

The Death of the REIA Model

What Killed It, Why It Matters,
and What Comes Next



What's "The REIA Model"?

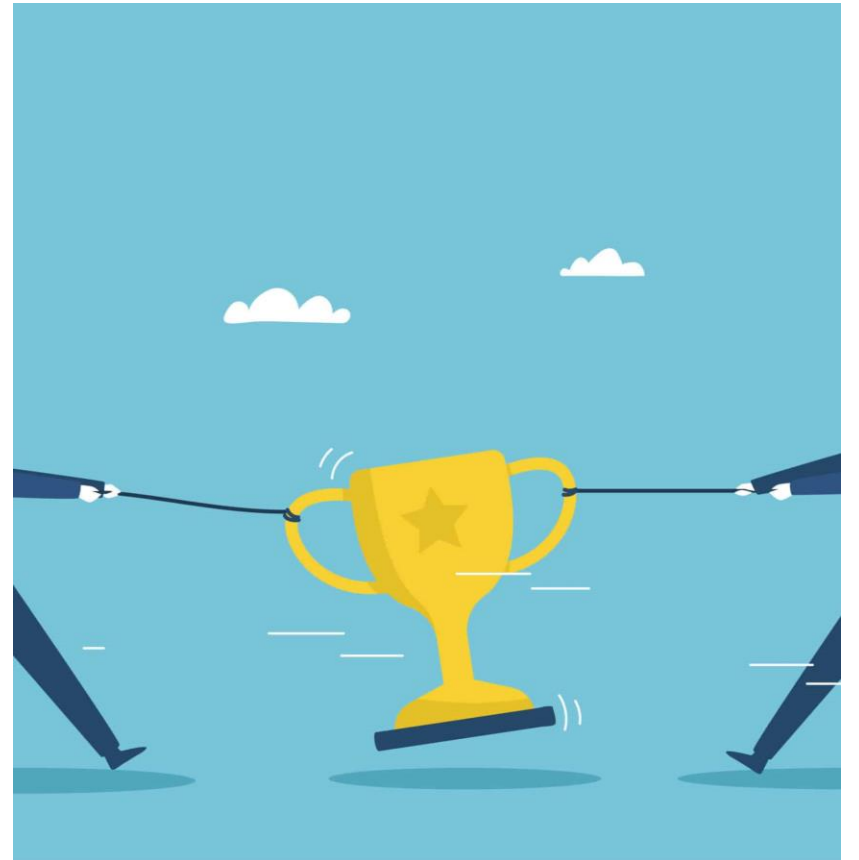
- Monthly meetings with a speaker (local or national)
- Networking before/after/in the hallway—not structured
- We were the *only* platform for meeting other local investors
- Revenue: primarily from speaker sales; secondarily dues/vendors



What Was Our Competition in 2010?

1. Books
2. Traveling Education Factories (Rich Dad, FortuneBuilders)
3. DIY investors

We were the gatekeepers of knowledge and connection. That world is gone.



The Model Didn't Break.

It was DISRUPTED.

- First, by the internet
- Then, by the rise of social media
- Then, by MeetUp
- Then, by the pandemic
- Now, by the real estate market



What's Changed?

- Facebook and BiggerPockets "replaced" in-person networking
- YouTube, TikTok, podcasts made education feel free
- Online gurus don't need us, or to travel, or to split
- Meet up made it "easy" for ANYONE to create a free group at a bar for their own purposes
- Pandemic made people comfortable with online education, meetings, and networking

Why It's Crucial that Our Groups Survive

Who else is

- Teaching about laws, regulations, requirements?
- Talking about ETHICS?
- Teaching how to do business with others, safely?
- Providing a platform for that?
- Able to help active investors grow?
- Providing a platform for VENDORS to interact with investors?.
- Repping the interests of real estate investors?

What's a SWOT Analysis?


- Strengths: What do real estate associations do well
- Weaknesses: What are our INTERNAL vulnerabilities
- Opportunities: What can we take advantage of—*if* we pivot
- Threats: What outside forces are we going to have to deal with?
This isn't a post-mortem. It's a survival plan.

STRENGTHS

- Stability—years or decades of brand equity + longevity, thousands of lives changed
- A room full of local experts
- Deals and money IN THE ROOM
- Real community (not just ‘networking’)

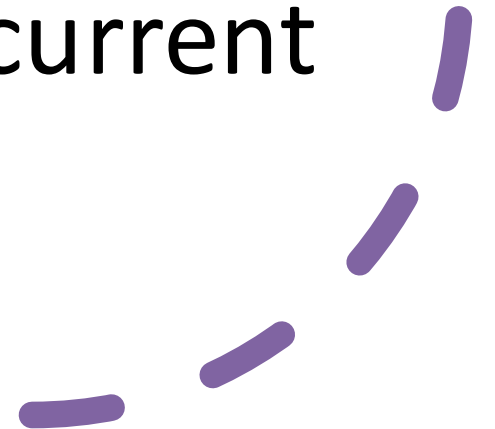


STRENGTHS

- VETTING of educators, vendors, members
 - Local knowledge and context
 - “Safe space” to ask questions and get answers
 - Real, unbiased TACTICAL training
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STRENGTHS

- Ability to put people with different resources
TOGETHER in one room
- Inspire with local success stories
- Create programming that's most needed in the current market
- Advocacy



WEAKNESSES

- Too many years of being able to do the same thing and have it work
- Leader burnout
- 1–3 people doing everything = fragile
- No time to innovate or think strategically





WEAKNESSES

- No expertise in marketing
- No systems or funnels for recruitment or retention
- Reliance on speaker sales
- Feeling alone in having to figure it all out



OPPORTUNITIES (If We Pivot)

Provide things members will pay more for:

- Support, not hype
- Real Community
- Deal help
- Tactical education
- Intermediate and advanced education
- Curated chances to do deals together



OPPORTUNITIES (If We Pivot)

- Be the “Yes, and...” to online gurus and free networking meetings
- Do INTERNAL paid education and coaching
- Create smaller-group experiences (accountability groups, focus groups, property tours, etc.)



OPPORTUNITIES (If We Pivot)

- Create a long-term membership journey instead of a revolving door
- Work **TOGETHER** to make all of this easier to accomplish



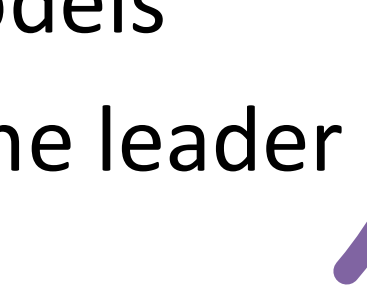
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- The pull of the same old, same old
 - Overwhelm/lack of help and support
 - The terrible quality of the “Free” “Education”
 - THE MARKET (“no good deals”)



So... What Now?

The model is on life support. That doesn't mean you are.

To survive and thrive and continue to change lives for decades more:

- Build a real team
 - Create new income streams
 - Redesign engagement models
 - Install systems that free the leader and serve the member
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The REAL Conference & Retreat

- August 22–24 | Columbus, OH
- 50+ REIA leaders from across the U.S.
- Learn what's working right now
- Get templates, strategies, systems
- Solve: burnout, monetization, marketing, succession
- You don't have to rebuild alone. Join the leaders shaping what comes next.
- www.RMGworkshops.com/realconference