



Commercial Real Estate Investing  
**A Franchise Opportunity**

# Welcome to Commercial Investors Group

## Company Overview

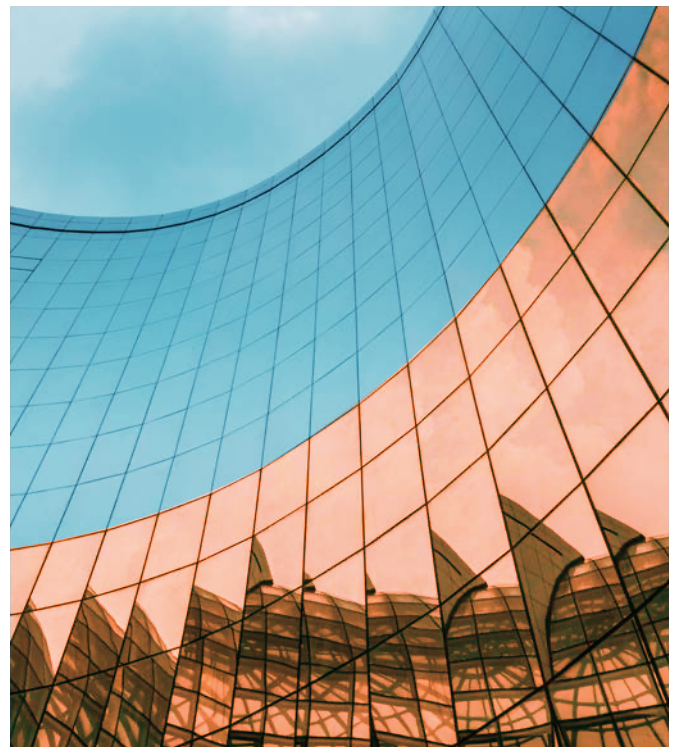
---

Commercial Investors Group is a private equity firm that repositions commercial real estate assets for long-term cash flow and equity growth. We formed our company in 2005 and have a proven track record of generating deal flow and asymmetric returns for our investors. We are the only commercial real estate investing franchise system in the world. The company has a corporate location in Minneapolis, Minnesota and franchises its concept in other major markets. Due to our ongoing success, we are now offering the perfect franchise opportunity for you here at Commercial Investors Group!

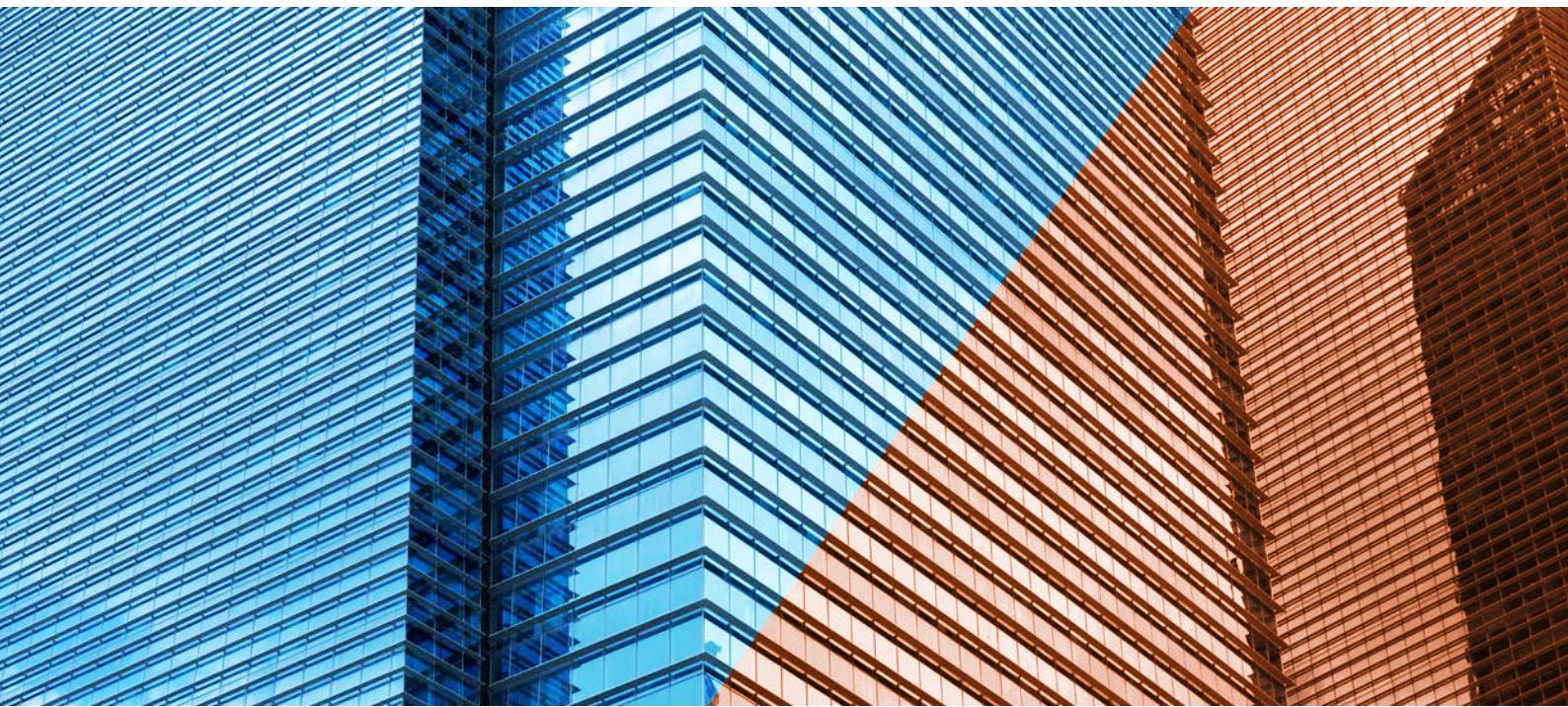
We are distinguished in the marketplace by our deal flow, funding, coaching, and proprietary software, CREtools Software®. We've worked hard to build a model that not only trains but generates recurring income. Our franchisees get access to a private equity fund called the CIG Value-Add Fund. We help accredited investors and family offices deploy capital into our opportunities through our CIG Value-Add Fund. As a franchise partner, you are advancing into an expansion of a brand that already has all the right elements

to grow exponentially. Gain insight through training, an online course, and a direct marketing launch as you build your territory and see just how amazing Commercial Investors Group will be in your area.

**Are you interested in creating an opportunity in commercial real estate that is unlike any other? If so, then Commercial Investors Group is for you!**







# A Demonstrated Performance History

Commercial Investors Group has an exceptional level of integrity, credibility, and commitment to client service. It is this commitment to these values that has set CIG apart from its competitors and allowed it to revolutionize the commercial real estate industry.

## ✓ **We're Sure of What We Offer**

Without forgetting the importance of customer service in our process and the revenues per transaction for our franchisee partners, we take the commercial real estate business to the next level by placing profitability creation at the top of our list.

## ✓ **A Necessary Concept**

Because the real estate industry is constantly changing as the world and information are more driven to people, we at Commercial Investors Group offer up-to-date knowledge and equity funding on qualified deals. Our proprietary software, CREtools Software® allows franchisees to spend more time doing and less time planning. It is the only comprehensive end-to-end software that does direct marketing, deal analysis, and workflow process management all under one roof.

## ✓ **Strong Potential ROI**

At Commercial Investors Group, we care about quality and that's why our services and processes are the leading and most profitable in the United States. By becoming a franchisee, you are investing in a strong ROI industry, which means more cash flow to you.

## ✓ **Operationally Safe**

Through years of extensive experience in the field, Commercial Investors Group has developed a strong and smooth asset management model to run an equitable workload for an owner/operator. This experience, in addition to advanced training and process management, allows Commercial Investors Group to recreate an efficient model for our potential franchise partners.

# What You Get When You Open a Franchise with Commercial Investors Group

## Investor Action Plan

We help you build a custom plan to achieve your cash flow and net worth goals.

## CRE Forms Package

We give you a comprehensive forms package with contracts, checklists, and everything you need to succeed.

## Commercial Investing Mastery® Online Course

You get access to our revolutionary online course that gives you a solid foundation for starting your business.

## Franchise Launch Bootcamp

Our 3-day live bootcamp in Minneapolis will have you feeling extremely confident about your ability to analyze a deal, estimate repairs, and get your deal funded.

## Weekly Deals Calls

Each week you get to witness our corporate office and other franchises structuring deals and even submit your deals for feedback and get help structuring your deals or solving the problems you have analyzing it.

## Success Coach

You are paired with a success coach that will hold you accountable to your goals.

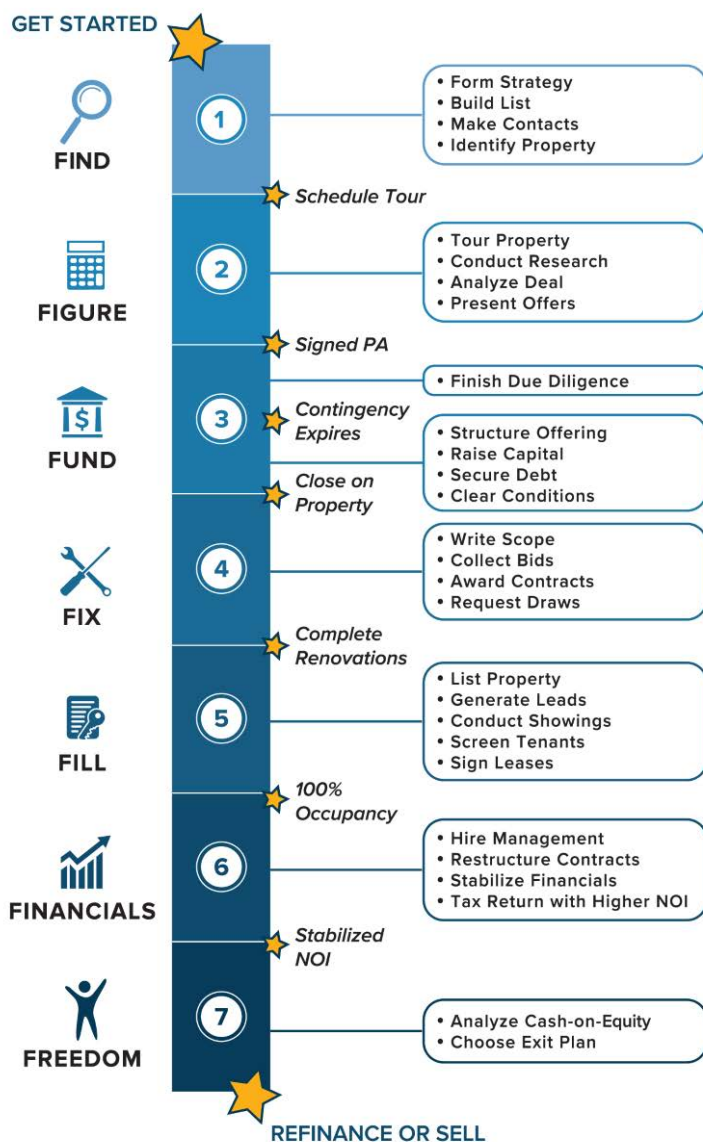
## CRETools® Software

You get access to our proprietary software for generating leads, analyzing deals, and streamlining your offer process.

## Vendor Discounts

We have relationships with various vendors that give you access to discounts and deals.

## 7 Steps to Freedom



## Qualified Leads

We help you launch your franchise and generate leads for you.

## Access to Funding

We teach you how to structure partnerships to raise your own equity capital, but we also give you access to our CIG Value-Add Fund that will invest in your qualified deals.



# CREtools Software®

Our proprietary software allows franchisees to spend more time doing and less time planning. It is the only comprehensive end-to-end software that does direct marketing, deal analysis, and workflow process management all under one roof.



## Properties App

This app contains all of your property data with preloaded skip tracing of the asset manager and their contact information.



## Renovation Estimator App

This app allows you to build comprehensive renovation cost estimates then convert them to documentation for bidding and estimating.



## Contacts App

This app acts as your contact database and contains property owner, vendor, investor, and broker information.



## AutoDocs App

This app allows you to merge any field from any app into word documents. We have built templates for leases, purchase agreements, non-disclosure agreements, bid requests, sworn construction statements, offer summary letters, and so much more. The potential to build and streamline any process is endless!



## Deals App

This app acts as your CRM and helps you track and manage your sales pipelines for acquisition, leasing, raising capital, and disposition.



## Campaign Manager Suite

This suite of apps allows you to design, schedule, and launch multi-sequence direct marketing campaigns for direct mail, email, text, ringless voicemail, and calling campaigns.



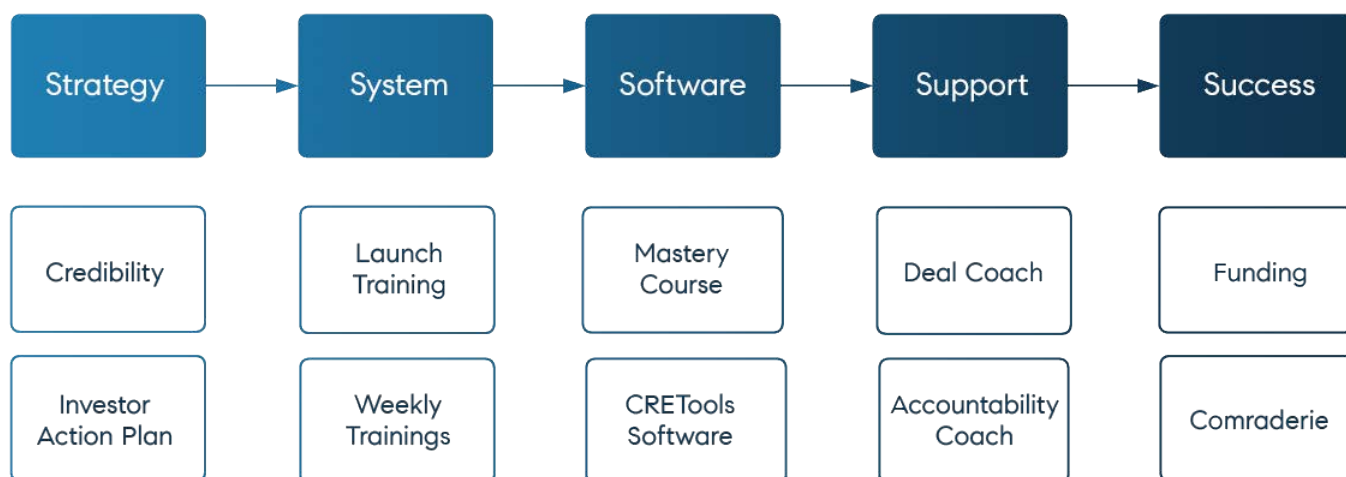
## Deal Analyzer App

This app allows you to analyze deals to determine your max allowable cash price, and then also helps you figure out how much more you can pay if you get favorable seller financing. It also has a built-in sensitivity analysis tool that helps you run different scenarios to see how your profitability changes if your assumptions turn out to be different than you initially projected.



## Due Diligence App

This app helps streamline due diligence and underwriting processes.



# Are You Ready to go All-In?

## Who is a good fit for Commercial Investors Group?



### Multi-Business Owners

People who own multiple other brands, franchises, or businesses make a great fit to grow a location and put people and process in place to put the cash flow on auto-pilot.



### Entrepreneurs

Your ability to take a system and execute on it will pay off big dividends for you.



### Corporate Refugees

You know you need to get out of the 9-5. This is a way to create an income that continues, even when you stop working so you can buy back your time.



### Residential Investors

House flippers, wholesalers, and landlords doing residential can seamlessly scale up and start doing fewer deals and still generate much greater results.



### Contractors

People with knowledge of the trades will do quite well in this program because of their estimating experience.



### Real Estate Agents

Mike will show you how to change your mindset from that of a broker to that of an investor. Your market knowledge and listing experience will come in handy.



### High Net-Worth Individuals

You have excess cash to get put to work. Whether you choose to invest actively or passively in commercial real estate, this program will help you do it intelligently.

## We are seeking franchisees who have the following qualities to join our team:

- A sense of urgency to accomplish their goals.
- A tenacity to see things through to completion without quitting.
- A remarkable work ethic and discipline.
- A history of marketing or sales experience.
- An entrepreneurial mindset and creativity to think outside the box.
- An analytical mindset and the ability to crunch numbers.
- An understanding of building components is not required, but helps.
- An understanding of commercial leasing is not required, but helps.
- An ability to meet the financial requirements of opening a franchise is a must.

If you are **highly motivated, smart, pay attention to detail, and have a proven history of results**, we would like to talk to you!

# Commercial Investors Group

## Support and Success



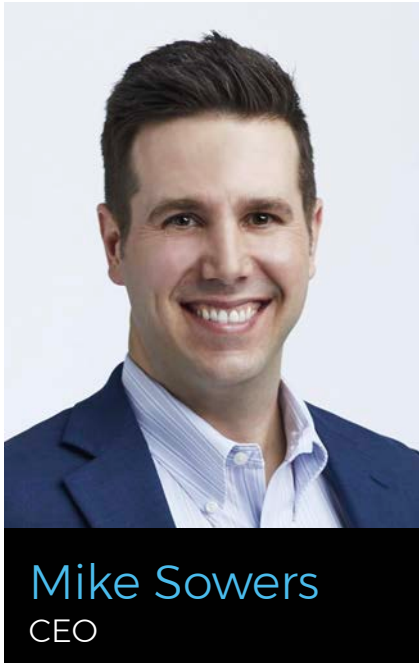
### **COMPREHENSIVE SUPPORT**

As a franchise partner, you are gaining access to equity funding on qualified deals, a personal deal coach to help structure your deals, weekly support calls, underwriting assistance when you partner with our fund, as well as in-person training that details lead generation, market research, deal analysis and so much more!

### **CREATES SUCCESS**

The result is passive income and massive wealth generation while not having to reinvent the wheel. You can duplicate the success Commercial Investors Group is having while still maintaining full ownership over your business, your schedule, your portfolio, and your time.

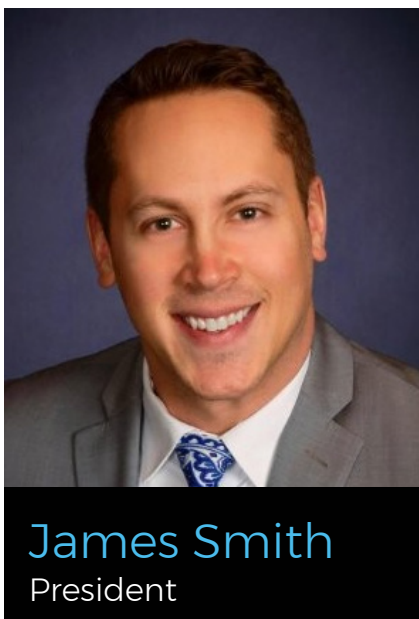
# Meet Our Team



**Mike Sowers**  
CEO



- Author of the Amazon bestselling book, *"Commercial Real Estate Investing: A Step-by-Step Guide to Finding and Funding Your First Deal"*
- Sold a remodeling company that did over 1,000 projects
- Involved in hundreds of millions of dollars in Commercial Transactions
- Host of the CREative Commercial Real Estate Podcast
- Has CCIM Designation



**James Smith**  
President



- Oversees the Minneapolis/Saint Paul, MN corporate location and manages investment sales, asset management, and leasing.
- His background in finance and sales gives him a unique perspective when analyzing properties for acquisition or disposition.
- He has a passion for developing others and building relationships with key stakeholders and business partners.



# Franchise **Process**

## Step 1

### **DISCOVERY CALL**

This is where we learn about your goals, skillset, and objectives to see if there is a fundamental alignment between your goals and our ability to help you achieve them. If it is a good fit you will get more information about how our system works.

## Step 2

### **APPLICATION FOR FRANCHISE OWNERSHIP**

You will apply for a franchise and sign a non-disclosure agreement. We will then provide you with a copy of the Franchise Disclosure Document and proposed franchise agreement.

## Step 3

### **DUE DILIGENCE CALL**

During this call, we will do a deep dive into the franchise model and give you all of the inner details. We will then mutually decide if this is a good fit for both parties. If so, we will book you for a discovery day.

## Step 4

### **DISCOVERY DAY**

Spend the day in the Minneapolis market. This is where you'll get hands on experience and see the inner workings of the business.

## Step 5

### **SIGNING**

We provide clean copies of the franchise agreement that everyone will sign.

## Step 6

### **NEW FRANCHISE ONBOARDING CALL**

Once you have signed your franchise agreement we will set up your investor action plan, schedule your training, collect your franchise fee, and give you a list of items to complete before training.

## Step 7

### **MARKET LAUNCH PROGRAM**

This is where you will launch your franchise and begin generating leads, analyzing deals, and implementing your business plan.

# Frequently Asked Questions

## **QUESTION: How do you determine the franchise fee?**

**ANSWER:** The franchise fee is based on the number of parcels inside the counties you wish to purchase with your franchise rights. Franchise fees range from \$50,000 to \$150,000.

## **QUESTION: Do I own all of my properties?**

**ANSWER:** Yes! You own your properties and we partner with you on them. That's the best part of this system! We only win when you win.

## **QUESTION: Am I going to be treated as an employee?**

**ANSWER:** No, you are running your own business and you are free to design your lifestyle however you wish. You will be guided with all the tools and resources needed to be successful.

## **QUESTION: What are some of the mistakes you have seen people make who try to do this on their own?**

- You lose money.
- You get a deal under contract and then can't raise the equity capital so you have to cancel and lose all the money you spent on due diligence.
- You pay too much for a property.
- You don't structure your partnership the right way so you have a nasty breakup with your partners later on.
- You don't have a clear investing strategy.
- If you have the wrong investing strategy, you might be taking on more risk than is necessary. Mike's strategy works in all markets and doesn't rely on speculative timing of the market.
- Your system is inefficient at best and disastrous at worst
- You want to get to your destination, but you don't have a car. Sure you can walk and if you never quit eventually you'll make it but it's going to be rough. Having a decent system will be like getting in a car and driving there, and you'll get there faster. Having a proven, linear system with software to implement it is like taking a jet plane there. You'll get there much faster and with a lot fewer headaches. Smart people learn from their mistakes. Geniuses learn from other people's mistakes. Mike has used this exact system to cash 7-figure checks, and he gives it all to you as part of the program.
- Not having good technology can seriously set you back in the time it takes to do your first deal.
- You don't have a team.
- Accountability and the ability to get questions answered make a huge difference. Having a support network, a coach, and a mastermind ensures you don't make any mistakes on your first big deal.
- It also makes your life more enjoyable when you are part of a community that is all headed in the same direction.



## QUESTION: What will I be able to do after going through your training?

- Have the tools, knowledge, and plan to execute a marketing strategy to generate 30-50 leads per month for off-market deals.
- You'll know how to tour a property to gather the key property data you need to effectively analyze your deal.
- You'll know how to do accurate and comprehensive market research to determine the rent rates, vacancy rates, and cap rates in your area.
- You'll know how to use the Renovation Cost Worksheet to estimate the repair costs for your deal.
- You'll know how to figure out exactly what you should offer on a property to achieve your desired profit margin.
- You'll be able to find investors, pitch them, and get the equity funding you need for your deals.
- You'll know how to secure debt financing on the best terms possible.
- You'll be able to know exactly what repairs you should do and how much they will cost.
- You'll know how to fill the vacancies in your buildings.
- You'll know how to find and oversee a property management company to drive your financials.
- You'll know how to evaluate when and if it makes sense to sell or refinance your assets.



# Are You Ready to Take the Next Step in Your Investing Portfolio?

To learn more about Commercial Investors Group,  
visit **[www.crefranchise.com](http://www.crefranchise.com)** or email us at  
**[marketing@commercialinvestorsgroup.com](mailto:marketing@commercialinvestorsgroup.com)**



9220 Bass Lake Road #230, New Hope, MN 55428  
612-877-8600 | [www.crefranchise.com](http://www.crefranchise.com)  
[marketing@commercialinvestorsgroup.com](mailto:marketing@commercialinvestorsgroup.com)