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Feature Article

Owning Your Own Real Estate Investors Club

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Owning Your Own Real Estate Investors Club

By Vince Robertson

Have you ever thought about starting your very own real estate investment club? For those natural business builders who enjoy networking, building relationships and helping others in business, this idea may quite possibly be golden. You think you're ready to begin promoting your newfound club? Read and think about the "Success principals" provided below to ensure your motives and intentions are pure of heart. Having been the president of one real estate investor club for 5 years and the founder of the 4 year old IRIN Real Estate Group of Clubs, I would like to share several principals for success that may help you in your efforts!

Success Principal #1 - Have the right intentions.
A powerfully true statement by Ron LeGrand and several other gurus is one I stand by when operating and building my organization. "Get others what they want and you will get what you want". If you focus on the needs of the masses, you will do well within your business pursuits. People always want more education and a place where they can freely network. Always be willing to help people regardless of who they are or how busy you think you are. You never know when or where a great contact will come across your path, so even if you cannot answer someone's question or need, help find someone who can. This minor principal has led me to some major relationships. This principal alone could make for a successful club!

Success Principal #2 - Focus on educating, not selling and time will be on your side.
Be mindful of your audience with their time at your meeting. Chances are, your members are grateful to have a local group where they can meet other like-minded individuals and learn new information. Do not schedule 29 sales speakers to kick off the first 1/2 hours of the meeting before your main speaker is even introduced. It is an insult to your audience, as well as your main speaker. I have seen this one too many times where part of the audience has departed by the time the main speaker is introduced. The main speaker may have valuable information to share and the constant "sales" speakers have chased the once grateful members out of the room and out of your organization.

Success Principal #3 – Offer Variety to the members!
Have a good mix of topics and speakers. Screen your speakers before you have them speak to your members. Do not schedule speakers that hard sell the crowd and do not provide education. If your guest speak is selling his/her product, you want to ensure those people who did not make a purchase still received beneficial information from attending your meeting.

Success Principal #4 – Allow your sponsor to sell.
For an additional income, you should always have a meeting sponsor. This allows standard meeting expenses to be covered, i.e. food, drinks, venue. A meeting sponsor is an individual or company who pays a set rate to represent one meeting. In exchange, the sponsor is typically allotted 15 minutes to introduce their product to your audience. Unlike the main speaker, the meeting sponsor focuses on selling their product to your members. Remember (See Success Principal #2), do not follow the sponsor with back-to-back "sales" speakers because your members will take note of this (See Success Principal #1).

Success Principal #5 - Make multiple sales products an option.
I've mentioned the importance of not forcing members out of the room with sales speaker after sales speaker. However, there is a solution to this problem and I've witnessed it! If your group is large enough, allow vendor booths and tables. This is a great way to bring in an additional income and one that most business networking groups utilize. This allows individuals and companies to display their products for a minimal charge. This also allows the group members to choose who they wish to speak to, and which products they have interest learning more about. Allowing your members a choice does not place pressure and often annoyance amongst your members. Remember, although you may have started the organization, if you don't deliver what the members want, they will vote with their feet.

Success Principal #6 -Thoughts become things.
Most of us have heard the saying, "Everything begins in thought." If you have thought about putting together an educational and networking organization, what is stopping you? The answer is simple; nothing. You simply need to take your plan and put it into action. If you're thinking about beginning a club, you've already begun the most important part! You love building relationships and you know your group would be a huge success. Having a club or group is sometimes easier to market and promote than your full time business. Because of my club affiliation with the IRIN Real Estate Club, I was once interviewed by a local radio station in Albuquerque, New Mexico. It was easier to get this sort of publicity by promoting the club versus my real estate company.

Success Principal #7 - Last (but not least), have fun!
Clubs are a great way to meet people, learn new things, help promote local experts and make a side income. By following the above Principals, I hope you have a good basis for starting a successful club!

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Vince Robertson is the owner of Evergreen Realty, Ltd, founder of the IRIN Real Estate Clubs, a seminar speaker and author. Vince is open to working with individuals around the United States looking to setup local IRIN Clubs in their perspective cities. The IRIN Group can also provide content for your meetings if you desire. For more information, please view our website at www.irin.net or contact Vince Robertson by e-mail at www.irinnm@gmail.com or call 800-871-3320 .

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Quote Of The Week

By President John F Kennedy

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"In the election of 1860, Abraham Lincoln said the question was whether this nation could exist half slave or half free. In the election of 1960, and with the world around us, the question is whether the world will exist half slave or half free, whether it will move in the direction of freedom, in the direction of the road that we are taking, or whether we will move in the direction of slavery."

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