



How to Get More Members

REAL Training

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Good Questions are Good Business.

So Here's One:

- WHY do you want more members?



Is It
About:

Money?

Prestige?

Satisfaction?

Ideas/leadership?

Lobbying/political
action?

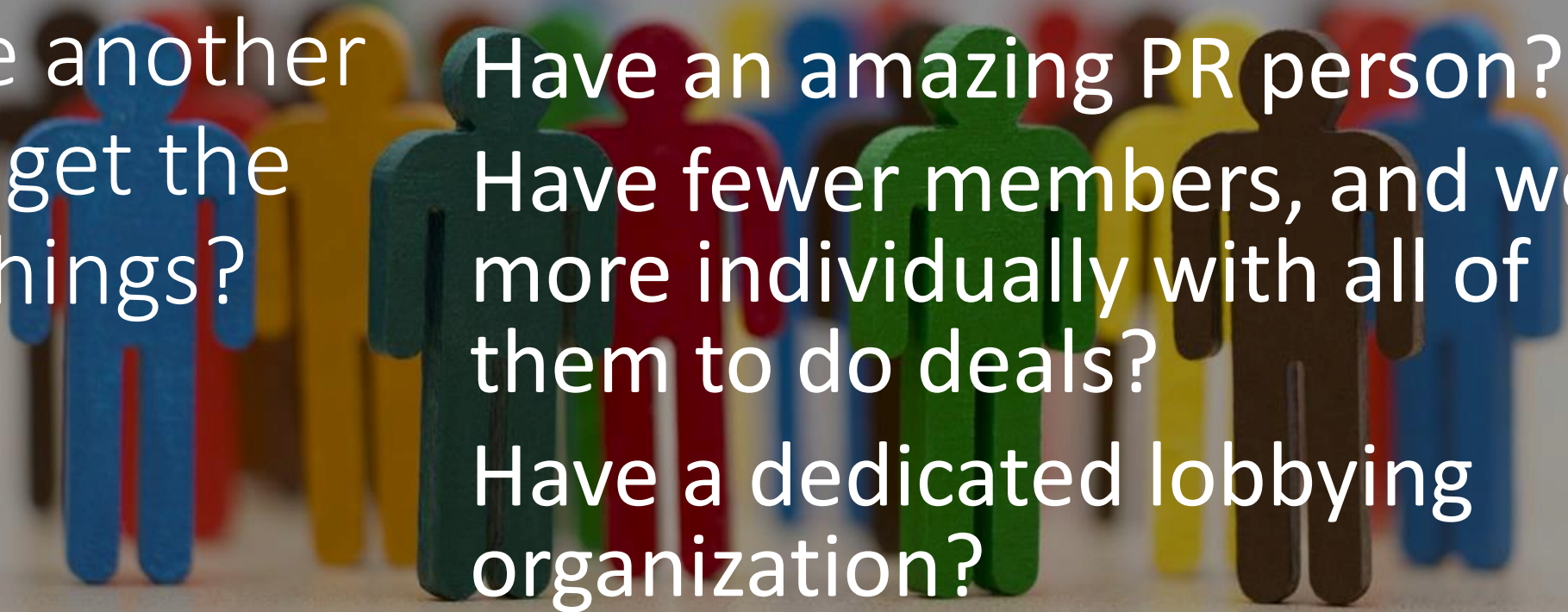
Something Else?

Charge more for membership?
Sell more products to the same
number of members?

Is there another
way to get the
same things?

Have an amazing PR person?
Have fewer members, and work
more individually with all of
them to do deals?

Have a dedicated lobbying
organization?



More Members
DOES = More
Everything...

- More money in the treasury/bank account
- More people to buy additional education
- More vendors wanting access to your people, for more money
- More people to do deals with
- More political influence
- More bodies to help run the group

Here's Another Good Question:

What KIND of new members do you want?

Why?





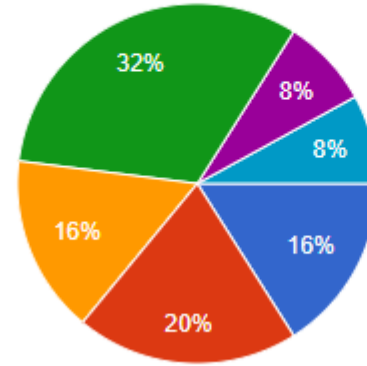
Among your CURRENT members, who do you think you have the MOST of?

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Responses

HAVE

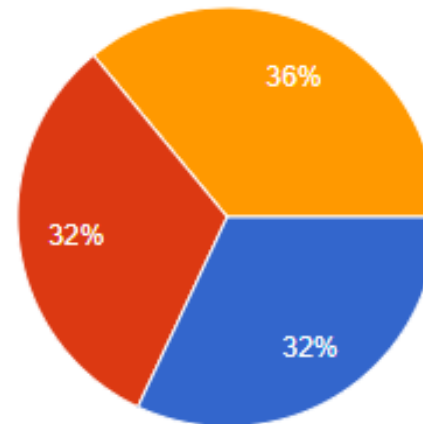
Let's Look at
What the Survey
Says...



- Beginners who have never done a deal
- New investors who have done a few deals
- Active investors who do deals fairly regularly
- Experienced investors who don't do many deals anymore, but are actively...
- Experienced investors who are getting to the end of their real estate careers...
- I have no idea

Which kinds of NEW members do you most WANT TO attract to join?

WANT



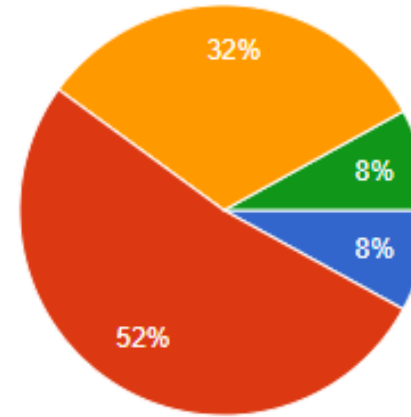
- Beginners who have never done a deal
- New investors who have done a few deals
- Active investors who do deals fairly regularly
- Experienced investors who don't do many deals anymore, but are actively running their rental/note business
- Experienced investors who are getting to the end of their real estate careers...

Let's Look at What the Survey Says...

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Among your CURRENT members, who do you think you have the MOST of?

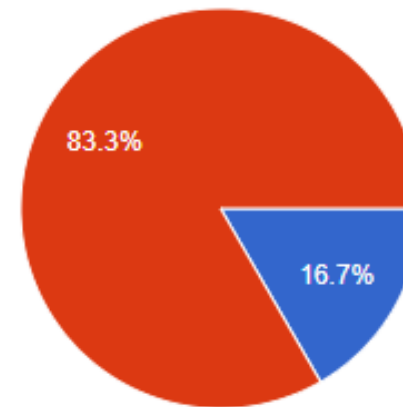
Responses



- Flippers--wholesale or retail flip properties, notes, subject to deals, lease/options
- Buy and hold people--long-term or term rentals, lease/option fans, note buyers etc.
- It's hard to say; we have close to a 50/50 mix
- I have no idea

WANT

These kinds of NEW members do you most WANT TO attract to join?



- Flippers--wholesale or retail
- Buy and hold people--long-term or term rentals, note buyers etc.

Before You Can “Grow Membership”

- Decide WHICH new customers you want
- And why
- And whether you can/want to service them

We tend to think of our members/potential members in terms of what they DO

- Wholesalers
- Rental owners
- STR owners
- Retailers
- Note buyers
- Etc....



The background of the slide is a dense, overlapping pattern of human silhouettes in profile, facing right. The silhouettes are rendered in a variety of colors, including shades of teal, brown, purple, and dark blue, creating a rich, textured effect. The text is overlaid on this background.

Or what they LOOK LIKE

- “Need more young people”
- “Need more women”
- “Need more POCs”

When we should be talking about their STAGES

- Dreamers
 - Interested in real estate, never done a deal
- Beginners
 - Actively doing things to do deals, done a few
- Active
 - Doing deals regularly
- Experienced
 - Done a lot of deals, may just be in management mode
- Ender

And their AMBITIONS

- “Cash Seekers”
 - Looking for quick cash, not passive income
 - Treat real estate as inventory
 - Wholesalers, retailers, note flippers etc.
 - Often want to “quit their jobs”
 - Tend to not be financially sophisticated, tax sensitive etc

And their AMBITIONS

- “Income Seekers”
 - Looking for current and, more importantly, future cash flow
 - Often DON'T want to quit their jobs immediately
 - Treat real estate as an INVESTMENT
 - Rental owners, STR owners, note buyers
 - Tend to be more financially knowledgeable and sophisticated...and affluent

And their AMBITIONS

- “Business Builders”
 - Looking to build a BUSINESS around real estate
 - Looking to have others run the business
 - Real estate is a product
 - Many of your vendors, private lenders, etc.



And their AMBITIONS

	Dreamer	Beginner	Active	Experienced	Ender
Cash Seeker					
Income Seeker					
Business Builder					

What in the
World Does it
Matter? I just
want more
members...

1. They all have different needs (and filling those is what will get and keep them)
2. They all bring different things to your group
3. They all present different challenges to the group

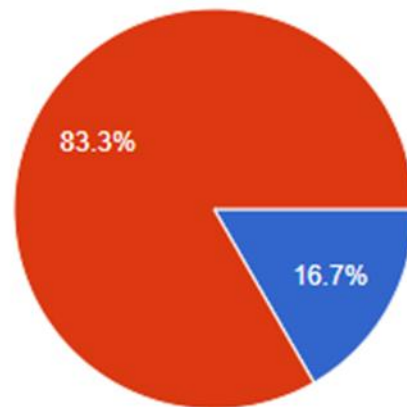
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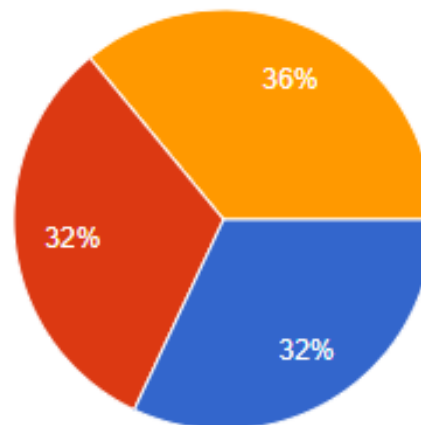
24 responses



- Flippers--wholesale or retail
- Buy and hold people--long-term or short-term rentals, note buyers etc.

Let's Look at
What the Survey
Says...

Which of these kinds of NEW members do you most WANT TO attract to join?



- Beginners who have never done deals
- New investors who have done deals
- Active investors who do deals regularly
- Experienced investors who do many deals anymore, but are running their rental/note business to the end of their real estate career

Let's combine
your answers...

It appears that
the most
desired
member would
be

An Active (still doing
deals)

Buy and hold person

Ask Yourself

1. Other than dues and numbers, what do they bring to your group?
 - Buyers for wholesale deals
 - Social proof that it can be done
 - Experience to impart to newer investors
 - Opportunities for private lenders and partners

Ask Yourself

2. What does a person who is actively buying and holding think they need to learn?

- Other ways of buying and holding (asset classes, exit strategies)
- How to get money without banks
- How to protect assets, do deals tax-free
- How to [screen tenants, save on turn overs, manage] BETTER
- How to get more deals [but not build a business around it]

A 3D rendering of a puzzle with one red piece standing out among many grey pieces. The red piece is in the center, and the grey pieces are arranged around it, creating a sense of depth and focus.

Do You Provide That Sort of
Education?

CAN you?
Are you sure?

Ask Yourself

3. What resources do they need?

- MONEY
- Forms and contracts
- Referrals to handymen, CPAs, IRA companies, etc.
- ??

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Do You Have Those
Resources?

Are you sure?

Is it **OBVIOUS** that you do?

The people we think of when we think “new investor”



	Dreamer	Beginner	Active	Experienced	Ender
Cash Seeker					
Income Seeker					
Business Builder					

What's Good About them As Members...

- They're far and away the largest pool to draw from
- They bring energy and opportunities to the group

What's Bad About them as Members

- They have to be taught the same things over and over

What do they value in education

Basic skills

- How to find deals
- How to find deals
- How to find deals
- How to find money
- How to evaluate properties
- How to negotiate

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Do You Provide That Sort of
Education?

CAN you?
Are you sure?

What do they value in resources

- “Mentors”
- Private lenders, partners, hard money lenders
- Forms, contracts
- Buyers, if they’re wholesalers

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Do You Have Those
Resources?

Are you sure?

Is it **OBVIOUS** that you do?

Here's the lesson:

If you're clear on who you want

And you provide the things that they value

And you know how to find them and tell them
that you provide what they need

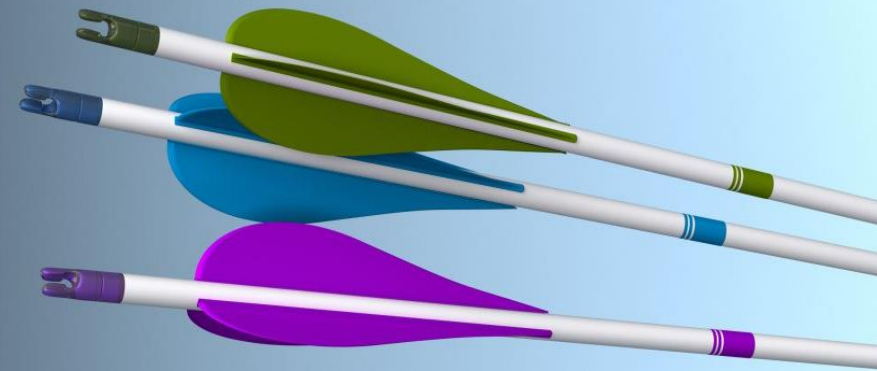
You're 80% of the way to turning them into
members

But If Not, it Can be a Lot of Work
over a LONG time to Attract Tem

COREE started with 28 members

Almost 100% experienced buy and
hold people.

That wasn't the member mix I
wanted, so I...



(over the course of 5 years)

- Programmed for new/cash seekers every other month
- Added a wholesale focus group
- (and a rental focus group)



(over the course of 5 years)

- Added a monthly all-day training, going back and forth between the basic and more advanced, cash seeker and income seeker



(over the course of 5 years)

- Added a tax-free investing focus group, a retailer focus group...
- And then SEVEN MORE
- Added a resource package to attract new people in both groups



(over the course of 5 years)

- And marketed the heck out of the availability of all of this, every way I could



Because here's the secret to your marketing:

- It should never be to “get people to join”
- It should be to “get people to a meeting”
- And the MEETING should be the best advertisement to join!

Here's the other 20%, as in the 80/20 rule

1. Get people into a meeting
(make it free)
2. Make sure they have a good
experience at the meeting



Good experience is NOT
about

Is the speaker the
best

Are there door prizes

Are there balloons

It's about

- Are they welcomed?
- Do they meet nice, sharing helpful people?
- Are they asked about themselves and their goals?
- Is it clear that they've met their tribe?

Get an ambassador program going!

Oh, and...

ASK FOR THE SALE

- Take them aside
- Tell them why they need to join
- Give them a reason to do it NOW
- Give them a guarantee

How to Get More Members

1. Decide who you want
2. Create education and resources that they value
3. Get them to a meeting
4. Give them a good experience
5. Tell them why they need to join
6. Sign them up that night!