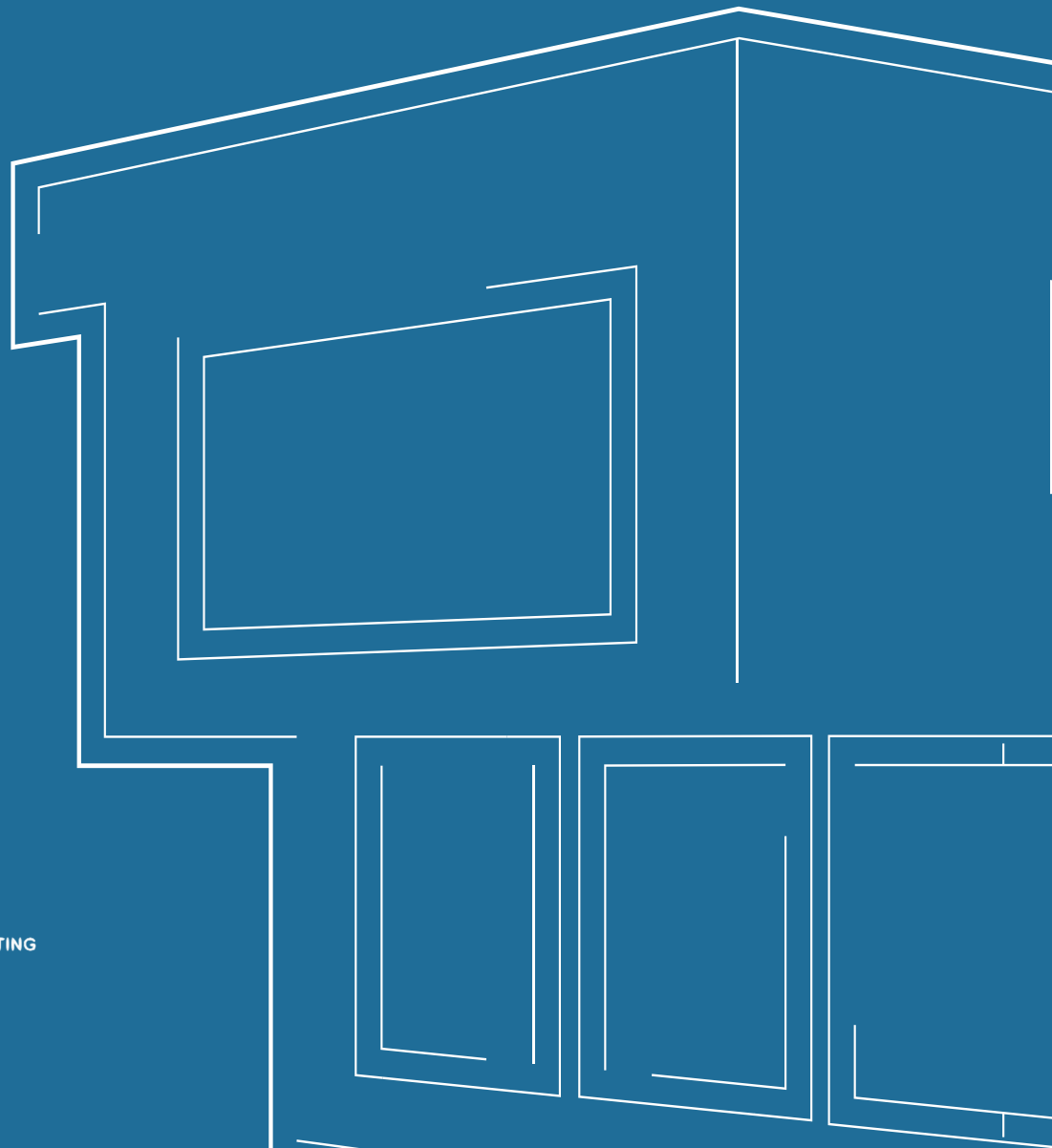


# Independent Private Money Broker Certification Program

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*A helpful guide for those entering real estate brokering*

THE  
**LeeArnold**  
SYSTEM OF REAL ESTATE INVESTING



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# Welcome

Hello Future Broker,

I am so happy to introduce you to my Private Money Broker Certification course. I know there are a number of options out there, but to help you choose, I want to highlight the basics of our course, and the reasons why it's unlike other programs.

The following information will give you a general overview of our course- benefits, topics, next steps, etc. As to the differentiators, while there are many, the biggest has to do with our private money company Cogo Capital offering you wholesale pricing on all your deals.

**LAS Certified Brokers: 1 point**

**LAS Senior Brokers: 2 points**

**LAS Master Brokers: 3 points**

Cogo Capital is structured to give both asset based loans and logic based, so you can close all logical loans. Offering this incentive also supports our overall mission as a family of companies, which is to help all our customers (brokers, lenders and borrowers) reach financial freedom.

**To learn more about me or my family of companies, please visit:**

Lee Arnold System of Real Estate- For Education

[leearnoldsystem.com](http://leearnoldsystem.com)

Cogo Capital- For Borrowers

[cogocapital.com](http://cogocapital.com)

Secured Investment Corp- For Lenders

[securedinvestmentcorp.com](http://securedinvestmentcorp.com)

If you have any questions regarding the program, or if you'd like to sign up for our next course, please contact [1-800-971-5988](tel:1-800-971-5988) to directly speak with a member of our very helpful staff.

Thank you for your time.

I look forward to working with you,  
Lee Arnold

# Program Description

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## Certification Course Benefits

**Upon completion of the course, the Independent Private Money Broker will be able to:**

- **Describe the basic function of an Independent Private Money Broker.**
  - **Describe the attributes of the target borrower (client.)**
  - **Understand the basic requirements of the private money lender.**
  - **Describe and apply the basic tenants of marketing for their Independent Private Money Broker business.**
  - **Understand the basic underwriting and loan funding process.**
  - **Complete a basic loan application and loan file.**
  - **Take and pass the Independent Private Money Broker Examination.**
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The Broker Certification Program is designed to train broker candidates to be Independent Private Money Brokers.

Topics include sound business practices, strategies in marketing, the borrower, the lender, the broker, prospecting and networking for leads, positioning for more sales and closings, target deals, the application, basic underwriting & the loan funding process.



The Broker Certification Program is a 4 day course consisting of a series of PowerPoint presentations delivered in lecture format. It also includes the Brokering Case Studies Roundtable activity as well as the optional Mastermind activity. The student workbook contains copies of each of the slides of the PowerPoint presentations with a series of missing information requiring students to fill in the blanks during the training. On the morning of the 4th day there is a 100 question certification test based on the information presented during the training. The course culminates with a Course Evaluation that the students fill out on the training and a graduation where students who passed the test are presented with their certification and USB drive resource.

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## **Pre-Program Video**

**Part One: Entity Set Up and Territory Requirements**

**Part Two: Marketing for Success**

**Part Three: Brokering Commercial Real Estate Deals**

**Part Four: From Application to Underwriting to Closing**

**Part Five: The Target Deal: What Deals Attract Funding Faster**

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## **Course Topics**

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1. The business of being an independent private money broker
2. Create a power team to find deals, money and close deals
3. Know the detailed roles of the borrower, lender and you
4. Learn to generate, qualify and keep leads rolling in
5. Loans- from application to underwriting
6. Brokering case studies round table
7. Marketing your business

# After the Course

After successful completion of the course, certified private money brokers will receive access to the complete broker back office as well as their online web page. The broker back office contains social media marketing resources, sample forms and documents, recordings of past BCP trainings for review, statistics from their personal squeeze page and access to their squeeze page data base of leads.



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## Whats Next?

When you are ready to extend your reach and leverage as broker, you can become a Senior and Master broker (also receiving improved wholesale pricing at every level). Here is an overview of your growth plan.

**This 4 day Broker Certification Program course is the first in the five course Broker Training Series that includes:**

- **4 day (32 hours) Broker Certification Program**
  - **2 day (18 hours)Senior Broker Training**
  - **2 day (18 hours) Master Broker Training**
  - **2 day Master Broker Training Energizer (in development)**
  - **2 day Commercial Broker Training (in development)**
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# Conclusion

No matter where you have been, we can help you achieve financial success through brokering and eventually, by being a passive investor through our High Yield Fund. The course is meticulously create and led by some of the best mentors in the industry. We are constantly receiving no lower than 8/10 on our certification reviews. And again, those 8s are the lowest.

Contact **1-800-971-5988** to register, and start your pre-course work today.