

# PROFIT POWER

## MERGERS & ACQUISITIONS TRAINING PROGRAM

6 WEEK  
TRAINING  
PROGRAM

**"Profit Power" is the most important and powerful  
Mergers & Acquisitions training of its kind.**

This is a 6-week online training program with a group of your peers hosted by one of our premier Profitability Consultants.

At The Profit Centre, we have evaluated over 800 real estate offices throughout North America in the last 12 years and have standardized the metrics of their financials. We have accumulated benchmarks, averages, and best practices and understand the financial and operations metrics of brokerages better than anyone in the industry.

We have taken our extensive research and analysis and formulated a powerful and unique training program that is unmatched in the Real Estate Industry.

### **At the completion of this training process you will receive the following:**

- Our exclusive and proprietary "Profit Analysis" of your office will provide you with more than a dozen unique and insightful reports, valued at over \$2,995.
- You will be equipped with the absolute clarity necessary in order to define your business and the business opportunities you are investigating.
- You will be equipped with superior knowledge and insight that will give you the ultimate advantage when pursuing opportunities.

### **We will teach you:**

How to rewrite your P&L so that it makes sense to you not just your accountant

Clarity of all your financial and operational numbers

Clarity of your future vision

How to look at your business from the "View of a Buyer"

The most important questions to ask when looking at an opportunity that can save you a fortune

How to forecast your business to its future potential

Share with you the talking points necessary to empower your negotiations with potential opportunities

Define the most important number of your business, Gross Profit Per Agent

Understand the value and power of Potential

**First group begins  
Thursday Oct. 14, 2021 @ 1pm EST**

**New sessions launching every month!**



**Scan me  
to Get  
Started!**

# PROFIT POWER

## MERGERS & ACQUISITIONS TRAINING PROGRAM

### SESSION OUTLINE

#### Pre-Session

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##### Getting Started

Prior to the group sessions, the Broker will provide their Profit & Loss statement to review during 2 one-on-one consulting calls with their Profitability Consultant.

#### Session Two

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##### The 8 Issues why Your Profit & Loss Statement (Income Statement) is Misleading and How We Fix It

In this session, we will explain why most P&L's are misleading and the 8 issues that arise that need to be addressed to properly define the financial metrics of the office. With this clarity, we are able to define your most important metric, Gross Profit per Agent, and accurately define your expenses.

#### Session Four

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##### Forecasting Your Potential & Setting Your Target

In this session, we will focus on the value and the "Power of Potential". We will review and discuss the benefits of growth and hitting your target. We will review your forecast to define your future profitability.

#### Session Six

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##### Bonus Session: Platinum Broker Presentation

In this session, learn the 5 characteristics of a Platinum Broker. Also, hear from a successful Platinum Broker who has experienced success adopting the Profitability Mindset who have significantly exceeded the averages and benchmarks of their peers.

#### Session One

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##### The Profitability Mindset

In this session, we will focus on the principles of business and how to develop a "Profitability Mindset". We will present The Profit Centre's (TPC) "Profitability Business Model" and reveal how we reverse engineer your office in order to properly map out a vision and a projected future state.

#### Session Three

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##### Creating the "View of the Buyer"

In this session, we will compare the differences from the "Adjusted Accounting View" to the "View of the Buyer". We will discuss how to define our Targets and Projected Potential.

#### Session Five

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##### How You Compare to Your Peers Throughout North America

In this session, we will compare your key metrics to your peers throughout North America to provide deeper insight into your effectiveness and discover your efficiencies and opportunities.

We will discuss the most important questions to ask when looking at an opportunity that can save you a fortune and receive my personal talking points when it comes to negotiating any merger or acquisition opportunity.

## CONTACT INFORMATION

First and Last Name

Company Name, Address

Cell #

Email Address

## SERVICE DETAILS

**Profit Power Mergers & Acquisitions  
Training Program**

**Commitment**  
\$2,995

**Term**  
6 sessions

## PAYMENT TERMS

SPP Inc. HST# 80910 8210 RT0001

CANADIAN: One payment of \$3,384.35 (includes applicable taxes)

US: One payment of \$2,995

I agree to my payment obligations and the "Terms and Conditions" set forth in this contract.

Customer Signature

Date Signed

This contract is deemed entered into on the date when it is approved and signed by Strategic Peak Performance Coaching Inc., in the Province of Ontario, Canada. By law, you have the right to rescind this contract at any time, prior to the 3rd (3) business day after the execution of this contract. To rescind, email your recession to [info@theprofitcentre.com](mailto:info@theprofitcentre.com).

## PAYMENT AUTHORIZATION

I authorize Strategic Peak Performance Coaching Inc., to charge the credit card account below for the agreed upon payment terms above.

Credit Card #- AMEX, MASTERCARD, VISA

Expiration Date - Month/Year

CVC (required)

Billing Address

Cardholder Name

Cardholder Signature

# Services Contract

## TERMS AND CONDITIONS

This contract is deemed entered into on the date when it is approved and signed by Strategic Peak Performance Coaching Inc., in the Province of Ontario, Canada. By law, you have the right to rescind this contract at any time, prior to the 5th (5) business day after the execution of this contract. To rescind, email your recession to [info@theprofitcentre.com](mailto:info@theprofitcentre.com).

I hereby commit myself to full participation in the program for the term specified and understand that all payments made herein are non-refundable. I also acknowledge that there will be a \$50.00 administration fee for all late or non-payments of coaching fees.

I acknowledge that upon completion of the term specified, the Services, Payments (monthly or otherwise), Contract, Terms and Conditions will continue in perpetuity until I give notice of no-continuance as specified in the cancellation terms specified.

I acknowledge that all of my decisions and actions (whether of a business, investment, personal or other nature) and the consequence of such decisions and actions, whether made in context of this Program or not, are entirely my own responsibility. I am entering into the coaching relationship with the understanding that I am completely responsible for creating my own desired results.

I agree not to hold the Coach or Strategic Peak Performance Coaching Inc. (employees, subsidiaries, and affiliates) liable for any actions or results for adverse situations created directly or indirectly as a result of a specific referral or advice given by my Coach. I further release and agree to indemnify and save harmless Strategic Peak Performance Coaching Inc., and its Coaches from all direct and indirect liability howsoever caused and related to this Relationship or Program.

Should I wish to terminate this contract; I will provide a 15-day written notice of termination and email that notice to [info@theprofitcentre.com](mailto:info@theprofitcentre.com). A two-month termination fee at the monthly rate will apply, if terminated within the first 3 months. The term of this contract shall commence upon the date the first coaching call is provided. Terminations will be processed on the last business day of the month as determined by Strategic Peak Performance Coaching Inc..

I agree and acknowledge that Strategic Peak Performance Coaching Inc.. makes no representations of warranties, expressed or implied, with respect to the services or goods provided hereunder.

I also understand that the Services / Coaching relationship is not privileged and, as such, records, assignments and notes related to this relationship may be subpoenaed or produced in a tribunal or court of law.

The Services / Coaching relationship is in no way to be construed as psychological counselling or any other type of psychotherapy.

Program content is constantly adapted and enhanced and may vary within each term from time to time. The Applicant further acknowledges that the use of, including without limitation, any reproduction, presentation or commercial use of the concepts, strategies, methods and materials used in this Program, which is the sole and exclusive intellectual property of Strategic Peak Performance Coaching Inc., is prohibited without the express written permission from Strategic Peak Performance Coaching Inc..

I hereby give permission to Strategic Peak Performance Coaching Inc. to maintain my personal and financial information for the length of my coaching contract and for a period of 24 months thereafter.

Any disputes shall be determined solely in accordance with the laws of the Province of Ontario and Canada, in the Province of Ontario, Canada.

## AUTHORIZATION

\_\_\_\_\_  
Signature (Authorization and acceptance of terms)

\_\_\_\_\_  
Date Signed

\_\_\_\_\_  
Name (please print)