



SIMPLE AF

income

THE TOP SIX SECRETS TO
SUCCESSFULLY
SCALING
YOUR REI BUSINESS

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1

FOCUS ON A PASSION

Take a moment and consider what parts of your business light you up. If you aren't building a business doing something you love, change it. If there are tasks in your business that drain you, then hire out for those things. The MORE focused you are on your area of passion the more motivated you will feel, AND the more money you are bound to make. Why is this important? It's all about the universal Law of Attraction: When you operate in a frequency of abundance and joy... this is what is attracted back to you. Ask yourself which part of your business lights you up, and inspires you to greater heights? Anything you are doing that doesn't do this, STOP IT. Hire it out. When you are aligned with your inner passion you will be an unstoppable force. It's not so much about the hustle... it's about inspired alignment. Your inner motivation and drive will lift you to greater heights as you align with your passion. When things are difficult you won't be as tempted to throw in the towel. How wonderful would it be to wake up every day excited to scale your business and increase your income doing something you love, and maybe even comes naturally to you? If your work is draining, then you will feel drained. If your work is inspiring and motivating to you it FUELS you to greater heights. Passion for your business is one of the keys to long-term business success.

2

COMPLEMENTARY PARTNERSHIPS

Build relationships with KEY people that bring something to the table that you don't do well but NEED in order to work smarter not harder. Use each others' services, and promote each other's businesses. You will want to find an investor friendly Title Company, an investor friendly real estate attorney, private money lenders, local cash buyers, Realtors (if you are flipping), bookkeeper, CPA, and of course Simple AF to complete your "Team"

3

AUTOMATE

Time is saved when you create systems of processes for everything you do more than once. When tasks are automated and have a system you can have someone else do them for you. Simple AF's automation shortens your sales cycle and generates revenue more quickly. You can find out how at our website.

4

DELEGATE

As a business owner, you must shift from doing everything yourself to focusing ONLY on Income Producing Activity. Smarter not harder means delegating EVERYTHING you possibly can to free yourself to spend time steering the ship rather than mopping the deck. If your time is worth \$300/hr it makes a lot of sense to hire a VA at \$3-5/hr or even a Virtual COO at \$20-30/hr to handle tasks that have to get done but you don't want to do. This is an example of an opportunity cost: just because you can do it or ARE doing it doesn't mean you SHOULD be doing it. Allowing others to take duplicatable tasks off your plate frees up your time and also encourages intrinsic motivation for your team. If training someone is overwhelming for you and you don't know where to start SIMPLE AF can help. We make it easy to delegate with a Virtual COO. They are already trained in the SIMPLE AF system! Examples: Signed contract? ONE click of a button will email the signed contract to the Title Company with an email that includes ALL the pertinent info including seller/buyer contact info copy of signed contract emailed to the seller/buyer along with YOUR custom welcome email explaining the next steps and process along with requests for corporate docs, seller info sheet, etc Email your TEAM that you are ready to market the property by automatically reminding you to check to make sure the marketing is live, check for a need for a price drop. Plus soooo much more!

5

SYSTEMIZE AND VIRTUALIZE

Let us take the time developing custom systems that allow your business to function at the highest level of efficiency. Going online for your backend office allows you to be able to work from anywhere. Your team can be virtual, and you can save so much money not having to have a brick and mortar office!

6

REVIEW AND MEASURE

Change your mindset to working ON your business, and hiring others to work IN your business. A key component of this is reviewing the work that has been accomplished. Daily and weekly reports can easily be run to ensure your team is following procedures. Measuring your marketing efforts is a key component, ensuring you are spending your dollars wisely and there is return for your dollar.



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