



**EACH STEP OF THE WB CLIENT SUCCESS GUIDE IS CRAFTED TO PROVIDE A SEAMLESS AND FULFILLING JOURNEY, HELPING YOU ACHIEVE YOUR ULTIMATE GOALS WITH CLARITY AND CONFIDENCE.**

## 01 Discover us & learn more about us

Whether you heard about us through a friend, encountered our content online or offline, or visited our website, you've seen how our expertise can transform your custom home business. Explore our free resources, videos, and articles to see how we align with your goals and spark your curiosity even further.

01

## 02 Reach out & talk with us

Ready for the next step, you call, schedule a strategy session, or share your contact info. In your strategy session, you receive personalized insights and actionable advice tailored to help you succeed.

02

## 03 Self Study Programs (FREE)

### Actual Deal Case Studies (Free)

Access 13 real-world stories showcasing how builders, including a first-timer and Dave who turned a church into a \$400k profit, secured lucrative deals without upfront capital. Discover strategies that landed \$1.3M+ contracts and multi-lot developments, one of which generated \$99k in just 5 weeks.

### Trust Builder Essentials (Free)

Instantly explore over 70 marketing videos that demonstrate effective strategies for attracting custom home clients. Learn from a Minnesota builder who secured \$21 million in sales using our targeted Facebook and Google tactics. Gain insights into quick, profitable strategies involving realtor networks and direct mail.

### CRM Magic (Free)

Enhance lead retention with our CRM system that automates follow-ups, turning site visits into scheduled calls. Utilize smart tagging and automated text conversations to maintain engagement throughout the buying process. Elevate your closing rate with minimal effort using our follow-up sequences.

03

## 04 Self Study Programs - (PAID)

### The Ready-To-Go Fast Track Tool Kit Program for \$50 One-Time

Build custom homes without bidding against other contractors while getting paid upfront. Master how to negotiate land deals and attract new custom home clients with minimal risk, capital or credit - all for less than a tank of gas.

04

## The AI Playbook for Custom Home Builders for \$50 One-Time

Stop wasting hours on emails, marketing, and business analysis. Master two powerful AI tools that help you save time, make smarter decisions, and outpace competitors still doing everything manually. Get our exact prompts, templates, and real-world examples from Reagan Homes.

## The Wealthy Builder Blueprint Program for \$1,000 One-Time

Scale your custom home business using simple spreadsheets and documents - no fancy software required (unless you want to keep using yours). Master our easy systems for running multiple projects and getting paid faster. Plus, once you understand our methods, our team can handle all your backend office work behind the scenes if you want to outsource this whole piece to us.

04

## 05 Community & Support - The Wealthy Builder Success Network for \$150/mo (cancel at anytime)

Stop building alone. Join our nationwide network of contractors from all different levels. Get live help on Zoom twice a month - from deal evaluation to getting your questions answered - from a 35+ year veteran builder and his 20+ year business consultant. Access our online community so you can ask questions anytime, get feedback on your projects, and learn what's really working in today's market. Plus access recordings of every training so you never miss a thing.

05

## 06 Mastermind - The Wealthy Builder Mastermind for \$500/mo for 12 months

Take your building business to the next level. Attend 3 different 6-week live expert training sprints throughout the year, plus bi-weekly hot seat sessions on Zoom where we solve your specific challenges, evaluate your deals, and/or help you maximize your biggest opportunities. Join our elite mastermind community for direct access to successful builders across the country who are doing deals right now. This mastermind level also includes membership to our Success Network.

06

## 07 1-on-1 Consulting with our Partnership Accelerator Program for \$100k/yr (\$50k upfront and \$50k at time of framing in your first deal)

Get our highest level of direct support. We visit your market, analyze your opportunities, help build your A-team, and create your custom growth strategy. Includes weekly 1-on-1 guidance via Zoom, a complete \$10k done-for-you marketing package, and priority access to our experts. Plus get full Mastermind benefits - all with no royalty fees ever.

07



## 08 Live Events - Usually \$997 per attendee per event for a 1.5 day in-person event

Work directly with Dave, James and our expert team while networking with successful builders from across the country. Throughout the year we offer 1.5-day in-person events across the US featuring job site visits, classroom learning, and fun group activities. Available exclusively to Mastermind and Success Network members.

08



## 09 Done For You Website, Marketing & CRM Services - \$2,500 Setup or 12 payments of \$250 and plus \$300/mo once website goes live. | (Additional Ads Mgmt Services Also Available)

Get instant credibility with our proven builder website customized for your market (even if you have never built a custom home before). We'll give you free access and licensing to use over \$5k worth of our professional videos, reports and content. This comprehensive system includes automated follow-up with text messaging and easy initial phone call or zoom call booking for your prospects. We handle everything - setup, updates, and support. Available with any program level.

09



## 10 Done For You Backend Support - Virtual Business Operations & Finance Manager starting from \$5k setup and \$3k/mo

Access a shared operations professional who works under our proven systems, management and continued training. They handle your phone calls from potential clients during business hours, change orders, customer upgrades, payment tracking, project budgeting, and accounts payable. Get an experienced, trained resource at a fraction of the cost of hiring and training yourself. Save significantly by sharing this professional with other successful builders within our network.

10



## 11 Advocate & Promote Us

With your success growing, you naturally share your story through testimonials and referrals, expanding your network and helping others discover their own potential.

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## 12 Achieve Holistic Wealth & Lasting Legacy

By following this journey, you achieve not only financial success but also holistic wealth and a lasting legacy. You become a key part of our mission to empower builders to create meaningful, lasting impacts in their communities and beyond.

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