



**RK** Rod Khleif  
MULTIFAMILY MASTERY

VIVID VISION 2022

## Snapshot

Welcome to December 31st, 2022, where Rod Khleif and company are upleveling thousands of families' lives, using real estate investing and business development coaching as the tools, and empowering clients to step into their own power.

"Someone's comfort zone is a warm place, but nothing grows there." So we're here to lead clients out of that comfort zone, to a place in their business (and life) where the seeds they plant can grow into an empire.

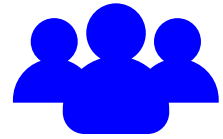
Here's how we help people take their lives to the next level...

# VALUES

**F**

## **Family & Fun**

We enjoy our time together, and have each other's backs no matter what.



**A**

## **Authentic**

We are who we are, wholeheartedly.



**M**

## **Massive Action**

Plans and goals are great. But we always take the next step and turn those into forward movement.



**I**

## **Integrity**

We're driven by the desire to improve other people's lives and build a better world, which pushes us to always do the right thing.



**L**

## **Love what we do (and do it with love)**

Our work brings us a ton of joy, and we filter that joy right back into our jobs, creating a self-fulfilling prophecy.



**Y**

## **Yes to evolution**

Always evolving and innovating. We know that evolution and innovation are the keys to continued growth and success.





# TEAM

Rod Khleif is our visionary leading the charge. He's stepped away from the day-to-day operations of the business and instead focuses on what he does best: content creation and hosting his podcasts, including a new one on entrepreneurship, teaching business development and systems.

Our culture is one of our biggest calling cards. That's why our **Chief Fun Officer** holds such an important position—the CFO is in charge of developing team-building activities and making sure our culture continues to be the best possible environment for employees to both grow their careers and have fun doing so.

**The Coaching Team** leads our client-facing services and is comprised of 30 dynamic coaches, who are able to not only teach our clients business and real estate investment concepts, but also empower them to grow on their own.

**Our Operations Team** is 10 people strong, and full of integrators. These systems wizards make sure our day-to-day runs smoothly and that we prioritize efficiency.

**Our VP of Sales** leads our dynamic business development team, which has expanded to 60 people this year. As a group, they're responsible for the sales that drive our business.

**The Marketing Team** is made up of a full squad of employees who contribute to spreading our message through their own individual zones of genius: a VP of Marketing, Creative Director, Copywriter, Webmaster, Social Media Specialist, Graphic Designer, SEO Specialist, Marketing KPI Administrator, Public Relations Associate, and Media Buyer.

To streamline all the numbers and find our biggest areas for growth, our Financial Team has expanded to four people.

# CULTURE

Positivity and a family-like atmosphere are our culture's strongest traits: We get our work done and perform well, but we never forget how to have fun.

It's a balance here. We're a team made up of driven, motivated rock stars who are full of ambition. But complementing that ambition is a sense of collaboration, mutual support, and a people-first attitude. We're driven to succeed, but never at the expense of each other. Competition here is friendly, and is the tide that raises all boats. Our virtual "whiteboard exercise" encourages this exact mindset: When we're looking for a new strategy for improvement or solution to a problem, our whole team competes to come up with the best idea. Whoever develops the best one gets a significant prize, so competition is fierce, and brings out the best in everyone.

But don't let all the intelligence and brainstorming here fool you into thinking we don't have fun too. We hold four full-team events each year, where we come together for collaboration, team-building, and fun outside the "office." Year-round, we also hold holiday events—like a Halloween costume contest—and fun online events like the popular "ice bucket challenge."

We do everything we can to foster positive emotion within our walls, whether that means within our Slack and Zoom "walls," or within whatever room where we're doing our occasional in-person meet-ups.





# PRODUCTS & SERVICES

When people want to leave behind their career working for someone else, they come to us to figure out how to build their own empire.

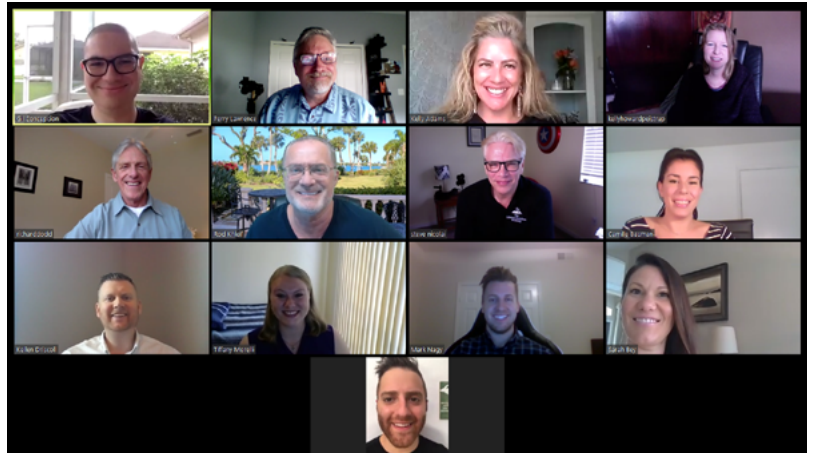
Each year, we hold four large, 3-day events geared towards those wanting to learn about multifamily real estate investing. These events started out at about 600 people but now have almost doubled, and bring in more than 1,000 attendees each time. For those who want to learn about the same concepts from the comfort of their own home, we offer an option for them too: Our Facebook community has grown from about 30,000 members to more than 50,000 in a space of just three years.

We started out in real estate coaching, but have expanded that to include more general business development services and events: a mastermind for small business owners, an entrepreneurship podcast that we launched in early 2020, and other smaller, business-related events for owners looking to ramp up what they're doing. Through all these avenues, we use our decades of experience to spread knowledge and to give people actionable steps they can take to step into their own power as a business owner.

# HEADQUARTERS

We have the office of the 21st century: that is, we're not locked into specific geographic boundaries. Our team is fully remote, our headquarters completely online. We hire the best of the best, regardless of where they live. Through Slack, Asana, Hubspot, and Zoom, we're able to fully integrate a team that's spread all across the country.

Zoom is where we meet, and it's where we foster the same sense of community that any physical office space would. Our team spreads good vibes, no matter the time zone or location. When we foster those positive connections and we all care about each other, it drives the success of the whole team.



# SALES & MARKETING

By virtue of educating our followers, we bring in business. We head to the digital space to make this happen, and provide consistent, education-based content on Instagram, Facebook, YouTube, and LinkedIn.

Rod's book, "How to Create Lifetime CashFlow Through Multifamily Properties," is also a tool we use regularly. We've given away 30,000 copies at conferences, networking events, and just regular coffee meetings; many people who have read this book for free come back to us for more, because they're convinced of our experience and knowledge in the field.

A good portion of our qualified leads also comes from the sheer volume of education-based content we deliver weekly. The most successful companies on the planet are the ones that add the most value. We give away what many competitors sell, which is a secret to our continued success.

# MEDIA & AWARDS

The media attention we receive centers around our students' success, because it's truly everywhere. Our students are being lauded for building their own mini-empires, instead of continuing to work as a cog in the corporate world, and often eclipsing the incomes they were making in previous jobs.

In *Success*, *Forbes*, and *Entrepreneur* Magazines, Rod has been featured for both his passion for leading the next generation of real estate business owners into success, but also for his interest in giving back. We continue to be featured for our charitable giving, with national publications praising us in particular for our program that feeds one family per each event ticket that's purchased.

Rod's podcasts continue to stay in the top 10 on iTunes, and our company is seen as having the top experts in real estate investment in the country.



## GIVING FORWARD

We believe in the knowledge we're sharing to empower people to build their own businesses and change the lives of their families: But we also believe in our ability to create even more change than that. We have the power to create a better world and we take steps every day by actively giving forward.

Over the years, we've impacted the lives of over 100,000 children. Through the Tiny Hands Foundation, which Rod founded himself, we donate backpacks full of school supplies, teddy bears for children who have gone through a trauma, and meals to families in need during the holidays.

With every ticket someone purchases to one of our events, we feed an at-risk family. As our company and our events continue to grow, that growth is fueling a huge increase in our ability to give forward even more.



# FOUNDER FEELING

Nearly an entire wall in my office is covered in thank-you notes, and love from people whose lives have been impacted by my work, reminding me every day why I do what I do. Every time I look up, I'm reminded of the impact we're having on people's lives.

Creating a coaching business was never really part of the plan. Of course, your plans go out the window when you lose absolutely everything—\$50 million—and have to start from scratch. But from that void came clarity. When I started my first podcast to share my story of having it all—and then losing it—I started to listen to other people's stories. Their struggles, their questions, their triumphs. In 30-minute calls with podcast listeners, I started to see the possibility of something new, something even more exciting. The chance to lead thousands, even millions, of people into their entrepreneurial power and get to the next level of their lives.

I enjoyed those calls with listeners so much that they became the foundation of this business. Every day, when I picked up the phone to talk to someone new, I took a great deal of pleasure in figuring out how I could add value to their situation. How do I take my own experience, all the good and the bad and the ugly of it, and use it to empower others?

Since then, we've come a long way. And we only have higher to go. Our students are discovering the potential in their own lives, and by working with us, have the chance to maximize what they find. They're changing the course of their lives, and their families' lives. And through that impact, person by person, family by family, we're changing the world.

Are you ready to take your own life to the next level?

