highly innovative venture was later sold to the LA Times.

Soon thereafter, Joel was retained by the *Dallas Cowboy Insider* publishing company to jump-start its lagging fax publication. Demonstrating a dramatic growth in just three months, Joel was soon asked to serve as president and publisher of what was to become the largest fan-based faxed newsletter in the world.

Since founding Growth-Logic in 1995, Joel has had the opportunity to do what he most enjoys...that is, teaching others to be successful. Very much an out-of-the-box strategist, he advises companies on how to be more profitable in their entrepreneurial ventures through innovative means. “I’m very deliberate about architecting and planning,” notes Joel. “I’ve already accomplished what most businesses are trying to do.” One of the most important ways that Joel assists his clients is by helping them identify the destination or the “dot,” as he calls it, and then continuing to monitor them to ensure that they stay the course and recognize the most success possible in their ventures.

A best-selling author, Joel is well known and respected in his field, both nationally and internationally. He seeks opportunities to assist start-up, pre-revenue, and middle-market businesses in a variety of industries through his advisory services and professional speaking engagements, including conferences, workshops, telephone seminars, and appearances at universities. He’s also been a contributor to such publications as the *Wall Street Journal*, *Los Angeles Times*, and *Investors’ Business Daily*, allowing his knowledge to reach hopeful entrepreneurs worldwide. This personal contact with those striving to increase their business sales and revenue is something that Joel enjoys to the utmost, and he finds it exciting to share with young businesses his unique ability to identify, create, and structure opportunities. Because of this successful advisory work, Joel is often invited to join as a principal in the organizations he advises.

As ‘America’s Business Growth Guru,’ Joel’s media-coined title, he accelerates organizational growth, helping both new and existing businesses recognize their greatest potential and retain their competitive edge in our growing global marketplace.



GROWTH-LOGIC, INC.

Growth-Logic, a national advisory practice specializing in growth management issues, creates momentum and hypergrowth, enabling companies to plan, optimize, and take full advantage of their opportunities. Our role is to position or reposition business assets so clients can maximize profits. This means increasing sales and revenue – creating gravity so the business will succeed in attracting key personnel, quality customers, exceptional clients, and suitors. We do this by architecting growth, implementing the growth strategies, and facilitating strategic infrastructure programs. Our goal is always to enhance value by maximizing sales, profits, and people.

Growth-Logic works with entrepreneurs in groups and advises companies one on one by applying a variety of proven techniques or by implementing programs such as the one described below. Each of the programs that we offer has delivered incredible results to the participating companies. These companies include start-ups, middle-market companies, Fortune 500s, and not-for-profits – all in a variety of industries and located throughout the U.S. Some of the signature programs that we provide include:



Organizational Bullseye™

Make sure that everyone in your organization is aiming at the same “dot on the wall” by creating an Organizational Bullseye™. By defining your organization’s “cause, vision and mission,” you will gain control of those who stray from the most important goals and will get the most out of everyone on your team.



Entrepreneurial JumpStart™

For early-stage companies that are looking to raise capital or to create extremely powerful plans for their ventures, the Entrepreneurial JumpStart™ program is for you. The 12 independent modules take a young company through every aspect of the start-up cycle, creating a nearly foolproof plan—which can be fundable—at your option.



Earn-Out Maximization

For the successful entrepreneurs who sell their companies and are offered a “once-in-a-lifetime” opportunity to take as many chips off the table as possible, this program helps to maximize that opportunity. As someone who has sold a company to a Fortune 500 company, Joel knows what can go right and wrong. Because you have just one chance, you cannot afford to make any errors in optimizing your earn-out.



Debt and Capital Engineering

Assembling capital for your company can be the most complex—but most important—decision that you make. Capital can be very expensive—or very inexpensive—depending on how you structure your deals. This program has been designed to ensure that you engineer your debt and equity capital transactions in a way that promotes business growth in the most efficient way possible.



High Impact Sales Programs including: Creating Buyers and Creating Detectives

It all starts with sales and maximizing revenue—the highest goal of Growth-Logic. We have numerous programs that assist in enhancing revenue and gross margin. From our signature Creating Buyers programs that get prospects to beg to become customers to our specialty programs that teach “non-sellers” to detect when they have information that can advance the company’s sales opportunities.



Workshops to Meet a Variety of Company Needs

Growth-Logic can customize any of its programs to meet the needs of our clients. From company retreats to board meetings and stockholders’ meetings, we can create a program that will stimulate all of the attendees. Please contact us for more information.



Facilitation of Corporate Programs and Moderating Panels of all Kinds

Joel G. Block is a professional speaker, facilitator, and moderator. He has moderated some of the most difficult panels, including those stocked with financial and scientific experts. He makes the panelists look great, while providing the audience and participants with a great program that everyone will rave about afterward.

For More Information

If you would like to obtain more information, to speak with us about a project, or to enroll in one of our powerful programs, please contact us at www.growth-logic.com or www.joelblock.com.