

# Coaching to success in real estate

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Real estate investors can now buy their own all-star team to score big on investments in real estate.

Thanks to the Laurex Group someone interested in financial opportunities in real estate can hire a coach to oversee their team of professionals who will handle all aspects of the investment real estate transactions.

"The analogy is very similar to Jerry Jones and Bill Parcells," Alex Johnson president/founder of the Laurex Group said. "Jones doesn't hire Parcells to teach him football. He hires Parcells to coach his team and win the Super Bowl. That's what we are."

The coach will meet with the client and analyze their needs and desires. Then they will bring in the lineup of professionals including financial, credit, legal, tax, bookkeeping, inspection, real estate and insurance advisors.

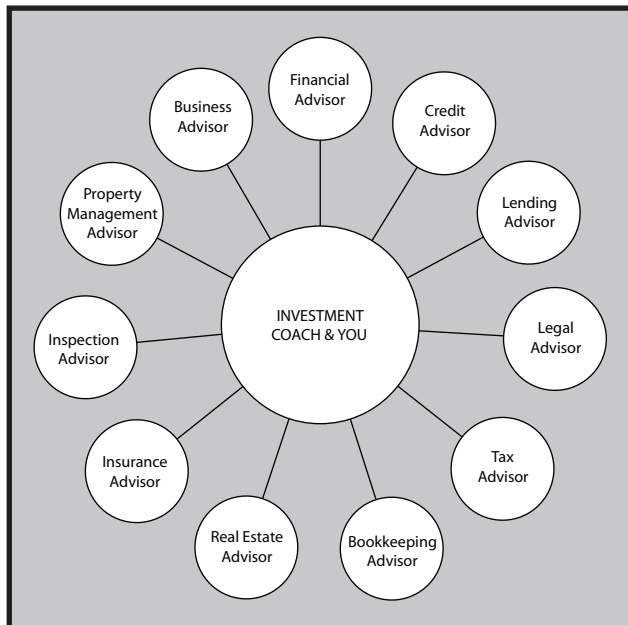
"That's why the clients hire us because all this stuff an individual would do when they

invest in real estate in terms of all these advisors would be there," Johnson said. "But the average person doesn't have the time or desire to do it right so they try to cut everybody out, which hurts them."

The concept is so unique that Johnson has filed all the necessary paperwork and the process the Laurex Group has outlined has a patent-pending.

"It's a two-and-a-half year old company," he said. "We have silent investors behind The Laurex Group. I'm the founder/president. We have a board of directors and a board of advisors that really guide on the day-to-day stuff."

"Basically we built the company with the end in mind," Johnson continued. "It's more of a franchise type operation so that it can be duplicated in



different offices, but it's not going to be franchised. But that's the mentality so that it can be duplicated. It was developed from the start like that."

The plan is to open a Collin County office with four investment coaches then in January open a Dallas County office with four investment coaches.

"And in July we'll have Tarrant, Denton County office with four investment coaches," Johnson said. "Then we're going to San Antonio, Austin and Houston every consecutive year. In the year 2009, after we've really ramped up, got all the bugs out of the sys-



Alex Johnson

tem, then we'll go out of state."

Johnson said the program is easily duplicated with the process documented through flow charts and checklists compiled in a book he calls every investment coach's bible. The advisory network has also been built with companies in different industries.

Clients of Laurex pay a flat fee upfront, then an annual fee. Investment coaches are paid by the Laurex Group when they bring in a client and also on the assets managed based on the portfolio they are managing.

For more information on the Laurex Group or to subscribe to their free online newsletter, visit [www.investmentcoaching.net](http://www.investmentcoaching.net).