



PROFITLABS



Doing The Best For Your Business – Right Now (Covid19)

EDI's Curriculum Vitae

- Leading Real Estate Brokerage Consultant in North America working exclusively with Owners
- Helping thousands of Brokerages in the United States, Canada, South America, Caribbean, South Africa, Europe, and South-East Asia
- In-house developed market proven methodology and approach. Constantly refreshed with new learning.
- Experts in mergers, acquisitions, divestitures, valuations.
- MBA, CPA designated professionals with over 30 years of C-suite, ownership, and entrepreneurial experience.



About Us

Helping Owners make more money and improve the value of their business. Providing options for succession & balance

EDI's Two Deliverables

Deliver Great Content
& Understanding

- Creative ideas (experience)
- Technical know-how

Implementation
Action Items

- Workshop environment
- Next step action items

WHEN WRITTEN IN CHINESE, THE WORD

CRISIS

IS COMPOSED OF TWO CHARACTERS

ONE REPRESENTS

DANGER

危

AND THE OTHER REPRESENTS

OPPORTUNITY

机

John F. Kennedy

Game Changers Developed During Crisis

1. Canned food
2. Plastic surgery
3. Sanitary Napkins
4. Duct Tape
5. Microwave ovens

Success Stories During Crisis



Success Stories During Crisis

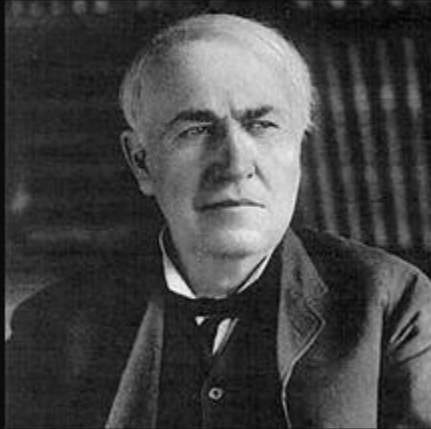


Success Stories During Crisis



Success Stories During Crisis





Opportunity is missed by most people because it is dressed in overalls and looks like work.

~ Thomas A. Edison

AZ QUOTES

...Your Role. Leading the Charge



The Bullet Proof Business Plan



What is an Asset?

- Owned by a company that will provide future revenue and/or equity to a business
- Can either be tangible or intangible

Your Key Business Assets

Working
Capital –
Cash Flow

Your CRM
Database

Your Brand
& Marketing
Collateral

Your Virtual
Operation

You and
Your Team

Working Capital – Cash Flow

Pipeline –
Leads and
Pending

Operating
Cost

Personal
Budget

Growth
Strategy

CRM Database

Past Clients
Database

Inner Circle
Database

Referrals
Database

Past/Current
Prospects
Database

Your Brand & Marketing Collateral

Web
presence &
Social Media

Testimonials

Video content

Listing /
buyer
presentations

Value
proposition

Your Virtual Operation

Client meetings

Virtual
showings

Paperless
process

Communication

You and Your Team

Knowledge/Expertise

Reputation

Health and wellness

Interpersonal skills

Time management

Action



“The way to get started is to quit talking and begin doing.”

– *Walt Disney*