

PLAN FOR SUCCESS

OUR PLAN TO HELP YOU CREATE A MORE
SUCCESSFUL AND REWARDING YEAR IN 2010

Coaching Calls ♦ Expert Interviews ♦ Networking ♦ Forum Discussions ♦ Accountability

February *Success Team* Now Forming. Register by Feb 05. Classes Start Feb 09th.

Give Us 30 Days and We'll Give You The Tools, Training, and Network

The NFSTI 2010 **PLAN FOR SUCCESS** can help you immediately become more successful. **The Default Industry in 2010 is somewhat uncertain ... your success cannot afford to be.** That's why we have created our best **PLAN FOR SUCCESS** ... to help you achieve your 2010 goals, and successfully navigate the choppy waters of this market.

We have organized over 60 specific coaching sessions, interviews with experts, online forum discussions, networking events, monthly state of the market reports, and personal accountability measures all so you can have a more successful year.

NFSTI, a recognized and successful training institute for over 4 years, has developed a national networking system, an aggressive personal development schedule, and an ongoing interview with experts series to keep you in the loop and connected.

When you join our February *Success Team*, you will participate in over 30 different coaching calls, 30 discussion groups, 3 interviews with experts and you can pick and choose the exact calls that would most benefit you, or you can complete all the required sessions and earn an NFSTI Certification. (Whatever is best for you and your business)

Without meeting you first, we do not know what goals/plans you already have set for a successful 2010. If you already have a plan in place, then we would like to congratulate you on your commitment to personal business growth and excellence. For those of you who do not have a plan for 2010 . . . then let NFSTI assist you with top-notch training and techniques'. Best of all . . . for the value you will receive, it's the absolute most affordable group coaching option in the country ... and that is our guarantee.

Following is our 2010 **PLAN FOR SUCCESS**. If you [Register by February 05, 2010](#) and are one of the **first 300** to register you can participate for **only \$99**. You will have unlimited access to every coaching call, every discussion board, and every interview for the month of February.

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Class Begins February 09th

[CLICK HERE TO REGISTER](#)

PLAN FOR SUCCESS

30 DAYS - EVERYTHING INCLUDED

\$99.

Limited to First 300 Agents

THE PHILOSOPHY, MINDSET AND PLATFORM BEHIND YOUR 2010 PLAN FOR SUCCESS

When we set out to develop the ultimate success plan we considered many factors relating to Default Servicing success. The following five key items stood out among the rest, and they became the principal ingredients for the platform of this plan.

Here Are the Five Keys to Default Servicing Success

- **Market Awareness & Current Industry Information** - We believe that for you to be more successful, you need a current, reliable and well informed source, or sources, of industry information and you need to dedicate time to being well informed about what is really happening throughout the Default Servicing Universe.
- **Networking** - A strong, well balanced social and business network is vital to long term success in any real estate market. 'Who you know' and, 'who they know', is just as important as 'what you know'. We have a high level of networking infused throughout the lessons and workshops of this plan. You also have an Executive Membership Group actively making industry connections and establishing network relationships.
- **Education** - Education is a key component to a real estate agents success. Keeping current on industry best practices and strategy is, in itself a best practice. Over the next 30 days, you are going to be exposed to over 12 hours of Default Servicing Core Curriculum, you will learn from 8 hours of Industry Expert Interviews including Q&A sessions, and be involved in dozens of planned online forum discussions.
- **Business Skills Training** - When the market is soft, you need to be strong. Right now, we believe that agents with sharper selling skills, better communication skills, more polished marketing messages, and a better handle on technology will out produce, receive more assignments and be more successful than their competition. This plan is loaded with a comprehensive 16 part REO Selling Skills certified coaching program. Month two (2) brings another 12 hours of branding, marketing, business planning, goal setting and more.
- **Personal Growth & Mindset** - You are at the very core of your success. The beliefs you have and the actions you take are the direct cause of the success you will or will not achieve. This plan pushes you to believe that more is possible, and that you have the power to influence your results. You will be pushed by an aggressive personal and professional development schedule with classes three times a week, each containing follow up forum discussions. You will be challenged to share valuable information with other members of our network, and you will be consistently reminded that keeping a positive mindset and taking steps on your action plan are daily habits leading you to your desired future.

**We can't guarantee your results because that involves a variable called 'you'.
We do guarantee, however, that we will deliver quality information, connect you to other top
agents throughout the country, provide motivation and
push you be the best you can be in this industry.**

THE PROFESSIONAL DEVELOPMENT SCHEDULE

EMPOWERING YOUR 2010 GOALS

PLAN FOR SUCCESS

We have a very aggressive personal and professional development schedule lined up for you. Each week, for 4 consecutive weeks, you will have 3 group coaching sessions, participate in 1 Industry Expert Interview and several forum discussions. There are specific guidelines to achieve certification, or if you prefer, you can opt-out of the certification track and just pick and choose the coaching sessions you wish to attend. Final Exams are always at the end of the month for those seeking NFSTI Certification.

All coaching calls & webinars are recorded and are available for playback within 48 hours of your call. Each coaching session includes a coaching call, workbook and follow up discussion. (Webinars are used periodically depending on the nature of the material being covered.)

Graduation & Certification Requirements

Both DS-CORE™ and RAZOR SHARP REO™ offer a certification upon completion of all requirements. Following are some guidelines to better prepare your for successful certification.

- **Daily Lessons** - Tues., Wed. and Thurs. are coaching days. If you miss a class, that's fine, but it's important to know that questions for the final exam come from major sections of each lesson. All coaching lessons are recorded and available for playback. If you miss one, it is a good idea to listen to the playback and follow along with your workbook. Be sure to write down any questions for the Q&A review sessions.
- **Certification Term** - Your certification will be valid for one year. To keep your certification current, you will need to re-pass the test in 12 months. As an active member, you are welcome to retake the class and test at anytime free of additional charge.
- **Final Exam** - You have the opportunity to take the exam once per month. You must pass with an 80% or higher to earn NFSTI 2010 Certification. Friday, February 26th from 11:00 AM - 12:30 PM (EST) is the next final exam.
- **Certificate of Completion** - Upon successfully passing the final exam, you will receive an NFSTI Certificate of Training. In the mail with your Certificate of Training will be an NFSTI Certified REO Specialists lapel pin, and instructions on how to download your electronic logo for display on your website, marketing materials and emails.



DS-CORE™ - Default Servicing Core Curriculum

Default Servicing Core Curriculum Interactive Coaching Sessions

Default Servicing Core Curriculum is a comprehensive training program designed to Buff-Up your REO Expertise and set a solid foundation for immediate business growth. Think of it like the Top Ten most important fundamentals to running an REO business.

What separates this program from any other, is that it's constantly being updated with current industry information. This program includes an online library of over 70 articles relating to the core material. New articles are added weekly. Core topics change when the market demands a shift in business practices or understanding.

BRAND NEW - This material has been revised specifically for running the most successful REO Business in 2010 possible. Learn from Dan Waterman, SR. REO Instructor of NFSTI as he personally trains and certifies you.

Feb 09, 2010 - Tues.	DS-CORE #1 - REO Fundamentals
Feb 10, 2010 - Wed.	DS-CORE #2 - General Guidelines
Feb 11, 2010 - Thurs.	DS CORE #3 & #4 - Setting Up Shop & From Agent to Team
Feb 16, 2010 - Tues.	DS CORE #5 - Acquiring Assets & Listings
Feb 17, 2010 - Wed.	DS-CORE #6 - Valuation Best Practices
Feb 18, 2010 - Thurs.	DS-CORE #7 - Property Management
Feb 23, 2010 - Tues.	DS-CORE #8 - Bookkeeping Best Practices
Feb 24, 2010 - Wed.	DS-CORE #9 - Industry Cycles
Feb 25, 2010 - Thurs.	DS-CORE #10 - Related Fields
Feb 26, 2010 - Fri.	DS CORE #11 - Q&A Review and Final Exam

RAZOR SHARP REO™ - Default Servicing Selling Skills

Razor Sharp REO Interactive Coaching Sessions

RAZOR SHARP REO™ is about studying and mastering the fundamentals of the selling profession. Not only will you be studying some of the most successful and revolutionary ideas relating to selling, but you will also be collaborating and sharing ideas with the other members of the group on how this applies to Default Servicing. The objective is to collaborate with other members of the group and identify how to close more sales, pick up more listings, and make more asset manager connections.

In the next 30 days you will complete 12 High Energy and Informative Coaching Sessions. You will complete 12 workbook sessions, participate in 12 Q&A discussions, read and contribute your thoughts to 12 related and on-going forum discussions, take 12 quizzes and 1 final exam. Upon Graduation you will earn the Razor REO Certification.

Feb 09, 2010 - Tues.	RAZOR #1 - The Sales Process
Feb 10, 2010 - Wed.	RAZOR #2 - Prospecting for Profits
Feb 11, 2010 - Thurs.	RAZOR #3 - Phone Strategies (1, 2, 3 & 4)
Feb 16, 2010 - Tues.	RAZOR #4 - Emotional Selling
Feb 17, 2010 - Wed.	RAZOR #5 - Advanced Listening Skills
Feb 18, 2010 - Thurs.	RAZOR #6 - Asking Superior Questions
Feb 23, 2010 - Tues.	RAZOR #7 - Planning a Powerful Presentation
Feb 24, 2010 - Wed.	RAZOR #8 - Handling Common Concerns
Feb 25, 2010 - Thurs.	RAZOR #9 - Referral Prospecting
Feb 26, 2010 - Fri.	RAZOR #10 - Q&A and Final Exam

INTERVIEWING the EXPERTS™ - Weekly Discussion Group

Razor Sharp REO Interactive Coaching Sessions

Join Dan Waterman as he interviews Default Servicing Experts throughout the industry. Each week Dan introduces and interviews another Industry Expert. Interviews are always relevant to current market conditions. Topics include the economy, industry movement, operational efficiency, task management, REO, principal reduction loan modifications, short-sale, and more.

Dan always asks our Experts the important questions and then hosts a live Q&A session. All interviews are followed by a continuation of forum discussions started during the interview.

Feb 11, 2010 **IX #1** - Past, Present and Future of Outsourcing

Feb 18, 2010 **IX #2** - How to Market Yourself on Online Networks

Feb 25, 2010 **IX #3** - BPO Best Practices

ANSWERS, ANSWERS & MORE ANSWERS

So, you're ready to get started but you may have some questions. Well, we have listed answers to the most common questions here. If you don't see the answer to one of your questions, please join us on one of our informational calls. (details below)

The Big Question ... Why GIVE So Much Away for So Little?

This is both our plan and your plan for success. We believe in giving first ... that if we overwhelm you with valuable coaching sessions that actually create a tangible increase in your business, share important industry knowledge and current information that helps you make better decisions, and plug you into a national network of agents working together to improve their status ... we believe that if we do this, we will become your trusted Default Coaching and Training resource.

The result ... both our businesses will grow.

And, that's all we can ask.

There are many successful strategies for business growth. In the end ... it all boils down to *the value you bring* to the market place, the *relationships you establish* with your customers and, if you want long term success, the *business ethic by which you operate*.

We believe that our approach of giving value first is the best policy and that it will bring success for both NFSTI, as well as, your business.

What Separates the NFSTI PLAN FOR SUCCESS from all the other coaching & networking alternatives?

- **Newly Revised Materials** - Both the DS-CORE and RAZOR SHARP REO coaching programs are newly revised to fit the specific needs of the Default Servicing industry in 2010. We believe that for you to achieve the highest level of success possible, you need to have a blend of time tested fundamentals with applications that are relevant right now.
- **Power of the MasterMIND** - Almost immediately you will discover that our style of coaching revolves around the power of the group mind. We believe that everyone has unique experiences, successful strategies, and even failures to learn from. Tapping into this collective mind is purpose of our interactive forum style discussions for each lesson you take. The sharing of these ideas is priceless and can save you on the learning curve.

So What Happens Once I Join PLAN FOR SUCCESS ?

Hang on because this is a fast paced coaching group. The next 30 days will be packed with valuable lessons and listed here is what you need to do to get the most of it.

- **You Complete Registration** - You'll want to fill out the [ACTIVE AGENT](#) Plan. It's \$99. and goes month to month. You can cancel anytime. There are no contracts.
- **Orientation**- When you log in the first time, you will be guided to a message from Dan Waterman, President and Sr. REO Instructor. Next you'll end up in your 2010 Orientation Group with Cathy Dupree, Director of Member Services. A series of videos will show you how to set up your profile, join your action groups and access the Network Command Center. (NCC)
- **Update Your Profile** - Your first order of business is get dressed. You'll update your profile and put your best image forward. This is an important step as all members in the coaching group must have approved profiles. Cathy Dupree's orientation videos will guide you easily through this process. Also, you'll want to make your profile look nice because Banks and Asset managers are visiting our site and viewing profiles for agents in their areas.
- **Join Your Action Groups** - Once your profile is set up, you'll want to join your study partners in your DS-CORE™ and RAZOR SHARP REO™ Action Groups. The orientation videos will show you how to join the groups in the NFSTI Network Command Center. You will log into your account each day just before the coaching class starts. In your group pages you'll find daily lessons, scheduled coaching call lists, workbook downloads, audio files to listen to, links to forum discussions, a list and geographic map of members and more.
- **Mark Your Calendars** - Once you login to your Action Group home pages, you'll want to check the Scheduled Call List and update your calendar with the classes you plan to attend.
- **Explore the Site** - When you have a free moment, be sure to check out the NFSTI site and most specifically your Action Group. Check out who's in your class. Look at the other members profiles. Hit the forums. Be involved. This is your PLAN FOR SUCCESS.

GET YOUR REAL ESTATE & DEFAULT SERVICING BUSINESS IN HIGH GEAR!

NFSTI 2010 February - PLAN FOR SUCCESS

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30 DAYS - EVERYTHING INCLUDED

\$99

[CLICK HERE TO TURBO CHARGE YOUR YEAR](#)