



 **Keyspire**<sup>®</sup>  
Signature  
Mastermind Program



## **OUR PURPOSE**

We help people live  
the life they love.

**Welcome to Endless Possibilities**

# A WORD FROM OUR FOUNDING PARTNERS—THANK YOU!

**T**hank you for your interest in Keyspire's real estate investor Mastermind and community. The power of this unique investor community is due to all the people that have helped us in the past—family, friends, and mentors—and to all the people that inspire us today—our team, business partners, and the Keyspire community—we thank you. You are the motivation that keeps us looking for new ways to add value. You are the WHY that keeps us loving our place in this world.

There are many types of investors and investments—it's our job to guide you successfully down the path that is right for you. As real estate investors, we realize that the learning never ends and the more people you know in this business, the better. Consider the Keyspire network your learning centre.

We look forward to years of success together and hope we can continue to inspire you to continuously improve your lifestyle through real estate investing.



**Scott McGillivray, & Michael Sarracini, Founders of Keyspire Group**

# WHAT IS THE KEYSPIRE SIGNATURE MASTERMIND PROGRAM?

**M**ichael Sarracini and Scott McGillivray are combining their power, their experience, their network and their team with the Keyspire proven results method to bring you the world's best Real Estate Investor Mastermind Program.

The Purpose of the Signature Mastermind Program is to guide our members to their Lifestyle Freedom Day. This is the day where their passive income meets or exceeds their lifestyle expenses.

How do we get our members to their Lifestyle Freedom Day? The Signature Mastermind Program and the Keyspire Team focus on three pillars of program success: Control, Growth and Results.




## CONTROL

**>** You begin to feel more in control of your future within weeks of joining the Keyspire community. Every interaction with Keyspire's team, training, and community members increases your confidence for the future. After your first year you have a solid plan in motion and are starting to see the results of your efforts. You have a new outlook on your future as you enter a positive feedback loop where each small success drives more results. You smile more, you are in control.






## GROWTH

 You are positioned to grow at your own pace. You now have access to a unique combination of resources that fit together like a combination to unlock your individual growth potential. You instantly plug into a unique community that share the same member core values as you. Your network explodes overnight, underpinning an increase in your net worth. The Keyspire team, tools, and community allow you to grow every day. You increasingly see a world of great abundance and are excited for the future.

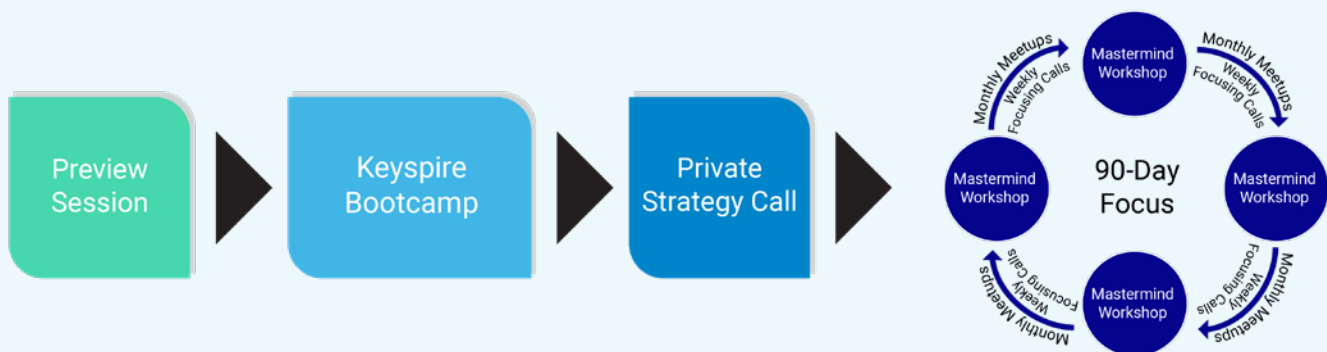


## RESULTS

 After one week in the Keyspire Signature Mastermind Program your confidence for your future has increased. After one month you've learned at least one new skill or capability and made at least 10 new valuable connections. After one quarter you are crystal clear on your Lifestyle Freedom Day destination and what it's going to take to get there. After one year in the Keyspire Program you have a solid plan and are in action towards your Lifestyle Freedom Day. You have a new mindset, and you feel as if you see the world differently than before. You understand how to strategically plan your bigger future and have learned countless unique tools and processes to get you there. You are plugged into a community that you wouldn't believe existed if you hadn't seen it for yourself.

# ACCELERATE YOUR REAL ESTATE JOURNEY

**O**ur professional team creates new programming every year that keeps you always growing, always moving forward through your investor journey to your Lifestyle Freedom Day. With over a decade in experience, we know that your needs and wants will change as you gain more control over your future, as you grow both personally and professionally, and as you get the results you want. To support you through this continuous positive change, Keyspire will be here to support you every step of the way.



## Signature Mastermind Program

Our Signature Mastermind Program is a one-year intensive designed to equip you with the foundational knowledge and skills to embark on your real estate investing journey.



## Your Personalized Path Forward

Once you've completed the Signature Mastermind Program, you'll be empowered to pursue your specific real estate goals through the Specialty Series programs.

# THE KEYSPIRE SIGNATURE MASTERMIND PROGRAM



## Mastermind Workshops

Experience total immersion once per quarter. Eliminate the noise and obligations of your busy day-to-day life as you fully focus on your bigger-future progress. The Keyspire Signature Mastermind Program will be delivered through coach-led group mastermind workshops, over four days. These four mastermind days will be spaced evenly (approximately 90 days apart) throughout the year, giving the Member time to implement the strategies and tactics learned in their Mastermind day before the next Mastermind Workshop.

Each Mastermind Workshop day will start with a discussion question related to the day's objectives. This individual thinking activity and group discussion will create the "raw materials" that will be used to learn the concepts and complete the activities of the day. Each day will end with specific actions to be completed for the next Mastermind Workshop day. Share your wins, problem solve your challenges, and lean on each other for support.



## Mastermind Coaches

Our hand-selected Coaching Team is uniquely suited to deliver the Keyspire Signature Mastermind Program.

Most importantly, our coaches are here because they LOVE to coach. They are successful and busy real estate investors and dedicate a few days a year to lead your full day workshops. They are passionate about people and get excited when you make progress. Our Coaches live and breathe our Member core values and can't wait to meet you!

### The Mastermind Coach's qualifications:

- Experience as a real estate investor with a demonstrated ability to create value
- Experience as a coach with a demonstrated ability to teach, inspire, and hold accountable
- Intensive training and experience with the Keyspire unique tools, training, and concepts
- Specific training on the art and science of coaching groups
- Specific training on communication skill and content delivery

## Program Advisor Team

You will have a dedicated concierge team whose sole purpose is to support YOU.... so you'll never be alone in your journey. If you have questions or need help at any point with a Keyspire tool or concept, or with orientation in the program, all you have to do is reach out. Not to mention we will be checking in with you on a quarterly basis to see how you are progressing and where we can serve you the most!



Unparalleled service and unlimited program support between Workshops, your Program Advisor is your "go-to" contact for your Signature Mastermind Program and Keyspire onboarding experience. Set time with your Program Advisor through their personal booking link.

Our Program Advisors are hand-selected and provide you with support during and between your Workshops. As your dedicated Keyspire relationship manager, your Program Advisor's main objective is to ensure your experience at Keyspire is first-class. Our reputation is built on the experience we provide for you.

Your program advisor is uniquely suited to support the Keyspire Signature Mastermind Program.

### Your Program Advisor's unique value includes the following skills:

- A demonstrated ability to create value
- A demonstrated ability to teach, inspire and hold accountable
- Intensive training on the Keyspire unique tools, training, and concepts
- Specific training on communication skills and content delivery

## One-on-One Coaching

We recognize that every investor is different. Your One-on-One Coach will work closely with you to understand your income and lifestyle goals, your working capital and your appetite for risk. This is to ensure that every member receives an experience that is tailored to their needs.

Our real estate coaching professionals consider the dynamics that influence your specific needs when creating your personal Real Estate Investing playbook.

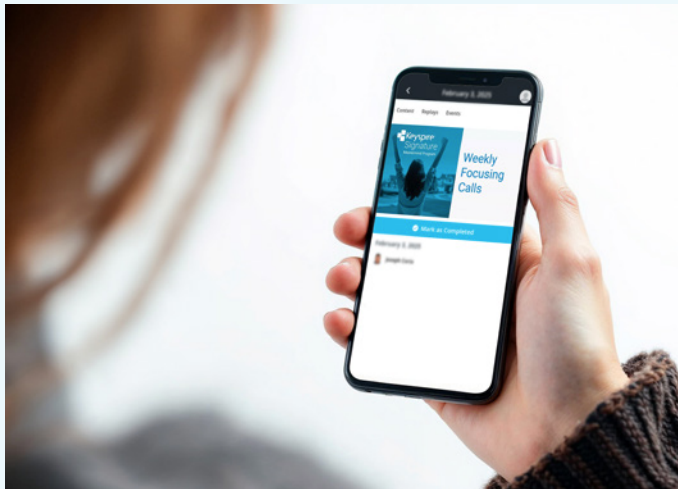


Our team of professional coaches are experienced and practicing real estate investors. They are here for one reason: to get you results while avoiding costly mistakes.

## Monthly Meetups

On the first Wednesday of every month you will meet live with the Keyspire Team and Community (and special guests) to discuss massive investing breakthroughs, winning formulas, discoveries, and so much more. Some months you might even be sharing a winning formula YOU discovered that month. The beauty of a mastermind of this caliber is learning from those INSIDE the group as well!

**Live on the first Wednesday of every month**



## Weekly Focusing Calls

Short but sweet. The weekly calls are 20-30 minutes to keep your momentum and stay on track. They are designed to give you a spark every week to drive your progress. We believe that small, consistent actions yield massive results. On this guided group call you will set your Weekly Focus to gain clarity on what is critical for you to WIN your week. Keep your momentum strong and stay on track with the Weekly Focusing Calls.

## Inner Circle LIVE

Inner Circle LIVE is a series of online meetings that provide Inner Circle Members with the latest information on real estate markets, investment opportunities, and strategies. Join the live discussions on Zoom or watch the recordings on Keyspire Connect.







# InvestorExpo

## Learn How To Make Massive Progress In Today's Rapidly Changing Real Estate Market!

The Investor Expo is for smart investors who want to accelerate their wealth.

Why should you attend this exclusive invite only event?

Well, aside from...

... lining up the best investing experts in the world,  
... filling a room with like-minded investors,  
... a globally known, highly sought after author,  
... probably the most fun you'll ever have at an event!

Get the strategies and tools you need to adapt and profit in today's market.

Experts will be deep diving in areas like...

- Real Estate
- Tax Deeds
- Partnering With Hedge Funds
- Asset Protection
- Tax Strategies
- Advanced Tax Lien Investing

**And MUCH More!**

**You do not want to miss this event.**



# ACCELERATOR

## IMPLEMENTING YOUR TAX PLAN, MAXIMIZING PROFITS, & DRIVING GROWTH

At the Accelerator event, you'll discover how to implement your tax plan when you meet face-to-face with your tax advisor, bookkeeping team, wealth advisors, and many others. You'll also take a deep dive into the 3Ps (Promote, Profit and Protect) to boost your business.



### MARKETING

Transform your business presence with powerful branding, engaging audience tools, and optimized marketing funnels. Join us for an unforgettable event that will elevate your marketing strategy and drive your success.

### SALES

Enhance your business acumen at our event, where you'll learn to perfect follow-up strategies and phone scripts. Discover techniques to instantly build trust and develop a strong pipeline of qualified prospects.



### WEALTH

Building wealth now and generationally takes forethought and some level of personal and business protection. Don't let another year pass by without these critical strategies to create and safeguard your dynasty.

## Spend 3 Days Learning The Strategies That Can Accelerate Your Business To New Levels!

# KEYSPIRE COMMUNITY

**T**his space was created for you to be with a group of like-minded people that invest their time, money, effort, energy into getting to the next level.

90% of people don't understand this, this group is built for the 10% of people who do.

## A powerful place to be.

This is a place to share thoughts, exchange and explore ideas, and get those "high fives" when you want to share something exciting in your Keyspire journey.

We strongly believe in the concept of 'Collective Genius'...that is; we are all better off sharing our knowledge and helping each other than we are keeping our knowledge a secret. This group is designed to harness the collective genius of all its

members and the best part is, receiving quality responses!

Why would you learn from your own trial and error when there are other people that have already conquered the challenges you are facing (and are about to face)?

How can you take what you have learned and help people that are about to encounter a problem or challenge you've already conquered? We promise you, the greatest feeling on the planet is helping others LEVEL UP, and in turn others will help you.

Nobody goes it alone. Nobody is successful on their own. They have a group of like-minded people, like the Keyspire Connect Family. Together we harness our **COLLECTIVE GENIUS** to get to the next level of success no matter where we are.





# HERE'S WHAT OUR MEMBERS HAVE TO SAY ABOUT THE KEYSPIRE COMMUNITY



**Alison R** · 0:00 If you're sick of groups that inundate you with activity but don't add value to your life and business, then this is the group for you! The Keyspire inner circle group is all about value add, and NOT about what you had for lunch today! If you're not in it yet..you should be!



**Andrea J** · 0:00 The inner circle group allows us to get to know other members better and to contribute to one another in a dynamic and relatable way. I also love that we can get a read on where each other is at in our journey, which allows us know better how to engage with one another 😊



**Jessica T** · 2:55 This group allows me to connect with people across the country who are investor focused like myself.



**Sarah R** · 0:00 A circle is round, it has no end  
Come join our circle, of family, of friend  
No need to be shy and have no doubt  
You'll enjoy the ride while you figure it out  
So what is this keyspire inner circle you ask  
It's about living life with a purpose and achieving a task  
It's having a goal, take the bull by the horns  
Learning from mentors that shield us from thorns  
It's so much more involved than a social media group  
It's a place to gain knowledge with an amazing troop  
For me it is comfort, it's a safe haven indeed  
I learn from the best as I sit and I read  
Real estate is your passion? Then sign up right now  
Novice or veteran there'll always be a how!  
If there ever was a question of why join this group  
Just sign up and ask Michael and he'll give you the scoop  
So to all new members who's joining the tidal wave tide  
Happy door hunting, god bless, and enjoy the ride 🍀



**Derek M** · 5:49 This might be the best group for any member. It allows connections more than you ever thought

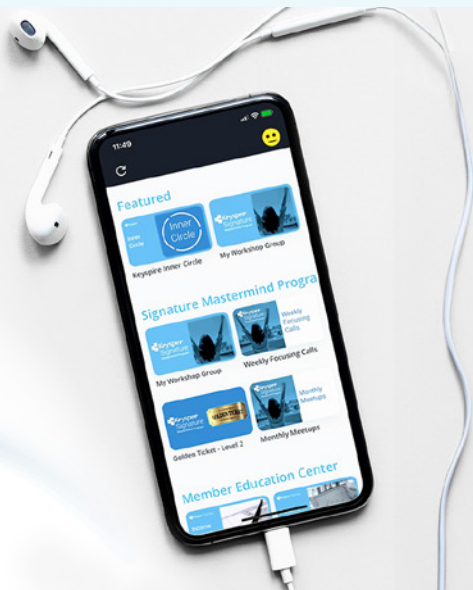


**Gustavo R** · 0:00 There are so many things I could say about this group...

The Keyspire Inner Circle is your real estate lifeline. There is a collective of many years worth of experiences from other keyspire investors all over Canada. Whether it's support, suggestions or the need to make new connections; The KIC group will enable you to get to know and interact with your neighbors (locally and across the Canada) and give you a chance to get to know what else is happening around the potential properties you're considering. Many members have already been making connections that have helped them, everyone should Join!



# Keypire<sup>®</sup> Connect



**K**eypire Connect is a powerful platform designed to streamline your Keypire experience, keeping you connected to all of the resources and tools that can help you succeed.

On Keypire Connect you will get access to your specific Signature Mastermind group where you can access all relevant content and network with your fellow group members.

- Log in via your desktop browser and download the app from Google Play and the App Store.
- Network with your workshop members.
- Synchronize Mastermind Program events to your personal calendar
- Access your workshop resources and Keypire courses
- Unlimited knowledge at your fingertips and much more!







# PROPERTY EDGE PRO

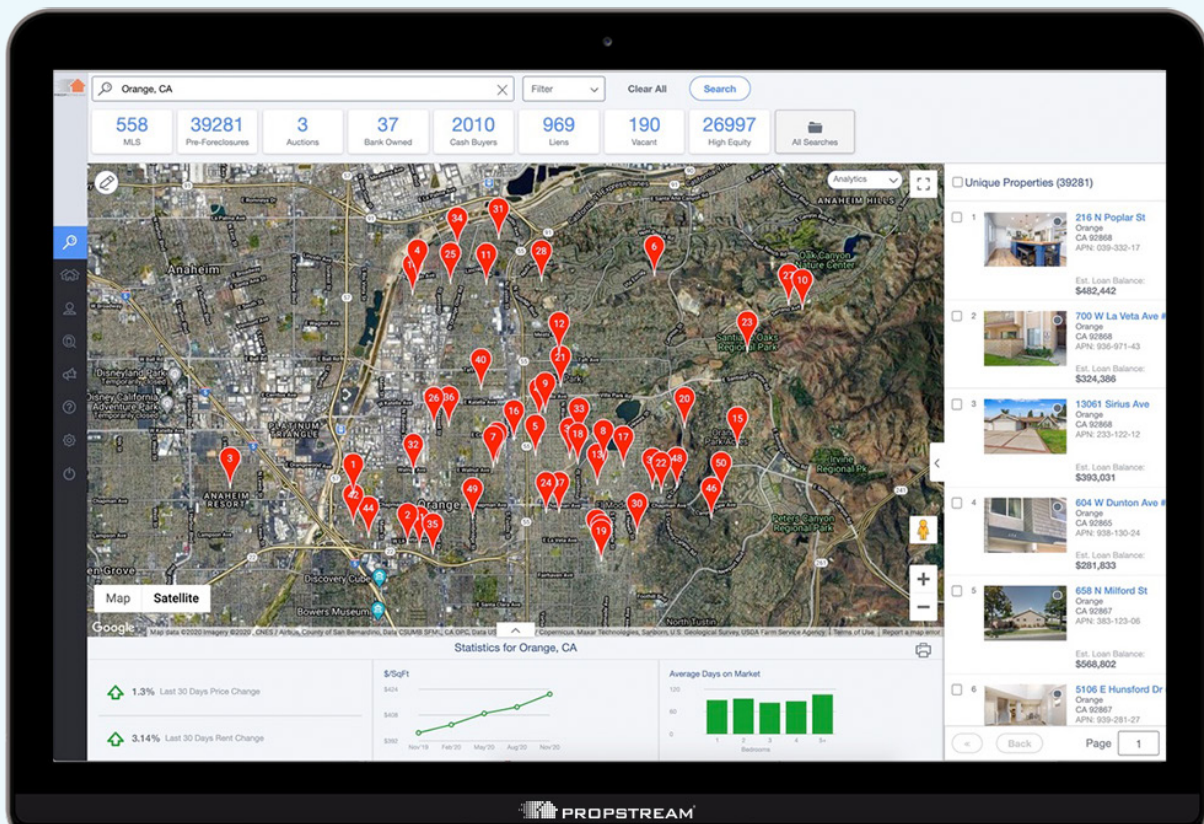
## A Comprehensive Nationwide Data

Having the right data is critical to making informed decisions. Property EDGE Pro's nationwide property data is multi-sourced from county recordings, MLS records, and private data sources, giving you access to the most comprehensive and accurate database available of over 153 million properties. Get the details you need by searching for nearly any property address across the country. Property

EDGE Pro gives you access to detailed information – such as Ownership Information, Property Details, Mortgage History, Tax information, MLS Details, nearby Comps, and much more.

## Property Search

Property EDGE Pro allows you to search for a property by address, assessor parcel number (APN), or geo search on our map.



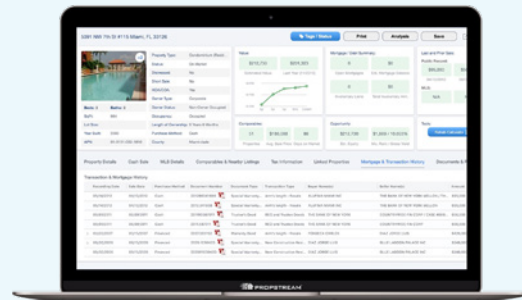
## Generate Targeted Leads

Property EDGE Pro allows you to instantly generate targeted leads and marketing lists using any combination of 120+ property search filters and statuses. Set your own filters or chose pre-filtered quick lists to help you find motivated sellers.

## Accurate Comps to Evaluate Properties

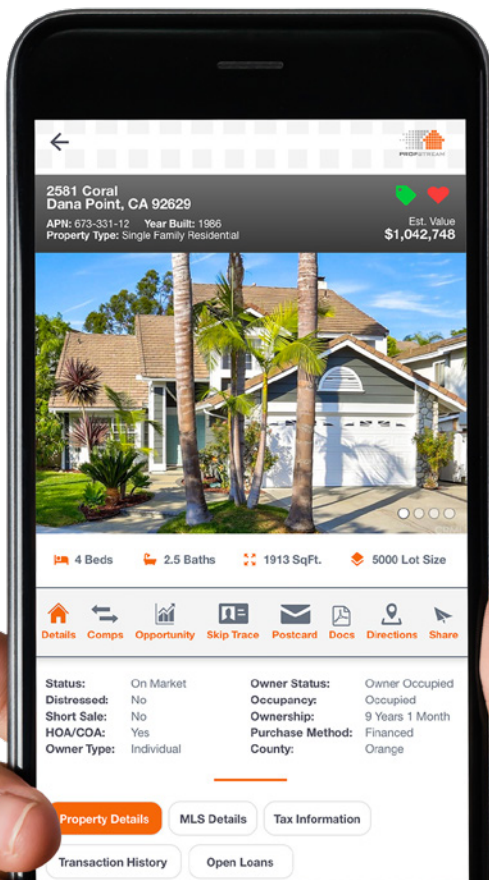
Having accurate comparable sales (comps) is key to determining a property's true value. Property EDGE Pro provides up-to-date comps from public recordings and local MLSs to help you get the most current and accurate comp valuation available. Don't leave anything to chance. Pinpoint the precise neighborhoods and compare the right properties using Property EDGE Pro's enhanced filters and drawing tools, including:

- County Recordings
- MLS Comps
- Drawing Tools
- Average Days on Market (DOM)
- Flip Comps
- Neighbor Info
- Comps Reports
- Layout Management



## Find Off-Market Properties on the Go!

Want to continue finding motivated sellers from the convenience of your mobile device? Our companion app allows you to Drive for Dollars, skip trace, and save properties on the go!



### PLUS:

- Accurate and Up-to-Date
- Recordings of Ownership
- Information, MLS Details, Sales
- History, Lien and Foreclosure Details, Tax Info, Mortgage Info and more...
- Estimate Rehab Costs
- Analytics and Reporting
- Data for 153+ Million
- Properties Nationwide
- Contact Property Owners
- Automate Your Leads
- Targeted Marketing
- Build Your Team
- Trends and Analytics
- Real Estate Investment News



# PROPERTY INTELEGENGE

Property Edge Pro's AI-Powered Property Intelligence unlocks off-market opportunities. The system **analyzes over 500 billion data points**, leveraging a sophisticated genetic algorithm honed over six years, to predict seller motivation with unprecedented accuracy. By scrutinizing key indicators like financial distress (pre-foreclosure, high LTV), ownership timelines, property condition, market trends, and life events, the platform identifies high-probability sellers before they list. Imagine knowing which homeowners are likely to sell due to tax delinquencies, recent mortgage payoffs, or even job relocations.

The AI goes beyond surface-level data, delving into behavioral indicators and complex patterns to **deliver results 17.1 times more effective than the average prediction**. This empowers users to target off-market opportunities with precision, gaining a significant edge in competitive markets. Whether an investor seeks distressed properties or an agent looks to expand listings, Property Edge Pro's AI-driven insights provide the strategic advantage needed to close more deals.



## AI Explained

Property Edge Pro has been using real estate transaction history from over 40 years to forecast seller behavior with remarkable accuracy. By



analyzing billions of data points, the AI determines whether a homeowner is likely to sell.

Key data points include:

- Financial Distress: Pre-foreclosure, tax delinquency, high LTV ratio, ARM resets, and equity levels.
- Ownership: Long-term ownership, recent mortgage payoff.
- Property Condition: Deferred maintenance, expired rental listings.
- Market Trends: Declining property values, rising property taxes.
- Personal Events: Divorce, job relocation, aging homeowners.
- Listing Activity: Failed listings, FSBO attempts, vacant rental properties.

The AI assigns scores to properties based on these indicators to predict seller motivation, helping investors and agents target off-market opportunities effectively. Recently, the algorithm has refined over six years and analyzed over 500 billion data points, predicting home sales with 17.1 times greater accuracy than the average model, providing real estate professionals with a significant edge in the market.

# US LLC SETUP

As a bonus for enrolling in the Keyspire Signature Mastermind Program, you will get one LLC set up, courtesy of our friends at API Law.

## API Law LLC Bundle Includes:



Register your Limited Liability Company (LLC) with the State



Your LLC Name Search and Reservation



Preparing & Filing the Articles of Organization



IRS Form 2553 (S Corporation Documents)



Federal EIN Set Up



Direct Phone, Text, & Email Support



Operating Agreement



Registered Agent Service



BOIR Initial Filing



## Get your business up and running with the following services:

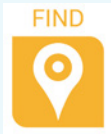
- **LLC Name Search and Reservation:** Paralegals will make sure your name is unique to you and only you.
- **Registering Your Limited Liability Company (LLC) with the State:** API Law handles the technical process of setting up your business the right way.
- **Preparing & Filing the Articles of Organization:** API Law handle the technical process of setting up your documents in a state compliant manner.
- **Operating Agreement Creation:** A key document that outlines the business' financial and functional decisions including rules, regulations, and provisions.
- **Federal EIN Set Up:** Take the hassle out of setting up your Employer Identification Number (EIN). It's no fun dealing with the IRS.
- **Annual Registered Agent Service:** Business entities are required to appoint a registered agent when they form—and to have a local registered agent in every state where they transact business.
- **Private Mailing Service:** API Law provides a local mailing address to keep your personal residence off public records. We receive and forward legal and compliance notices from the state.
- **API Business Compliance Guard Services:** 2 yearly amendment filings to update your business name, address, or ownership exclusive of state filing fees.
- **Banking Resolution Preparation:** An LLC Banking Resolution is a formal document needed for an LLC to establish a bank relationship.
- **Statement Of Organizer Preparation:** The Statement of Organizer is an internal document formally relieving the organizer of their duties and assigns the LLC ownership to its members.



# ON-DEMAND TRAINING

## Income Property Blueprint

Keyspire's premiere course is a step by step guide walking you through how to purchase your next income property, utilizing a combination of videos, resources and action items to keep you on track every step of the way. This 52-week course takes you through the four steps of Income Property investing:



**FIND**  
Property investing starts with finding the right property. Find your next income property by using the Seeker, Magnet, or Delegator Method.



**FUND**  
Once you find your income property, you'll need to fund it. There are five different funding options that will get you the money to close on the property.



**OPTIMIZE**  
Adding value to your property is key to your business's profitability. Optimize your property actively, passively, or by using a combination of both.



**RESULT**  
Now it's time to get paid. What is your exit strategy? Are you going to hold the property or sell it? Determine how this property is going to fit in your portfolio.

## Lifestyle Freedom Day

This course helps you plan for Lifestyle Freedom Day (LFD) through strategic real estate investing. It covers portfolio building, financial management, passive income creation, risk tolerance, investment options, due diligence, and reverse planning to define the path to your LFD.



## Tax-Lien Mini Course

The Tax Lien Mastery course allows our clients to take the first step in their wealth building journey! Led by some of the top Tax Lien and Deed Investors in the country, our live online Mastery course was created to give our clients a step-by-step process to learning all the tax lien and deed fundamentals. Our goal is to properly prepare our clients for their first investment in Tax Liens and Deeds! We ensure our clients are completely educated before they jump into practical applications covered in the One-on-One Investing Sessions.





# KEYSPIRE CORE COURSES

## The 4 Ways to Win™



Learn how to calculate cash flow, principal recapture, passive appreciation, and active appreciation. The course culminates in calculating total ROI and applying critical questions to any investment opportunity.

## Determine Your Investor Profile

This course helps you define your investor profile and create a Total Portfolio Management plan. You'll learn key factors to consider when determining your profile, a six-step process for reassessment as you grow, and the benefits of diversification for longterm investment success.



## The Funding Streams



This course teaches investors how to fund and scale their portfolios, covering funding streams, capital stacks, mortgages, credit, and alternative lending strategies like private lending and joint ventures. Learn to analyze deals, choose the right financing, and structure agreements to maximize your investment potential.

## Active Investing

Provides a practical guide to real estate investment, covering everything from tenant management and property types to market analysis and acquisition. You'll learn how to proactively prepare for tenant transitions, evaluate investment properties, understand market cycles, and effectively negotiate offers.



## Building Your Team

This course emphasizes the importance of building a strong team for real estate investing success. It introduces the Success Team Pyramid, outlining how to qualify service providers and identify key qualities in team members, including the role of a realtor manager in connecting investors with top realtors.



## Property Management



Provides a comprehensive overview of essential skills for real estate investors. It covers key topics from understanding the impact of property management on cash flow and deciding whether to hire a property manager, to advertising rentals, tenant screening, lease agreements, rent collection, and maintaining positive landlord-tenant relationships.

## Adding Value Through Renovations

Learn how to maximize ROI through strategic renovations. This course covers top value-adding projects, due diligence, working with contractors, and adding income suites, featuring expert insights and Q&A.



## Passive Investing



Explores various investment streams, focusing on private lending and private equity. It guides you through analyzing investment options, creating a plan, and establishing criteria.

# THE KEYSPIRE SIGNATURE MASTERMIND PROGRAM

12-Month Membership for You and Your Partner on the Same Investing Path	PLATINUM	VIP	PRIME
<b>LIVE VIRTUAL EVENT TRAINING</b>			
(4) Powerful Mastermind Virtual Workshops	✓	✓	✓
(12) Monthly Meetups	✓	✓	✓
Weekly Focusing Calls	✓	✓	✓
Expert Trainer PowerCALL	✓	✓	✓
Inner Circle LIVE	✓	✓	✓
All Access Pass: Unlimited Workshop and Bootcamp Re-Attendance	✓	x	x
<b>LIVE IN-PERSON EVENT TRAINING</b>			
(2) Investor Expo Tickets	2 Expos	1 Expo	1 Expo
Travel Allowance	✓	✓	✓
Meal Package- Light Breakfast & Lunch Included	✓	✓	✓
Accelerator Event (hotel accommodations included)	✓	✓	✓
<b>ON-DEMAND TRAINING</b>			
Keyspire Connect Member Portal	✓	✓	✓
Income Property Blueprint	✓	✓	✓
Tools and Training Program	✓	✓	✓
Property Edge Pro Software	✓	✓	✓
Property Edge Pro Software - Property Intelligence (AI)	✓	x	x
Keyspire Core Courses (See table below)	8	6	4
Lifestyle Freedom Day Course	✓	x	x
Tax Lien Mini-Course	✓	x	x
<b>SUPPORT</b>			
One-on-One Coaching Sessions	12	10	8
Program Advisor Team	✓	✓	✓
One US LLC Setup	✓	✓	✓
<b>COMMUNITY</b>			
Exclusive Access: Keyspire Inner Circle Facebook Community Access	✓	✓	✓
Make an Impact: Provide 10 Meals for Children in Need	✓	✓	✓



Keyspire Core Courses	Platinum	VIP	Prime
The 4 Ways to Win	✓	✓	✓
Determine Your Investor Profile	✓	✓	✓
The Funding Streams	✓	✓	✓
Active Investing	✓	✓	✓
Building Your Investment Team	✓	✓	x
Property Management	✓	✓	x
Adding Value Through Renovations	✓	x	x
Passive Investing	✓	x	x

# YOUR SIGNATURE MASTERMIND JOURNEY



## Step 1: Strategist

Your journey begins with your strategist. Your strategist is uniquely trained to assess your qualification for the program, clearly explain your program options and their benefits.



## Step 2: The Warm-Up Zone

The period between your enrollment into the program and your first workshop, is called the warm-up zone. During this time you will begin your understanding of the Keyspire system, unique tools and concepts. You'll begin your personal progress as quickly as you want, with a mix of frequent live guided community sessions and on-demand trainings and our proven concepts.

Your guided live sessions will include your Weekly Focusing Calls and your Monthly Meetups. Your on-demand training will be guided by the Income Property Blueprint learning experience and the Keyspire Key Concept Courses. You'll also have the unique Keyspire Inner Circle™ to meet other Members, ask your questions and add value to others.



## Step 3: Program Advisor Welcome Call

Let's start off your Keyspire Signature Mastermind experience right. In the first week you will connect with your Program Advisor for introductions and to review the next steps in your journey. You'll receive a guided interactive overview on how to navigate the Keyspire ecosystem, customized to what best suits YOU.



**Ok, now you're ready for your first workshop, let's get started!**

# WHAT IS A MASTERMIND AND WHY IS IT SO POWERFUL?



**T**he power of a mastermind group lies in its ability to harness the collective intelligence, creativity, and experience of its members to achieve greater success and personal growth. A mastermind group typically consists of a carefully selected group of individuals who come together on a regular basis to support and challenge each other in reaching their goals.

In a mastermind group workshop led by a Keyspire Mastermind Coach, participants engage in a collaborative and structured environment where they can exchange ideas, share insights, and receive feedback. The Mastermind Coach facilitates the sessions, ensuring that everyone has an opportunity to contribute and that the discussions remain focused and productive.

The workshop setting provides a platform for participants to tap into the diverse perspectives, knowledge, and skills of their fellow group members. Through active participation in

brainstorming sessions, problem-solving exercises, and accountability check-ins, individuals in the mastermind group gain fresh insights, gain clarity on their goals, and receive practical advice and support.

The Mastermind Coach plays a crucial role in guiding the group dynamics, fostering a supportive and non-judgmental atmosphere, and offering expert guidance and mentoring. They bring their expertise in facilitating group dynamics, goal setting, and personal development to create a structured and meaningful experience for the participants.

By harnessing the power of the mastermind group and the expertise of the Mastermind Coach, participants can expect to experience accelerated growth, increased accountability, expanded networks, and a heightened sense of motivation and inspiration. The collective wisdom and synergy within the group propel individuals to overcome challenges, expand their thinking, and achieve their desired outcomes more effectively than they could alone.







## Workshop 1- Lifestyle Freedom Day™

We believe that before we figure out how to get somewhere, we need to know where we are going. We open the program with the end in mind, being intentional about where we want to end up. We create an end goal where your passive income fully supports your lifestyle expenses. This is a concept that

we will call back to during every year of the program. We will learn the blocks that will pave the road to your goal and create the big picture strategy how to get there.

By the end of workshop one, your mindset will shift from the typical limiting beliefs of income level dictating your lifestyle. We focus on a 'Lifestyle first' mindset, giving you the tools and capabilities to intentionally design your lifestyle, and begin our introduction to the strategies and tactics that will get you there.

## Workshop 2- The Funding Building Blocks™

Every business requires capital to start, and real estate investing is no different. You quickly learn that there is never a no money down deal, but with these tools you can repeatedly create a 'not your money down' deal. You'll gain in-depth training and practice on unique Keyspire concepts including the Three Funding Streams™. You'll practice capital stacking with your group, ultimately learning the unlimited combinations available to fund your next investment.



## Workshop 3- The Investment Filter™

In this Workshop, we learn the tools and concepts to find and qualify investments. From active to passive, increasing your income starts with increasing your ability to find and qualify quality assets. Your breakout groups allow you to recognize new ideas through the mastermind process, create solutions to your problems, and avoid nasty surprises before you encounter them. This Workshop gives you the tools to hit the ground running.

## Workshop 4- Closing the Deal

We round out the year with the full capabilities to make a profitable real estate transaction. You'll learn to de-risk your business by planning for multiple exit strategies before your buy. You'll learn the unique Keyspire methods to making offers, negotiating deals, and structuring the closing for your ideal outcome. You'll discuss and practice in our unique mastermind format, deepening your understanding and giving you the confidence to make a successful real estate transaction. You now have a repeatable system to generate income for the rest of your life.



# HOW IT WORKS

## HOW TO GET QUALIFIED

## HOW TO GET ENROLLED

- ✓ 1. Complete the Right-Fit Member Application.
  - Ask your Strategist for the application to get started.
- ✓ 2. If approved, your Strategist will share with you the upcoming dates for our next workshop series group that sets you up for success.
- ✓ 3. Customize your program with your Strategist.
- ✓ 4. Complete your enrollment.
- ✓ 5. Get activated through your activation email instructions.
- ✓ 6. Get started with your Program Advisor orientation call.







**“Our Right-fit Member is looking for change. They want more control of their future and are willing to use real estate investing to help make it happen. The timing is right in their life to commit the time, money and focus for a bigger future. They are coachable and want to be a part of a community of people with aligned member values.” - Michael Sarracini, CEO.**

### The Qualification Method

At Keyspire we are extremely intentional about who we WANT to serve. If we help everyone then we help no one. We don't just let anyone in the program, it is an extremely important core value, that we build our community of like-minded, similar people. This community culture has been built and nurtured for over a decade and is one of the aspects of Keyspire that you will not find anywhere else on the planet.

We want the right people to join our community. The right people will have the most fun and enjoyment. These are the people we build our programs & content for. These are the people that we LOVE to work with. The right people will continue to ensure that the Keyspire culture will remain the gold standard for Real Estate Investor Communities.

Now more broadly, these people are successful with the Keyspire system. They embrace our coaching,

our tools, our mindsets with little hesitation. They are all in. They love the other people in the community. They have made progress with our systems, no matter how small. They rarely complain and if they do it comes from a genuine want to help Keyspire be better. They can often feel more like family or friends than customers. Their actions are aligned with the Nine Keyspire Member Core Values.



# RIGHT-FIT CHECK LIST

You are a right-fit member and the Keyspire Signature Mastermind Program is perfect for you if the following nine core values are TRUE:



## **Lifestyle Freedom:**

Your end goal is to reach your Lifestyle Freedom Day. The day when your passive income meets or exceeds your lifestyle expenses. You want to one day add your unique value to the world on your terms, choosing to work when you want, work with who you want, and work on what you want. You are more excited about a lifestyle freedom future than private jets and sportscars.



## **Community:**

You are looking for a community of like-minded people. You look forward to both contributing to and learning from the other program participants and to building long term relationships with them. You have a collaborative mindset. You are willing to work with others to achieve your goals. You add value. You don't just take, you also give.



## **Control:**

You want to feel in control of your future. You want the stability and security in seeing that your future can be bigger than your past. You want to be there for the people that are most important to you. This increased confidence will help you sleep better at night freeing your mind for the enjoyment you want in life.



## **Coachable:**

You are coachable. You're looking to improve and get better and are open to other people helping you do this. You do not believe that you know it all. You understand and appreciate the unique skills that others have developed and are willing to learn from them. You are looking for the shortcuts that others have created and are willing to try new things to reach your goals.



## **Patient:**

You are patient. You know that all your problems will not be solved immediately, and all your goals will not be reached right away. You are willing to invest the time, effort, and money today for a bigger future. You believe that there are no unrealistic goals, only unrealistic timelines. You realize that great results take time and effort, you're willing to put in this time and effort and do what it takes to get the lifestyle freedom that you want.





### **Mindset:**

You are willing to consider new opportunities. You see possibility where others see limitations. You see opportunity where others see only obstacles. You are committed to a bigger future for yourself. You believe in a bigger future for yourself and although you may not see it yet, you are committed to getting there. You value progress over perfection, and can commit to be consistently good and not occasionally great.



### **Change:**

You are looking to change your current situation and you are motivated to make this happen. You are at the right place and time in your life journey to make this change. Whether you have a great career, or a job you hate, you have realized that your current path does not end up where you want to be. You are looking for more out of your life.

You recognize that what does not challenge you does not change you and are willing to get out of your comfort zone to achieve what you want.



### **Attitude:**

No Jerks Allowed. You try your best to treat people well. You are down to earth, humble and friendly. You are eager to learn and enthusiastic about possibility. You value your personal growth and development. You don't have all the answers but will not stop until you find out who has the answer.

**AND if one of the following are true:**



### **Income:**

Employed with a minimum \$100,000 in combined household annual income. You own your home, have access to a minimum of \$25,000 in capital and a positive net worth.

**OR**



### **Drive:**

You have a high drive factor. You are willing to work hard, smart and with a sense of urgency. You are determined to make it happen. You are committed to achieving the result you want. You will invest your time and are willing to work. You have a unique or valuable skill or capability (contractor, skilled negotiator, sales, interior designer, urban planner, etc.) or are willing to work hard to develop one.

# Keyspire® Cares

## Building Bigger Futures with Meaningful Charities

**K**eyspire and its Founders have a real passion for people, and helping those that are less fortunate. Nothing gives us more pride and a sense of accomplishment than our commitment to giving back. As an organization, we encourage all those in our community to support and make a difference. Here are just a few of the projects, causes and organizations we're involved in to make a positive change.



### Children's Foundation

For every person Signature Mastermind enrollment, Keyspire will provide 10 meals for elementary school children in need through a partnership with the Children's Foundation's Food & Friends program. So far we have provided over 30,000 meals to children.

**Make An Impact**

**For every Mastermind enrollment, Keyspire will provide 10 meals for children in need**



### Habitat for Humanity

Habitat for Humanity is a global nonprofit housing organization working in local communities across Canada, the U.S. and in approximately 70 other countries. Habitat's vision is of a world where everyone has a decent place to live.





### Canadian Mental Health Association

One in five Canadians will experience a mental illness in any given year. But five in five – all of us – have mental health. And we all need to take care of it. With your help, CMHA is working to keep people mentally healthy in the first place. To act before mental illness, so that it doesn't take hold.

The work they do is about keeping people out of crisis. It's about keeping people out of hospitals, both before mental illness can occur, and after a crisis has passed.



### Mental Health America

Mental Health America's work is driven by its commitment to promote mental health as a critical part of overall wellness, including prevention services for all; early identification and intervention for those at risk; integrated care, services, and supports for those who need them; with recovery as the goal. MHA's programs and initiatives fulfill its mission of promoting mental health and preventing mental illness through advocacy, education, research and services.



### CIBC Miracle Day

CIBC Miracle Day is a proud tradition that helped to improve the lives of millions of children since it began in 1984. Since its inception, CIBC Miracle Day has raised over \$95 million for children's charities across Canada and \$248 million globally.



### CIBC Run for the Cure

The CIBC Run for the Cure is a 5k or 1k walk or run that raises funds for the Canadian Cancer Society. It is the largest single-day, volunteer-led event in Canada in support of the breast cancer cause.



### Camp Cambria

Camp Cambria is supported by the Camp Cambria Foundation which raises awareness and funds to benefit the 324,000 kids and teens challenged by juvenile arthritis in Canada and the United States.





# HAPPY TEAM, HAPPY MEMBERS

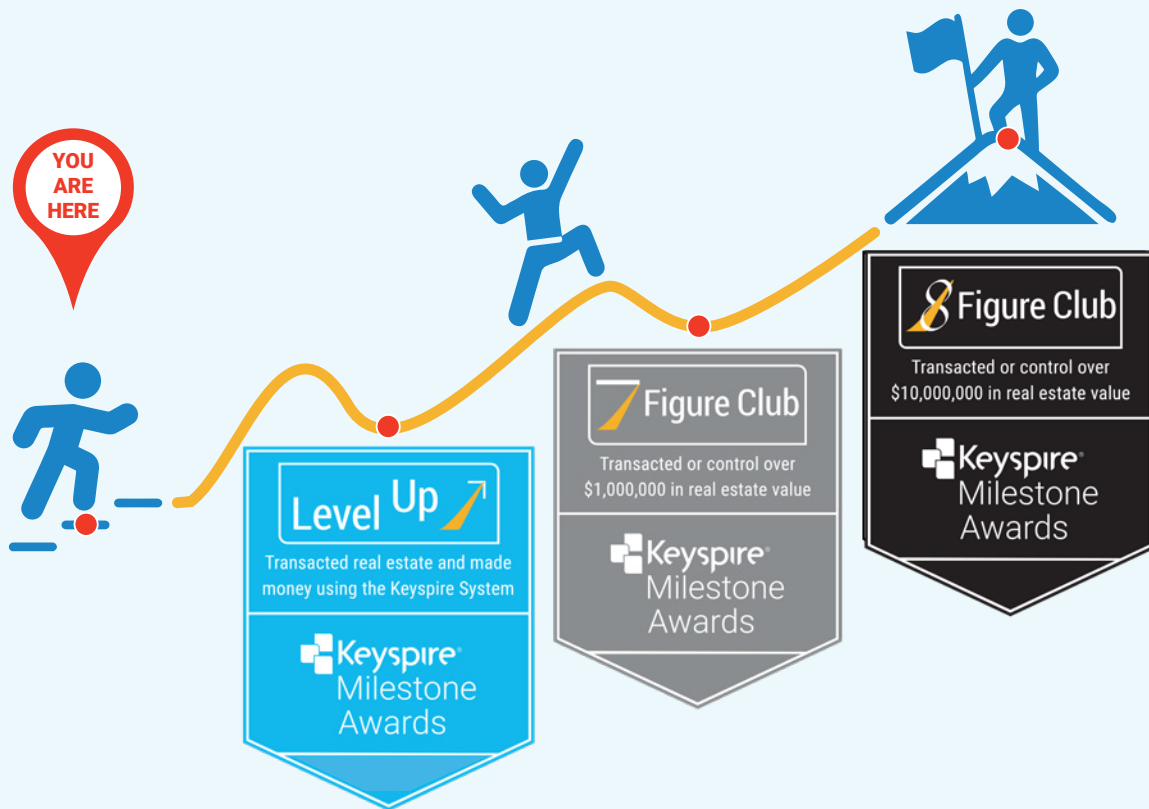




# Keyspire® Milestone Awards

**FUEL YOUR SUCCESS • INSPIRE & EDUCATE • GROW & CELEBRATE**

**K** eyspire Milestone Awards is a place for established Keyspire investors to share their knowledge and help motivate other investors on their success journey! Empowerment comes through knowledge, and community success comes through motivation and inspiration. Join the Keyspire Milestone Awards to help empower others and get recognized as a Keyspire investor.



Make it your first goal to get the LEVEL UP award by completing a real estate transaction using Keyspire Tools & Training (how exciting!!!). Don't stop at the LEVEL UP award! Make it your goal to achieve all three awards as you grow and expand your real estate investment portfolio.



[www.keyspire.com/client-success](http://www.keyspire.com/client-success)

# MEMBERS RAVE ABOUT OUR TRAINING & SUPPORT

## Shyam

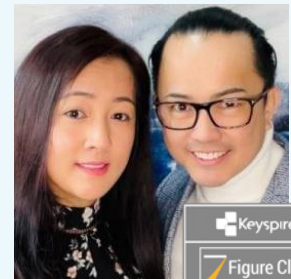
"We immigrated to Canada in 2009 and bought our first house in 2010. Our son was born 2 years later and we were planning for his educational needs as well as our future retirement. It was financially very challenging to meet these goals - so we bought our 1st investment property in 2015 (a townhouse)- as a way to help in. Our realization came after we attended a session with Scott - where it was clear that real estate investment is a great mechanism for building generational wealth. However, after joining Keyspire, we realized that Real Estate is much more than that. We took all the courses, training, coaching and transformed this passive activity into a real business. In 2 years, we grew our portfolio from 1 to 60 doors. All buy-and-hold turnkey properties."



The staff at the workshop spoke very passionately about Keyspire and their experiences. Everything was there for us to succeed, but it was up to us to make that big step for ourselves. At the end of the 3 day workshop we joined and actively participated in everything Keyspire offered...Fast forward and today we have approximately 154 doors, 40 real estate transactions, 100 private lending transactions, 20 JV's, land development projects (5 SFH), and handful of flips, 4 apartment buildings and so much more."

## Ryan & Jenny

"I have learned so much with Keyspire. I am now scaling up into Multi-family investments (20 doors under contract and 8-more being negotiated). The knowledge that I gained allowed me to retire my dad and peace of mind for my mom to retire whenever she wants to. It also gave me the confidence to leave my 9-5 career once it is no longer fun or fulfilling. I might be redundant but Keyspire played a huge part in my success. Primarily, Keyspire empowered and armed us with knowledge that drives confidence to go and take action. Secondly, Keyspire provided turn-key solutions to participate immediately in different facets of real estate. Finally, Keyspire created a medium to connect with other like-minded investors that became friends and mentors. The biggest benefit of the Keyspire program is allowing us to get closer to our WHY while also continuing to raise our expectations of ourselves to reach higher objectives."



## Colin & Nicole



"Before Keyspire, we did not know much about real estate. We were limited to thinking that you had to buy properties in driving distance, find tenants yourself, property manage

them yourself, and then eventually sell for a profit. The 3 day weekend workshop opened our eyes to all the different investment streams that we never

heard of. We trusted the knowledge, but still went home and googled everything Paul said during the workshop. We believed in Michael and Scott being authentic people and wanting to truly help others.



## Leo & Jacqueline

"Keyspire had everything to do with our success. We went to the 3-Day Workshop, decided to join and from 2019 our lives changed. The connections and network we have made through the Keyspire network is priceless. We are overly grateful and blessed for the amazing group Scott and Michael have created. Truly life changing!" Leo and Jacqueline have 28 doors.



LFD and RPM bootcamp were a big aha moment and am now working towards my LFD sooner than official retirement age."

## Fern & Ray

REI Portfolio Value: \$10,445,000 Rental Units/Doors: 20...  
"When I first joined Keyspire, my real estate net worth was \$73,000. Since then our company has purchased 2 more deals on our own and 17 properties with Joint Ventures. Our share of our current real estate net worth/equity is \$1,137,000!!!"



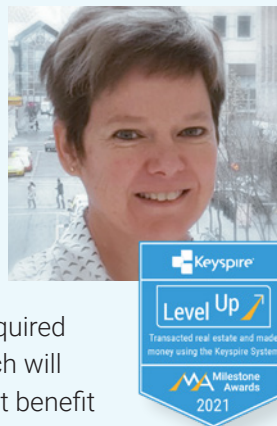
## Randy & Alison

"When we started with Keyspire in Feb 2020, we had 3 student rentals in Waterloo for a total of 3 doors. Since then, we've added 3 more properties for a total of 22 doors.

Also, we have 2 more properties with 13 doors under contract to close by the end of the year. In addition, we have a new build in Alberta with 8 doors scheduled to complete mid to late next year. In total, we have 43 doors under contract!!"

## Monique

"Prior to Keyspire, had a cashflow negative condo and was not confident in investing in another property. Since joining Keyspire, acquired a duplex, sold the condo, and have just acquired another turnkey duplex which will close early 2022. The biggest benefit of the Keyspire program is access to coaches and checking in with them to ensure that your proposed investment cuts the grade. The



## Linda

REI Portfolio Value: \$1,800,000 Rental Units/Doors: 12...  
"I have completed 3 deals since joining Keyspire and increased my net-worth by \$200,000"

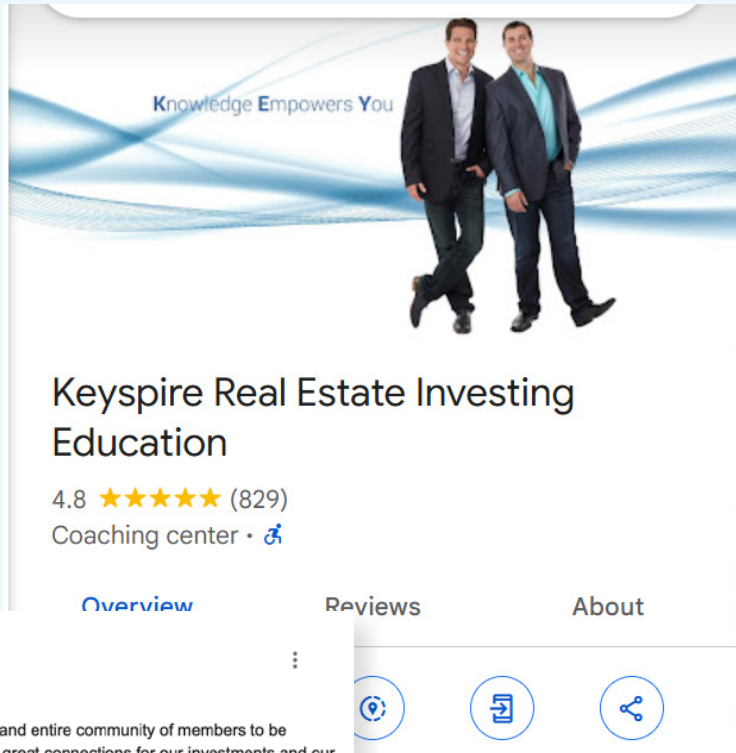


## Ben

REI Portfolio Value: \$5,375,000 Rental Units/Doors: 47...  
"In just over a year since joining Keyspire, I have been able to increase my net worth to this amount, also since I quit my job, I have earned the same amount of active income in the form of acquisition fee's that I would have working full time as an electrician with my previous company over the same time span."



# TREMENDOUS GOOGLE REVIEWS FROM OUR MEMBERS




 **Christopher Meredith**  
54 reviews · 419 photos  
★★★★★ 6 months ago


We have found the keyspire program, training, personnel, and entire community of members to be absolutely amazing! We have met so many people, made great connections for our investments and our life as friends in a short time, and have met so many amazing people at the member summit in Toronto. I highly recommend Keyspire to any who are interested in real estate investments in Canada, the US, or most of the world.



 5

 **Maria T**  
7 reviews  
★★★★★ 7 months ago

If you're serious about real estate investing then this is the membership you need. The value is phenomenal, in just 3 short months we saved more than the money invested to join from helpful referrals from other members with mortgages and contractors, and the guidance from our coach. The courses available to you, your coach and the live training sessions add so much value and save you so much headache. This is a fabulous group and great team of likeminded individuals.

 **Kelly Clements**  
4 reviews · 2 photos  
★★★★★ 6 months ago

We have been members since 2021 and already have accelerated our portfolio. After our first virtual summit we purchased a vacation rental and built relationships that grew into 3 joint ventures and 2 private lending deals. With the help of our coaches and the keyspire community we are actively working on securing more properties, more private lending and building more connections across the country and the US. Nowhere else can you find a supportive and caring group of like minded investors. Just do it and join the community.







**Sadiq "Trini" Jan**  
Local Guide · 90 reviews · 163 photos

★★★★★ 6 months ago

Awesome and powerfull knowledge in real estate investing. Keyspire is giving me all the connections I need to make wealth for me and my children.  
Thanks



👍 5



**Jane Warr**  
1 review · 1 photo

★★★★★ 6 months ago

Thank you, Keyspire! You provide phenomenal training for new and seasoned real estate investors alike. I have learned so much that I am now putting to use, to build a new future for me and my family. I am especially excited to work with the Experts recommended, as there is a significant difference in their knowledge and expertise. On top of that, the community is welcoming and open to do business with. What can be better than that?

👍 4



**Belkis Joa**  
Local Guide · 65 reviews · 199 photos

★★★★★ 11 months ago

Keyspire changed my life and the life of many persons I know. The founders Michael and Scott have created the most inspiring and supportive educational community where everyone can learn how to invest in Real Estate and use it to become financially free. All the staff, coaches and members are knowledgeable and go above and beyond to support everybody success. They are just the best!!

👍 3



**Christine Einarson**  
3 reviews

★★★★★ 11 months ago

What an amazing group of people. Becoming a member has been the best decision I have ever made. Scott and Michael really are as genuine as they appear, and it trickles down through the whole community. I have never encountered a more supportive and collaborative group in my life. My life has been enriched by more than just money - I have made some life-long friendships and partnerships, and in only 4 months have grown my portfolio by leaps and bounds. I couldn't have done it without the tools and people the Keyspire community has provided me with.

👍 4



**Blair Mills**  
1 review

★★★★★ 6 months ago

Top Shelf, Kudos to Keyspire Team! Real Estate has always been to road to wealth. They have all of the tools and connections to help you achieve your lifestyle freedom day.

👍 2



**Shay Fischer**  
Local Guide · 10 reviews · 3 photos

★★★★★ 6 months ago

Keyspire has been an absolute outstanding community to be part of! My husband and I have been able to make leaps and bounds with our Real Estate Investment journey, and our accomplishments would not have been possible without the support and mentoring of all the amazing people who are part of the Keyspire team.

👍 2



# NEXT STEPS

Talk to our Team during your One-on-One Strategy Session to see how we can help you. Many of our team have gone through the system and are Keyspire Program Alumni who sincerely enjoy adding value to others by helping them reach their goals.

**The knowledge you will gain from Keyspire's Signature Mastermind Program and our network will surely empower you.**



**KEYSPIRE.COM**



**1 888 556 2244**





**Keyspire<sup>®</sup>**

Signature

Mastermind Program