



CORE7 NETWORKING GROUPS

WHAT ARE THEY?

Core7 Networking Groups are based upon the content and methodologies of the Core 7 Network and Referral Systems. These Networking Groups are exclusively for real estate, mortgage, tax, insurance and financial professionals. They are designed to be laser focused on Core7 professionals ONLY.

HOW DO THE GROUPS WORK?

Each Core7 Networking Group will begin with the Territory owner (oftentimes a Branch Manager), who will assign a group to a professional of their choice. That professional will then create the group. Each group shall include that professional (For ex: a mortgage originator), a real estate professional, an escrow officer/closing attorney, a financial advisor, a CPA, an estate planning attorney and a Property and Casualty Insurance advisor.

WHAT WE DELIVER?

1. Each member of the Networking Group will receive access to our **Master Class**, which includes:
 - 4+ hours of training in the methodology, which includes the HOW and WHEN to refer while using the Core7 scripts and referral generator;
 - Assessments to keep members engaged and focused on how to execute effectively;
 - How to Recruit the right Professionals right from the start with our Recruiting Package;
 - How to run the **Monthly** Networking Meetings and 1 on 1 Partnership Planning Sessions; and
 - How to be Accountable to all members of the Group.
2. Monthly Live and Recorded Sales Calls. These are run to help groups with strategically placed Q&A topics of common pain points. Other topics include:
 - How Realtors can generate unlimited referrals working with financial professionals: Instructor Chuck Silverston;
 - Mortgage originators. The 4 easy ways to generate outgoing referrals to financial advisors: Instructors Mark Maiocca & Mark Stiles;
 - Closing Attorneys Can Generate Outgoing Referrals: Instructor Mark Stiles
 - How to Recruit the Best Professionals for Your Networking Group: Instructor Mark Stiles and Mark Maiocca
3. Materials
 - Focused Agendas for Monthly Meetings; Lead Trackers; Quarterly Referral Scorecards; 1 on 1 Partnership Planning Worksheets; Scripts and Fact Finders;
 - Recruiting Assistance, including, but not limited to: copy and paste emails, a 12-minute instructional Webinar and Director of Selection Questionnaire; and
 - Systematic Accountability Email Reminders.

4. Continued Involvement:

Mark and his team are committed to continually generating interest in Networking Groups to enhance the experience for all members. This shall include:

- Periodic presentations to managers and decision makers to drive other professional interest to the Groups;
- Host a Weekly Podcast;
- Social Media Advertising to drive “FIND A GROUP” function;
- Keynote Lectures on the Power of Effective Networking Groups; and
- Create consumer awareness to garnish and deploy consumer leads to the proper territory owner.

HOW TO GET STARTED:

1. A Branch manager or MLO purchases a Territory. (Territories are broken up by population of approximately 100,000 people). If a Territory is purchased by a Branch Manager, then the Branch Manager may establish multiple groups within the Territory.
2. Each Member completes the online training (Master Class) and participates in monthly sales calls and if the leader, then an additional Monthly Leader Call.
3. Sales efforts are made by Mark and his team in the Territory to help build groups.
4. Sales presentation is conducted at the office. Potential business partners are invited.
5. Monthly Meetings occur. Referrals generated and delivered, and consumers protected.

SUCCESS STORIES:

1. MLO delivered 72 closed referrals to a Financial Advisor in one 18-month period;
2. Financial Advisor delivered 15 closed sides to Real Estate Professional in one 12-month period;
3. Closing Attorney delivered 32 closed homeowner’s insurance files to P&C agent in one 3-month period;
4. One group that did not yet have a Real Estate professional generated \$133,000.00 in closed revenue in one 3-month period; and
5. MLO generated over \$200,000.00 in fee income from his group in one calendar year.

PRICING:

\$600/YEAR or
\$50/MONTH for all members.

Core7 Networking Groups may be offered by all coaches as part of their membership.