Craig Proctor’s
Quantum Leap System Report
Dear Fellow Realtor,

Even though many get into this industry believing they can make a lucrative living being their own boss, so few real estate agents actually experience significant financial success, they’re like finding honest politicians. And for the few who do, they often end up with no personal life to speak of, a family life in disarray, working like dogs, on call 24 hours a day, 7 days a week, working weeks and weekends, slaves to success!

Craig Proctor receiving his #1 RE/MAX Worldwide award from Dave Liniger, co-founder RE/MAX International. Proctor’s easy to learn real estate system earns him almost $4 million in annual commission income.

Well, it does NOT have to be that way and I can and will PROVE to you that there definitely is a better way, a whole new paradigm for success in this business. I call it my “HIGH INCOME / REDUCED EFFORT SYSTEM”. I used this system myself for 15 years to work less hours than just about any real estate agent I know who earns over $50,000.00 a year - but I consistently earned almost 4 million dollars in commission each year. I used it to work with less stress, strain, struggle and frustration than 99% of the real estate agents I know. And I used it to achieve not only a high income but also extraordinary prestige, even "celebrity" in my community, to create a "perpetual motion money machine" that brought me ALL my clients with ABSOLUTELY NO "PROSPECTING", and that made doing real estate fun. The purpose of this Report is to share with you my experiences, discoveries and my unique approach - a whole new way of approaching this business that just might enable you, too, to have the financial success in real estate you deserve and the time to really enjoy it. But you've probably heard promises like these before.

So why should you pay attention to me?

My name is Craig Proctor. Twenty years ago, to anyone other than my family, that name wouldn’t really have meant very much. But over the course of my career, I’ve turned my name into a real estate phenomenon, not only in my home town, but all across North America. Here’s a SHOCKING FACT about me:

When I was an agent myself, my phone rang with an average of 47 leads every single day.....

.....GOOD, "self-qualified" prospects who were calling me to buy or sell real estate. In fact, for 15 of my 20 years as an agent, I never made a single cold call. You see, cold-calling and door-knocking or sitting at open houses or "networking" simply didn’t figure into the way I did business. I say that’s a "SHOCKING FACT" for two reasons:

First, it ought to be a SHOCK to you to realize that you can make $100,000.00, $300,000.00, heck, $1-Million if you want that much in real estate without wasting time with looky-loo’s, gathering cobwebs at open houses, trying the latest
Craig Proctor's Quantum Leap System

goofy gimmick to get to FSBO's, "networking" all over town, or even selling hard. It ought to be a giant SHOCK that you can put simple, proven strategies in place that guarantee you a steady stream of pre-qualified prospects chasing you, AND viewing you with the respect typically afforded their doctor, lawyer or bank president. And I use the word "FACT" because this is not based on some theory I think "should" work, but instead on my own real experience in this industry, and on strategies I've been able to transfer to thousands of agents in marketplaces across the country that are still working right now to provide wealth and freedom to those agents.

You see, for the last several years of my own real estate career, I consistently sold over 500 homes a year in my hometown of Newmarket, Ontario (a town of 80,000 about 25 miles north of Toronto) and earned almost $4 million in commissions each year, which made me Top 10 for RE/MAX worldwide for 15 years. Again, all done with ZERO PROSPECTING..... most weekends off!.....over 10 weeks of vacation with my wife and young children.....actually "part-time", because throughout this time I had a second business. NOT because I'm a sales-magician. But because I had a SYSTEM THAT REALLY WORKED to deliver me high quality prospects every day like clockwork.

Maybe more importantly, in the past 12 years, I've taught my unique HIGH INCOME / REDUCED EFFORT SYSTEM TO MORE THAN 30,000 agents throughout North America - with some amazing results, some of which you can read about in the testimonials to the left, or even hear on my special "eavesdrop line" (free recorded message) at 1-800-411-1107. (Call anytime.)

Nobody Believes Me, At First

These real estate agents almost all started looking at me SKEPTICALLY and DOUBTFULLY, but have wound up transforming the way they do business with my methods, and are now RAVING FANS. Why? Well, here's what I will GUARANTEE to you JUST ABOUT THIS LETTER ITSELF:

1. **NO HYPE.** Every statement I make here is true, factual, proven, documented.

2. **NO "IDEAS".** I only deal in "what works" right now, today.

3. **NO "SAME-O, SAME-O".** I promise that what you will discover here IS REVOLUTIONARY and truly will revolutionize your experience of selling real estate.

In fact, if after reading my entire letter, you honestly feel I've wasted your time, you can just jot me a note to that effect and I'll send you $10.00 for your trouble as my penalty for taking up your time.

I have 20 years of current experience in the very same market you're operating in. We have over 30,000 agents across the country successfully using my system right now. My "stuff" works in the real world this minute. And I know exactly what obstacles you have to wrestle with because I've personally wrestled 'em too.

As you probably know from your own experience, one new ad just ain't the answer to all your problems. You need a fully integrated SYSTEM, and that's exactly what I've built from hands on, in the trenches experience of following thousands of prospects through my pipeline to ensure a fair profit happens at the other end.

With all that said, I urge you to read every word of this Report as if your entire future depended on it. It is that important. And I am guaranteeing its importance. (Remember, I'm not just guaranteeing my system - I'm guaranteeing my letter.)

Already convinced?
Why are you reading this report?

Probably for one or several of these reasons:

1. You’re frustrated with the income you’re taking home and/or the long, hard hours you put in day after day.
2. You’re unhappy with the progress you’re making.
3. You’ve been searching for answers, trying a lot of ideas, but nothing seems to make things any easier.
4. You HATE cold call prospecting, think it’s demeaning, inefficient and primitive.
5. You can’t seem to make the money you spend on advertising pay off, and feel caught between a rock and a hard place: you know you need to advertise but you can’t afford to keep pouring good money after bad.
6. You’re weary of feeling like a beggar or a peon or a kid on his first job interview every time you make a listing presentation, sort of plaintively asking "choose me, choose me'. You know that mouthing the same vague, fuzzy stuff everybody else says - like "I'll work hard for you" - does NOT impress prospects. You sense this entire process needs radical change but you don’t know what to do that really works.
7. You’re feeling close to burn-out.
8. In boom times, with low interest rates, you wondered why you weren’t doing A LOT better. In the current, challenging market, you wonder why some agents in your marketplace are still doing okay - how have they effectively "insulated" themselves from the near epidemic industry fall-out – where you’re still struggling. Really struggling.
9. You’ve heard about "direct-response marketing" but don’t really understand how it’s different or better, or don’t know how to apply it in your particular circumstances.
10. You see a lot of emphasis being placed on "technology" but don’t see it actually boosting agents’ incomes, wonder how much you should pay attention to it, don’t want to waste money.
11. Bottom-line: you are NOT achieving the financial success or the daily personal satisfaction you want out of your business life.
12. You’re working so hard, putting in so many hours and using up so much energy, you’re sacrificing your personal and family relationships, possibly your physical health. You keep telling others and yourself: "Just one more month", but in truth, even with binoculars, you can’t see the light at the end of the tunnel!

Well, the answer to ALL these issues begins with making a true quantum leap from the old *selling career model* - featuring prospecting, networking, and massive amounts of time and manual labor, suffering disrespect and frustration, to a whole new *marketing business model* - featuring a system that attracts, pre-qualifies and delivers exactly the prospects you want, predictably and affordably, and with them viewing you as an expert and trusted advisor, apart from ordinary agents.

The transition to this has to begin with a strong, heartfelt desire and determination to make a top income without sacrificing your family or relationships, physical health, self-respect or sanity to get it.

Let me explain my own path to this quantum leap.
In 1987, I was earning $14,000 a year sweeping floors at the local hospital. In 2008, my last year as an agent, I earned $3,341,638.56 in commissions selling real estate. Did I get there by luck? Did I stumble over a simple secret to success? Uncover an amazing fact that has eluded mankind for centuries?

Nope.

Did I do it by working longer hours than anybody else? Find a way to work 18 hours a day instead of 12, or 8 days a week instead of 7?

Did I do it by being some kind of three-headed, green-eyed, superhuman sales monster equipped with powers no ordinary, mortal real estate agent can ever hope to have?

Did I have some edge, did I invest huge sums of money most agents can’t match, did I have a rich uncle who bought 100 homes, did I ..... 


What I did do (over 15 years) was to develop and perfect the most powerful system for making money in real estate in North America and simply put it to work for me. And from experience, I can tell you that NOTHING ELSE can make your real estate business take off quicker than ...

.....a Marketing System That Actually Works

But let me step back for a minute so you get a real understanding of what I’m telling you, because.....

The System I’m going to explain to you will put you back in control of your life.

Just over twenty years ago, at the age of 25, I was just another young man who didn’t have a particularly clear picture of what I wanted to do with my life. I dropped out of college and I was living at home with my parents with no debt and no responsibilities.

I wanted some money, so I got a job at the local hospital sweeping floors and washing dishes, and that stint earned me a whopping $30 a day. It lasted about a year. I realized that I was cheating myself in such a "safe" job that required so little of me. I was both afraid to take a risk, and afraid not to. I knew if I stayed, I would get stuck. So I quit.

With no other obvious place to go, I followed my Dad into real estate. Those who knew me figured this was just another of my passing phases. Trying to save me from falling on my face - again - my Dad actually tried to discourage me, telling me about the high failure rate of new agents, etc., etc. That motivated me a bit. For the first time in my life, I knuckled down to work. So, how do you start and succeed here? - I wondered.

For the first couple of years, I did what most agents do: I simply copied what all the other agents were doing around me ..... only I did more of it.

I studied the top agents in my office and they became my role models. They generously shared what they knew with me. It seemed pretty simple: If you want to succeed, you have to find clients with homes to sell. And the way to find them is to hunt them down by prospecting. Everything I observed, heard, read and was told could be summarized as: hunt harder. The way to win was WORK.
Obsessed with the desire to succeed, I began to work harder at real estate than I had at anything before in my life. I still did the same things that other agents did. Only I did more of it. I made more cold calls, banged on more doors and went on more listing presentations.

In other words, I was even more of a lunatic than the average agent.....

My regular work day was 16 hours long, and when I did sleep, I dreamed of what I would do the next morning. By the end of my first year, to everyone’s amazement (including my own), I’d sold 55 homes and by then I’d reached the point of no return. I was driven. After all my years of drifting, uncertainty and self-doubt, I actually believed I could succeed at something. The next two years were a blur of non-stop work. Each year, I sold more and more houses, but along with this new business, came more and more work - more and more hours. Somewhere along the way, something changed. The spark that kept me going was starting to fade. I was developing a real distaste for getting up every morning to face more cold calling, more chasing people for business, more rejection. I began to get scared that I wouldn’t be able to keep up the pace. I was beginning to burn out.

Ironically, despite how hollow and frightened I was feeling, in 1991, at the age of 29 (my fourth year in real estate), I was named the #1 RE/MAX agent in the world.

To most observers, I had it made.......but inside I was miserable

Now the whole world was tracking my progress and watching me to see what I would do next. The pressure was unbelievable. As much as I felt like quitting, instead I worked even harder.

Then on July 2, 1992 (precisely), while writing classified ads at 2 o’clock in the morning, my head hit the desk in mid sentence.

Exhausted, that knock on the head brought me to my senses.

I couldn’t work any harder than I was working, and I had no more hours to give.

The "work like a maniac approach" had given me "success" - but there was no way I could sustain that success. Its price was too high. I had become a "machine". I see many agents following this path: for some short period of time, they achieve a measure of success just by outworking everybody else in town. They win the sprint. But they can’t do the marathon. Others run out of gas even before seeing success. Either way, this "model" of prospect like crazy and work like a mad dog is WRONG.

I know at times that you’ve worked just as hard as I’ve described, and that you think: there must be a better way. Well, I’d like to share a much "better way" with you so you can learn from my mistakes. Let me explain.

The first attempt I made at improving things was to hire an assistant to pick up some of the administrative slack. On her first day on the job, she found commission cheques stuffed in the top drawer of my desk. I simply didn’t have time to get to the bank.

This was a useful start, but I have to warn you that hiring an assistant is not the magic solution to your problems. In fact, hiring an assistant can sometimes make things worse. Because I didn’t have anything even resembling a "system", having the assistant helped in some ways, but magnified frustration in other ways. Without a strategy for getting maximum value from your assistant, the person you hire to take the pressure off often ends up becoming just another nightmare on top of the nightmare you’re already living. And now - instead of having more time - on top of all the pacing...
around doing all the things you’re already doing, you also have to watch over and worry about the stuff your assistant is supposed to be doing.

For me, at that time, getting an assistant was only a bandaid to the problem. What I needed was major surgery.

I finally realized that doing MORE of what I was doing or even doing what I was doing BETTER was NOT going to make me happy. I wanted to work less, not more. I wanted more peace of mind, not more pressure. I didn’t want a sharper axe either; I wanted a chainsaw. My earnest, determined search began.....

I studied other businesses outside of real estate to figure out what made them successful. I read everything I could put my hands on. I attended seminar after seminar. Over this time period, I literally spent thousands of hours, and thousands and thousands of dollars, learning and testing and validating different ideas. Along the way, I discovered things like direct-response advertising, lead generation, pre-qualifying marketing, technology that actually worked..... strategies and tactics hardly anybody in real estate used, but that were actually commonplace with ultra-high income professionals (including salespeople) in dozens of other fields. I began to understand WHY most agents had to work so unbelievably hard to make good money, and how that could be changed.

I asked my customers questions and picked their brains about what was important to them. I tested different approaches, different styles and different concepts.

I went through a whole lot of trial-and-error. Some things failed. Some things worked. Gradually, a true “system” emerged; a “formula” or series of steps that, combined, revolutionized the way I got my clients.

Applying this System allowed me to triple my earnings while putting in half the hours.

How badly would you like to multiply your income by 300% this year while cutting your work time by half?

Think about that very seriously, because you can do exactly that. I don’t know, maybe you could use more time with your family. Maybe you’d like to play golf three times a week. Or work three weeks a month, travel and vacation every 4th week. Or buy and remodel a home. Or write a novel. Whatever your “lifestyle dream” is, the time to live it is right now - not when you’re 60 or 70, with creaking bones.

I know, it’s hard to believe. But the proof is public record. For the last several years of my own real estate career I sold over 500 homes a year to earn annual commission of almost $4 million while working less than 40 hours a week.

I made my money doing exactly what I teach agents like you to do, and the good news for you is that my System is entirely duplicatable.

If you want to get somewhere, you don’t have to reinvent the car, because that’s already been done. You just pick up the keys and go.

Well, my System is like that. It has already been invented, and I’ve tested and retested every single aspect of this System a thousand times over, so you don’t have to reinvent anything. You don’t need to have a creative bone in your body or creative thought in your head. You don’t have to suffer, struggle or experiment. Like picking up a set of car keys, all you need to do is use it, and when you do use it, not only will your business change, but your life will too.
Imagine a System that can free you to the extent that:.....

1. You'll never have to make a cold call again - instead dozens of highly-qualified prospects will call you.

2. You'll be able to take weekends off whenever you want to without decreasing your income.

3. You will be able to get out from under the ridiculous workload most agents like yourself put themselves under. Most agents ARE working at least 3 times harder than necessary to earn a top income in real estate. You probably are too.

4. You can choose to do only those things you love and are good at while the rest of your business runs smoothly and automatically without your constant interference.

5. You’ll be able to transform your real estate career into a high-performance, low-stress automatic cash machine that easily gives you a high 6 figure income while allowing you to work 8 -15 hours per week less than you already do. Key word: automatic.

6. Your spouse or significant other will NOT resent your career, will be proud of your success, and supportive of your goals.

7. You will actually HAVE FUN in the real estate business.

8. Your dog will recognize you when you come home at night!

Still Think I'm Full of Hot Air?

You do NOT have to believe me (yet) about any of this. I bet every single one of the over 30,000 Real Estate Agents now using my System felt the same way to begin with; they figured I was shoveling it high and deep. But they did one smart thing: they set aside their natural skepticism long enough to really evaluate what I was offering and to make the decision that they would no longer accept mediocrity in their lives.

Second, you don’t have to believe me. Instead, you can consider what Real Estate Agents using my System say. Novices, old pros, men, women, couples, young, old, with RE/MAX, not with RE/MAX, with another national franchise, independent, big city, small town, Canada or U.S., etc., etc., etc. Read the testimonials provided on the site. Call my Eavesdrop Line at 1-800-411-1107. And if even that isn't enough for you, call my office and demand "more". We can send you a BOX of these comments and success stories.

Now if you are who I think you are, you’re already doing things to take you to a higher level. You read, you go to seminars, and you really work hard at your business. Yet, you’re still looking for that "better way" or you wouldn’t be reading this Report. "Hope springs eternal in the human heart". Well, I promise that I am NOT going to take advantage of your ambitions.

I will NOT con you, abuse you, over-hype you, sell you untested or unproven 'ideas', "slam dunk" you with a shelf full of CDs that look pretty but aren’t worth the space they occupy, or anything of the sort. Yes, we all need to be inspired and motivated and even kicked in the butt now and again, but you need real world strategies that work in today’s market even more.

Incidentally, I resisted getting into “teaching” of any kind for quite a while even though I was constantly being asked by Real Estate Agents to share MY "secrets". It took a lot of thought and planning to find a way I was comfortable with, to
share my entire, integrated System in a useful manner, so I could guarantee it unconditionally. Now that I’ve proven to myself with over a decade of coaching other agents, and feeling the rush of watching them truly succeed, I’m ready to devote 100% of my time to the rewarding job of teaching.

I’d like to offer you an intelligent, practical, proven, real world, currently viable solution to your frustrations in this business.

If you’re ready to grow your real estate business exponentially - I’ll give you a solid, dependable, predictable plan that will ensure not only your financial health, but also give you the freedom and time to live the life you want to live. Over 30,000 agents from all across North America have implemented my easy-to-use real estate success system and they’ve never looked back.

Of course, not all 30,000 have jumped to a million dollars or more of production. But Todd Walters of Marietta, Georgia more than doubled his transactions during his first year of using my System. Rosemary Anderson of Vancouver, BC also doubled her business while cutting 20 hours out of her work week. After 30 years in the business, Lester Cox of Tempe, Arizona was unable to get beyond his plateau of 40 transactions a year. Lester now regularly sells ten times that level - that’s right, over 400 homes each and ever year. Danny Griffin of Cape Cod, Massachusetts has seen his business explode. With a young family at home, Danny is now able to take weekends and evenings off at the same time that he’s seen his income increase to over $200,000 per MONTH! Ask yourself: “Why them and not me?”

As I said, it’s extremely rewarding for me to watch these people "engineer" their lives the way they dreamed it could be possible. I have nothing to lose by sharing what I’ve learned. In fact, now that I’ve decided to devote 100% of my time to helping other agents succeed, there’s nothing held back. I don’t wish the early part of my career on anyone. I’m a strong believer in "win-win situations".

So the question is.....

• Are you ready to radically improve your income, means of acquiring clients, entire experience of doing business in real estate?

• Are you ready to accept nothing less than a balanced and financially-rewarding life on your own terms and.....

. . . a business that feeds your life, rather than one that feeds upon it

While Craig and Catherine were teaching Brandon the fine art of bike-riding, Craig’s powerful real estate System generated 3 sales, 2 new listings, and 1 new buyer signed to contract, without Craig having to be there to make it all happen.

Not long ago, while still an agent myself, I taught my son Brandon how to ride a bicycle. While I pushed and he pedaled around and around the crescent at the end of our street, I was reminded of my own struggle to research and learn and develop my System. But you know what? Because I’d learned to ride a bicycle myself 40 years before that, I was
able to teach Brandon rather effortlessly. He got on that two-wheeler with the will to succeed, and with some pointers from me, Brandon was riding all by himself within an hour. After he "got it", we spent the rest of the weekend just riding around, enjoying the freedom of going somewhere fast.

**I sold 3 houses, got 2 new listings, signed 1 buyer to contract and it all happened without me having to be there.**

How can this be?

Well, the answer is simply this: I had learned and applied the important concept of leverage to everything I did. I effectively and efficiently leveraged my business with marketing, people and technology. Leverage is one of the critical tools I can teach you. (You may not start at this level. You may start by applying parts of my System just to your personal production, to make getting good clients a lot easier, and to accelerate your income. But very soon, you'll go beyond that and you'll use my System to add "time leverage" and literally transform your "sales career" into a "real business".)

You see, it does NOT matter where you are in the business at this moment - just getting started OR just getting frustrated OR a grizzled old pro who thinks he's seen everything twice OR barely making a living OR making good money but killing yourself doing it - wherever you are, there's a matching "starting point" with my System, to VERY quickly and dramatically "re-engineer" your income, your work hours, your positioning in your market, your LIFE!, for the better.

"Okay, Craig, EXACTLY What Are You Offering Me (That's Different From The Other 62 Things People'll Try To Sell Me This Week)?"

Imagine that you wanted to start a restaurant and ultimately develop a very successful chain of restaurants. Then imagine that Dave Thomas would take you to Wendy’s corporate offices for a week, open up his books and records, show you what ads worked and which didn’t, show you how they attracted customers. Then imagine Dave taking you in the back of their restaurants and showing you all the operations secrets. Then imagine spending a day with the V.P. of Marketing for McDonalds. Then having the CEO of Ruths Chris Steakhouses give you the inside scoop on their customer loyalty direct-mail programs. Etc., etc. In other words, getting to see and have explained to you all the inner workings of these businesses. What would that be worth?

Basically, I’m doing exactly that, but without requiring you to get on an airplane, travel to Toronto and take weeks out of your life interviewing me about what works and what doesn’t. I’ve "boxed" it. I’ve made my "System" – the exact system I used for 15 years in my own incredibly successful business -- easily learnable, understandable and applicable, step-by-step, day-by-day.

For example, I will show you how to:

1. Change the way you advertise, with Emotional Response Advertising, so you get better results, more bang for your buck, stand out from the advertising clutter, and can get the homes you list sold faster.

2. Create an unfair advantage for yourself using cutting edge technology (e.g. automatic robots who will work 24 hours a day, 7 days a week without error or complaint; simple database systems that will allow you to track future buyers and sellers, etc.) I'll show you every "tool" and every detail of the "Perpetual Motion Money Machine" I created and used successfully in my own business.
3. Develop a killer "message" about yourself that will leave your competitors in the dust and have your phone ringing off the hook.

4. Choose and hire the right assistants for specific tasks that will free you to do only those parts of the job you enjoy and are good at.

5. Accurately "Read" the personality of your prospects, employees and clients in order to get them to do what you want them to do.

6. Test your marketing to understand what really works and which part of your dollar is just lining your media rep's pockets.

7. Implement proven, profit-producing programs such as a Tour Of Homes, Guaranteed Sale Program, Buyer Profile System, 24 Hour Talking Ads and more.....these are complete marketing strategies I used in my own business and I'll show you how they work, what results they deliver, and how to replicate them flawlessly, so you get the same profitable results.

8. Create a powerful, step-by-step, living business plan which will serve as a practical and actionable blueprint for your success. (A lot of stress and wasted effort comes from "running hard" everyday without a clear, well defined, step by step, practical plan.)

9. Implement marketing strategies specifically designed to increase your net income exponentially without costing you a minute more of your time (in fact, you'll find yourself working far few hours finally able to enjoy the fruits of your labor - now, not in the distant future.)

10. Attract listing-clients with good, saleable properties who will view your advice as wisdom from on high, respect your time, appreciate your efforts, and refer others to you every time.

11. These are just a few of the very specific, very practical component parts of my HIGH INCOME / REDUCED WORK SYSTEM that I will share with you - every detail, nothing held back.

Oh, and it does NOT require a closet full of money to start reaping the benefits of my System! Not at all. Just for example:

**You can easily learn how to write a $55 ad which will return you $7500.....**

How would you like to get back $136 for every dollar you spend on advertising? I'm a "penny pincher". Yes, I was always willing to invest in building my business, and you have to be willing to do so, too. No, there's no free lunch. But I abhor waste. I demand measurable, tangible, quick results. I will change your entire approach to advertising.

**You will NEVER "cold call" again.**

Please: don't be a "cold call cowboy". Be a highly respected, sought after professional, who has good clients coming to you, eager for your advice and assistance, who wouldn't dream of doing business with anybody but you - who will literally stand in line and wait patiently until you can fit them into your schedule. You can learn how to eliminate the term "cold-calling" from your vocabulary.

You can learn how to use 10 little words that will have homesellers picking up the phone and prospecting you!

I will change your experience of doing business as a real estate agent.
Get control of your time and your life.

The typical real estate agent starts out slapping toothpaste on his toast in the morning to save time, banging fists on steering wheel in frustration all day, racing late from appointment to appointment, returning calls on the run with his cell phone, getting beeped, wasting time with people who sit there, arms folded, frowning, resistant and skeptical and indecisive, finishes the day doing paperwork, goes home late, dog tired, irritable, frustrated, eats late, goes to bed with indigestion, only to do it all over again the next day. He’s chained to pager and cell phone every waking moment. At the beck and call of poorly qualified prospects. Annoying to his family. Like a rat on a wheel with an electric prod up his hiney, he tries to outrun his problems. But can’t.

Real Problems Require Real Solutions

I will change the way you plan, prioritize, schedule and invest your time, the quality of the prospects you talk to and meet with, and the opportunities you have to balance your life.

Details: A Break-Down of Everything You Get in My "QUANTUM LEAP" HIGH INCOME / REDUCED EFFORT SYSTEM:

I have NOT over-complicated this because I want you to be able to hit the ground running. Basically, what you get are only the most critically important *tools* that I used to drive my own successful business for over 20 years. And, last year, based on feedback from over 30,000 agents who responded and are using the System, I upgraded it, improved it, and modified it to make it even easier to use than before by making the entire system highly interactive and completely accessible online.

To make absolutely certain you grasp the importance of these tools and can put them to work for you quickly, without confusion, part of your learning includes online tele-seminars for new System owners. With a simple click of your mouse you can listen as I personally talk you through the System, and hear from other Real Estate Agents who are successfully using it.

But I want you to know that I have very carefully assembled this material so that you can be up and running with my System almost immediately. Now to the tools themselves:
1. **Online "How to" Video Tutorials** -- This is your chance to get one-on-one training from me which includes 17 Step-by-Step Videos – "Me" Training You on the System (from Getting Started to Making Millions):
   - Exactly how my system works
   - How to run, track and test the best ads
   - How to convert your leads
   - Listing and Buyer Presentations
   - Building Your Team, and more...

2. **Quantum Leap Marketing Campaigns** -- You get ALL of the ads and marketing campaigns I created and used myself in my own highly successful real estate business, complete with ALL corresponding hotline scripts and special reports.
   - Classified ads
   - USP ads
   - Property ad samples
   - Postcards
   - Google ads, CraigsList, BackPage and more...

3. **Fill-in-the-Blank Customized Ad Templates**
   - Send your perfect ads right from the QL Online website directly to your newspaper, Craigslist, google, etc.
   - Simply type in your contact info and press "Send"
   - No more middleman; you have complete control
   - Your ad is perfect every time

4. **Complete Prospect Conversion System** -- You’ll learn a consistent and predictable prospect conversion system using my "Universal Call Back Script" (The ONLY Follow-Up Script You’ll Ever Need). I perfected the Universal Call Back Script over 20 years of making my own follow-up calls with tens of thousands of prospects AND by incorporating the feedback of thousands of Craig Proctor System users in marketplaces across the country.

   The Universal Call Back script I’ll teach you anticipates every objection you will hear from prospects and gives you the tried and tested language to determine the two most important things you need to know about a prospect: their timing and motivation. The Universal Call-Back Script is so named because it has been designed so you can use it in any and all of your call backs – whether a prospect is calling on one of your For Sale signs, to request a report or...
respond to a property ad. Agents who use and perfect this script regularly convert 9 out of 10 of the qualified prospects they speak with to an appointment.

Furthermore, you’ll receive Prospect Conversion Audio Training. I recorded myself making actual follow up calls with real prospects when I was an agent myself and you can listen to these calls to learn:

- How to make perfect conversion calls
- How to handle the most common objections
- How to determine the two most important things you need to know about your prospects
- How to handle those who aren’t ready quite yet

5. **My Ultimate Listing & Buyer Presentations** -- When I was an agent myself, I consistently listed over 90% of the new prospects that I met with and this happened because I engineered it to happen. It took me years to develop these presentations. Every page represents the culmination of revision after revision. More importantly, my listing and buyer presentations communicate compelling benefits to prospects and you’ll find, as I did, that by the time you finish taking them through it, they sign without a second thought. Do you achieve this level of success with the listing and buyer presentations you are currently using?

As part of my presentation system training you can:

- Download the Actual PowerPoint Listing and Buyer Presentations I Used in my Own Business
- Access Video Training: How to Sign 9 out of 10 Buyers and Sellers to a Contract (Watch & Listen as I Walk You Through Both My Buyer & Seller Presentations Explaining Exactly "What to Say & Do")

6. **The 300 Page Online Quantum Leap Marketing Manual** -- Targeted, effective advertising that gets your phone ringing with qualified, hot prospects is an integral part of any real estate system. This manual not only gives you the strategic underpinnings of my marketing system, it also gives you actual marketing campaigns that you can run immediately in your own marketplace. In this manual, I teach you my SOLD formula for effective emotional response advertising so that you can develop your own highly effective ads, and I explain hotline strategy and technology to you. But more than this, I also give you my best Direct Response ads, complete with the scripts you will use to sift and qualify your prospects with, and copies of the special reports you will send them. This is a completely turnkey system that will give you the opportunity to make things happen right now, and the knowledge to keep growing and developing more and better ads in the future.

7. **LIVE Weekly Conference Calls with Me** -- These calls are your opportunity to receive PERSONAL training directly from me. The purpose of these calls is to initiate you to the full power of my system. During each call, I personally walk you through my system in much greater detail step-by-step to ensure you have a full understanding to not only change your future, but also make you NOW money (that’s what it’s all about isn’t it.) I do this by doing some talking - explaining - myself, but also by interviewing some of my most successful system users (those who are using the strategies I teach you right now in their own businesses so you can see how these systems work in the real world), and by opening the phone lines to specific questions from member agents from all over the country. If you have questions, go ahead and ask them of me on this call. But if, like many new members, you don’t know what to ask because it’s all so new, that’s okay too. You can spend the entire call just listening to others asking me questions,
silent as a sponge, just soaking it all up if you want. You are entitled to participate in my weekly training calls as often as you’d like.

8. **"The 6 BIGGEST Secrets of My Success" Audio Series** -- If you locked me in a room for 3 hours, put a gun to my head and forced me to "tell it all" -- spill my guts as it were in the leanest, meanest, straight up, no nonsense, "show-me-how-to-make-money-NOW" fashion, this audio series would be it. I used to work just as hard as you’re doing now. I know you don’t have a lot of time in your day, so I designed this important learning tool to enable you to learn FAST. Here’s what you’ll learn:

- **The Appalling Lie of Traditional Old School Methods and How the Quantum Leap System Will Change Your Life Forever.** This audio reveals why 80% of real estate agents don’t make it through their first year, and why cold-call prospecting and door-knocking are not only mind-numbing and demoralizing but also completely ineffective.

- **How to Automatically (and Inexpensively) Get Hundreds of Qualified Prospects Calling You** by showing you how to run tiny, inexpensive ads that will compel highly qualified prospects to pick up the phone and call you.

- **How to Dramatically Increase Your Conversion of Prospects to Clients.** I show you how to position yourself as an indispensable real estate professional (vs a dreaded salesperson) so that most of your prospects wouldn’t even consider talking with another real estate agent.

- **How to Gain Massive Leverage Through Other People.** I’ll show you how to grow profitably, what mistakes to avoid and what to look out for as you leverage your time through the efforts of others.

- **How to Create Lifetime Customers Who Become Your Best Salespeople.** I’ll show you how to turn your clients into raving fans who will have a multiplier effect on your business.

- **Quantum Leap Members speak out.** You’ll hear from some of my most successful members. These agents "tell all" by revealing exactly how they used my system to change their lives: the mistakes they made, the things they tried that worked best for them, and their best advice based on their ongoing experience.

9. **Team System Manual** -- This 100+ page online manual will explain to you my strategies and mechanics of recruiting, hiring, training and managing a highly effective real estate team. As you may know, assistants can often add to your workload (rather than taking away from it) if you don’t have a simple, clear system to ensure that you’re hiring the right people and giving them the ability and motivation to do their best. I’ll give you the position contracts (job descriptions) you should have with each of your assistants. In this self-contained book, you will learn exactly how I operated my own real estate team, and the foolproof contracts I created to motivate them and hold them accountable for the work I hired them to do.

Bottom line, in this manual you’ll be able to access:

- My proven system for recruiting, hiring, training and managing your real estate team

- The detailed position contracts I developed and used for my own real estate team
10. "Real Time" Marketing Library

Our real-time marketing library includes:

- **My Valuable Marketing Library** (Complete With Quantum Leap Ads, Scripts and Reports)
- **My "Best of the Best" Ad Examples:** See what the BEST Real Estate Ads in North America look like (Examples of best ads from me and my most successful members from across the country); Regular Updates (See what ads are working right NOW in THIS market!)

11. **Download My Monthly "Mastermind" Newsletter** -- In every issue of my newsletter, my coaches and I talk in-depth about the tools and programs that are being used successfully right now. The recipients of Mastermind get a privileged look inside these systems. You will benefit not only from a microscopic analysis of various parts of the Quantum Leap System, but you’ll also get to share in the new ideas that my system tests and proves in the real world. New ideas, ads, scripts, reports, systems all funnel into this 24 page newsletter as I consolidate the innovations and breakthroughs each month.

Through Mastermind you’ll have access to:

- Monthly articles from me (and my Coaches)
- Advance notice of upcoming Teleconference Training Calls
- Big Idea of the Month, and more...

12. **Advance Notice of Free Half Day Seminars in YOUR Area**

13. **Instant Access to Weekly Updates** -- Allowing you to stay plugged into the latest ideas and innovations from the Top Agents across the country.

**All of this for less than 5% of one commission ....**

I’ve set the fee for this entire system at roughly 5% of one average commission. If having this System can’t put more than that in your pocket, come over here and kick me in the butt - and have me kick you in the butt, because at least one of us surely deserves a good butt-kicking. This System was worth that much to me in the first 15 minutes of an average day. For many of the people whose comments appear on this page, it produces that for them 2-3 times EVERY day. Maybe more importantly, it does NOT just boost income; it boosts your self-esteem, peace of mind, satisfaction with your work, even your status in the community. Any way you evaluate it, this is a "NO-Brainer" Investment in your business.
Now here's an item-by-item summary list of everything included in the System - and each item's comparable value to tools I've seen advertised or offered to Real Estate Agents:

<table>
<thead>
<tr>
<th></th>
<th>Item Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Craig's Interactive Video Tutorial Sessions</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>2</td>
<td>The Best Quantum Leap Ads, Hotline Scripts and Reports</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>3</td>
<td>Fill-in-the-Blanks Customized Ad Templates</td>
<td>$500.00</td>
</tr>
<tr>
<td>4</td>
<td>Complete Prospect Conversion System</td>
<td>$500.00</td>
</tr>
<tr>
<td>5</td>
<td>Craig's Ultimate Listing &amp; Buyer Presentation</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>6</td>
<td>The 300 Page Quantum Leap Marketing Manual</td>
<td>$750.00</td>
</tr>
<tr>
<td>7</td>
<td>Weekly Conference Calls With Craig</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>8</td>
<td>&quot;The Six Biggest Secrets of My Success&quot; Audio Series</td>
<td>$300.00</td>
</tr>
<tr>
<td>9</td>
<td>T-E-A-M System Manual</td>
<td>$300.00</td>
</tr>
<tr>
<td>10</td>
<td>REAL Time Marketing Library</td>
<td>$500.00</td>
</tr>
<tr>
<td>11</td>
<td>Craig's Monthly Mastermind Marketing Newsletter</td>
<td>$125.00</td>
</tr>
<tr>
<td></td>
<td>TOTAL VALUE</td>
<td>$8,475.00</td>
</tr>
<tr>
<td></td>
<td>YOUR INVESTMENT</td>
<td>$797.00</td>
</tr>
<tr>
<td></td>
<td>YOUR SAVINGS</td>
<td>$8,180.00</td>
</tr>
</tbody>
</table>

What most people ask is: why do I provide so much for so little? One well-known Real Estate guru patiently showed me how I should divide up this system, re-configure the packaging, and get three packages out of this, and sell each one for close to $1,000.00, then offer three for the price of two and still get more than ten times more than I’m charging for the same information - "Why don’t you do that?", he asked. Well, I’ll tell you: I don’t need to gouge or abuse people nor do I need to use sneaky pricing gimmicks in order to make a fair and reasonable profit. Sure, I’m doing this for profit. (Mark Twain said: anybody who writes but for money is a blockhead.) But I don’t need to squeeze every possible nickel out of each Real Estate Agent as if they were a money sponge to be put through a wringer.

All I ask, in reciprocity for providing this entire System for such a low price, is two small favors: one, when you prove its value to yourself and have your own exciting success story to tell, that you let me include it in my marketing, just like all the folks you’ll read about in the testimonials have......and, two, you’ll tell at least one other Real Estate Agent about it. (A lot of my Systems are sold with no advertising cost, because my customers called up friends in the business all over the continent and told ‘em to get my System.) That’s all I ask. Given that, you get this entire System for just $797.00 - as I noted before, about 5% of an average commission check. Or if you want another way to look at it, about 54 cents a day for the first year (and nothing after that). LESS than the cost of a cup of coffee or one or two cell phone calls!

But now I want to say something very bluntly: please do NOT get this just to be a "looky-lou". DON’T be casual about this. I only want SERIOUSLY MOTIVATED AND DETERMINED AGENTS, committed to transforming their businesses for the better. I’m very serious about helping you. I expect a serious effort from you. If you’re chronically lazy, if you want a "magic pill", if you have a closed mind, if you’re just a casual curiosity seeker, stay away! If, however, what I’ve said to you in this Report has "hit home" with you and you can get excited about transforming your real estate business, then......

*You Now Stand Facing The Door To An Entirely New And Different Experience In The Real Estate Business, But .....*

Even after having read my ad, accessed this Report, read it, read the testimonials, only a small percentage will ACT. I think that’s unfortunate, but that’s the way it is. People really desire a different and better way, but when push comes to
shove, they still stay in the comfortable shadows rather than stepping forward into the sunlight. Many complain; few act. I hope you’ll act on this opportunity. (If you don’t, you forever lose any right to complaining about how hard you’re working to make a buck.)

One Last Comment

Remember, this system is not based on what I think "should" work, but on strategies and tools I "know" work because I used them successfully myself for 15 of my 20 years as an agent. My track record as an agent is public and well-documented. As an agent, I was consistently one of the top RE/MAX agents in North America but, at first, I did it the hard way. I worked like a ditch-digger. Maybe similar to the way you’re working right now. That "quantum leap" can happen for you right now. It’s important for all sorts of reasons. More income, of course. But maybe you’ll have a more personal motivation. Let me share mine …

While my powerful Real Estate Marketing System was humming along earning me millions, I had enough free time to meet the woman I will spend the rest of my life with. I know exactly how lucky I am that I had my System up and running when she came into my life. We now have three wonderful children, we’ve moved full time to a beautiful beach home in Florida, we have plenty of free time to really LIVE our lives, and I’ve been able to turn my attention to what I love best which is teaching and coaching others. What might you miss out on in life by having to work like a dog unnecessarily?

You decided to check out my system for a reason. You read this far for good reason. Don’t wimp out at the last minute! TAKE ACTION THIS MINUTE so you can take the quantum leap to more income, and less effort.

Sign Up For The Quantum Leap System

Sincerely,

Craig Proctor

P.S. My System has already helped over 30,000 agents from all over North America. This is powerful, social proof that you also can entirely change your life with my system.