



YOUR 5-YEAR EXIT STRATEGY

Complete Implementation Workbook

Edmund's Mastermind Session

March 18 & 20, 2026

From Edmund Bogen & Team

Edmund's Mastermind & Group Coaching

"Because Winging Your Future is NOT an Option!"

YOUR MONEY-MAKING MISSION

80%

of business owners have NO written exit plan

50%

will be FORCED to exit unexpectedly

\$36,600

median agent net income after expenses

Why You're Here

You don't need to retire in five years. You need to know that you COULD. 40% of retirees were forced into retirement they didn't plan for — nearly half by health crises. The median actual retirement age is 62, three years before most people start thinking about it. 75% of business owners who sell report profound regret within one year. This session builds the systems, income streams, and strategic plan that give you the power to choose your future.

Your Goal Today

Walk out with a clear-eyed valuation of your business, a diversified income blueprint, an AI-powered planning system you'll use for the next five years, and the three highest-leverage moves to make this week.

Success Metric

Within 30 days: Open or optimize your retirement vehicle, identify your first income diversification stream, and complete your first AI-powered quarterly exit review.

WORKSHOP OVERVIEW

Today we master three systems that will define your career trajectory:

1. **The Valuation Audit** — Know what your business is actually worth and the specific levers that increase your exit multiple from 2x to 5x EBITDA
2. **The Income Diversification Stack** — Build 4-5 income streams (property management, referrals, RE investing, retirement vehicles, team architecture) that replace commission income
3. **The AI-Powered Exit Machine** — A revisitable strategic planning system with AI prompts for quarterly reviews, valuation modeling, and retirement projections

SYSTEM 1: THE VALUATION AUDIT

What Your Business Is Actually Worth — And Why It's Probably Less Than You Think

What This Means for Your Bank Account:

- Real estate businesses sell for **2x-5x EBITDA** — franchise affiliations add a modest premium to 5x-6x
- Owner dependency can cut your valuation by **57% overnight** — a \$500K GCI owner sees their business drop from \$2.25M to \$975K once replacement costs are factored in
- Insurance agencies sell for **8x-12x EBITDA**. Financial advisors at **11x**. The difference is recurring revenue.

The Sellable Business vs. the Unsellable "Job"

SELLABLE BUSINESS (HIGH MULTIPLE)	UNSELLABLE "JOB" (NO EXIT VALUE)
Runs without owner producing	Revenue stops when owner stops
Systems and team drive revenue	Owner's relationships drive everything
Brand separate from owner's name	Business named after the founder
Documented processes, CRM, SOPs	Tribal knowledge in one person's head
Multiple lead generation channels	Owner is the lead generator
Diversified revenue streams	Single-source commission income

The "Bus Test"

If you vanish tomorrow, what percentage of your operations continues normally? If close to zero, you're selling a job, not an asset. The path from "job" to "asset": systems over people, brand over personal name, team over solo, recurring over transactional, documented over tribal knowledge.

The M&A Landscape

Compass acquired Anywhere Real Estate (Century 21, Coldwell Banker, Sotheby's, Corcoran) for **\$4.2 billion**. The top 10% of brokerages now represent 42% of all sales. Most deals involve 50-70% upfront with 2-3 year earnouts. All-cash deals at fair value are "virtually non-existent."

VALUATION AUDIT: PROFIT-GENERATING PROMPTS

Copy these exact prompts into ChatGPT or Claude for immediate results:

Prompt 1: Business Valuation Estimate

I'm a real estate agent/team leader. Here are my business details:

- Annual Gross Commission Income (GCI): \${YOUR NUMBER}
- Number of agents on my team: [NUMBER]
- My personal production as % of total GCI: [NUMBER]%
- Years in business: [NUMBER] | Annual business expenses: \${NUMBER}
- Documented SOPs and systems? [YES/NO] | Brand separate from my name? [YES/NO]
- Revenue from non-commission sources: \${NUMBER}

Based on real estate M&A data showing 2x-5x EBITDA multiples, calculate my estimated business valuation. Show math with and without owner dependency adjustment (assuming 85/15 replacement split). Tell me where I fall on the multiple spectrum and what changes would move me higher.

Prompt 2: Owner Dependency Score

Evaluate my real estate business for owner dependency using the "Bus Test." For each area, I rate myself 1-10 (1 = completely dependent on me, 10 = runs without me):

1. Lead generation: [SCORE] | 2. Client relationships: [SCORE] | 3. Listing presentations: [SCORE]
4. Buyer consultations: [SCORE] | 5. Transaction management: [SCORE] | 6. Marketing/social: [SCORE]
7. Financial management: [SCORE] | 8. Recruitment/training: [SCORE] | 9. Strategic planning: [SCORE]
10. Brand reputation: [SCORE]

Calculate my overall score. For every area below 5, give me a 90-day action plan to reduce dependency. Prioritize by impact on business valuation.

Prompt 3: Exit Timeline Planner

Build a 5-year exit strategy for my real estate business:

- Current estimated valuation: \${NUMBER} | Target exit valuation: \${NUMBER}
- Owner dependency: [HIGH/MEDIUM/LOW] | Recurring revenue %: [NUMBER]% | Team size: [NUMBER]

Create a year-by-year roadmap: (1) valuation milestones, (2) owner dependency reduction targets, (3) recurring revenue goals, (4) team hires/systems needed, (5) expected deal structure at each stage. Format as a table.

Success Notes: Valuation Audit

My Current Business Snapshot:

Annual GCI: \$ _____ | Personal production %: _____%

Team members: _____ | Annual expenses: \$ _____

Estimated EBITDA: \$ _____

My Valuation Range:

WITHOUT owner adjustment: EBITDA x 2 = \$ _____ | x 3 = \$ _____ | x 5 = \$ _____

WITH owner adjustment: Adjusted EBITDA = \$ _____ | x 3 = \$ _____ | Drop: _____%

My "Bus Test" Score (rate 1-10 for each):

Lead gen: ___/10 | Client relationships: ___/10 | Listings: ___/10 | Buyers: ___/10 | Transactions: ___/10

Marketing: ___/10 | Financial: ___/10 | Recruiting: ___/10 | Strategy: ___/10 | Brand: ___/10

TOTAL: ___/100 (Below 40 = Critical | 40-60 = Moderate | 60-80 = Building | 80+ = Transferable)

Biggest gaps I need to fix:

Questions for Q&A:

SYSTEM 2: THE INCOME DIVERSIFICATION STACK

Revenue That Survives When You Stop Selling

What This Means for Your Bank Account:

- The median REALTOR earns \$58,100 gross — \$36,600 net. Only 4% receive any retirement benefits.
- 87% of agents are independent contractors with zero employer-provided retirement
- Workers without automatic payroll deductions are **15 times less likely** to save for retirement
- 78% of business owners plan to sell their business to fund 60%+ of retirement — yet 80-90% of net worth is tied up in the business

The 5 Streams That Replace Commission Income

Stream 1: Property Management

Fees run **8-12% of monthly rent**. 20 units at \$2,000/mo = **\$48,000/year**. 50 units = \$120,000/year. PM firms valued at 3.79x-4.19x EBITDA — higher than pure brokerage.

Stream 2: Referral Income

Standard: **25% of receiving agent's gross commission**. \$600K home referral = ~\$4,500 for one phone call. Referral leads convert at **30%**. Maintain license at flat-fee brokerage and refer indefinitely.

Stream 3: Real Estate Investing

You see deals first. Portfolios of 10-50+ units generate **\$5,000-\$20,000+/month**. Critical: diversify beyond RE. REITs deliver 8.2% annual returns with full liquidity.

Stream 4: Personal Investment Vehicles

Solo 401(k): Under 50 = \$72K/yr. Age 50+ = \$80K. Age 60-63 = \$83,250. Married couple = \$144K-\$160K+.

SEP-IRA: 25% of net SE income, up to \$72K. **Cash Balance**: Contributions exceeding \$100K/yr.

S-Corp: At \$200K income, saves ~\$12,300/yr in SE taxes. Invested at 8% for 5 years = ~\$75K.

Stream 5: Team Building – From Rainmaker to CEO

Teams averaged **657 transaction sides** vs. solo agents at 185 (3.5x more volume). First hire: TC. 98% of agents with TCs close more deals, productivity +25%, closings accelerate 30%. ROI: 12 extra deals = \$84K minus \$4,800 TC fees = **\$79,200 net gain (16.5x return)**.

Path: TC → Admin → Buyer's agents → Ops manager → Success manager → CEO. The Rainmaker Model has **zero succession value**.

The Income Replacement Math

INCOME STREAM	CONSERVATIVE/YR	AGGRESSIVE/YR
Property management (20-50 units)	\$48,000	\$120,000
Referral income (10-25 referrals)	\$30,000	\$75,000
RE investing (5-15 units)	\$30,000	\$90,000
Retirement vehicle growth	\$60,000 contributed	\$83,250 contributed
Team profit (if applicable)	\$40,000	\$150,000
Total Recurring/Passive	\$148,000+	\$435,000+

Your Freedom Number

The amount of recurring/passive income + invested assets needed to make work 100% optional. For most agents earning \$150K-\$300K, the freedom number falls between **\$1M and \$2.5M** in total assets, with \$100K-\$200K in annual recurring income.

Success Notes: Income Diversification

My Freedom Number:

Current annual income: \$ _____ | Annual living expenses: \$ _____

Current retirement savings: \$ _____ | Current recurring income: \$ _____/yr

My Freedom Number: \$ _____ | My Current Gap: \$ _____

INCOME DIVERSIFICATION: PROFIT-GENERATING PROMPTS

Prompt 1: Freedom Number Calculator

I'm a real estate agent planning my 5-year exit strategy. Calculate my "Freedom Number":

- Current annual income (GCI): \$[NUMBER] | Living expenses: \$[NUMBER]
- Current retirement savings: \$[NUMBER] | Investment properties: [NUMBER] generating \$[NUMBER]/mo
- Current age: [NUMBER] | Desired retirement lifestyle spend: \$[NUMBER]/yr

Using the 4% withdrawal rule and 3% inflation, calculate: (1) total Freedom Number, (2) annual savings needed, (3) optimal combination of recurring income + invested assets, (4) my gap today vs. target.

Prompt 2: Property Management Business Plan

I want to add a property management division:

- Market area: [CITY/REGION] | Avg rental rates: \$[NUMBER]/mo
- Existing rental investor clients: ~[NUMBER] | Startup budget: \$[NUMBER]

Create a 12-month plan to reach 20 managed units. Include: licensing requirements, tech stack with costs, staffing plan, fee structure, marketing to attract landlords, projected revenue months 1-12.

Prompt 3: Retirement Vehicle Optimizer

I'm a self-employed real estate agent ([IC / sole prop / S-Corp]). Compare retirement vehicles:

- Age: [NUMBER] | Filing status: [SINGLE/MFJ] | Net SE income: \$[NUMBER] | Current savings: \$[NUMBER]

Compare Solo 401(k), SEP-IRA, and Cash Balance Plan for: max contribution, tax savings this year, projected balance in 5 years at 7% and 10%, setup complexity, Roth conversion options, and whether S-Corp election saves money. Give specific recommendation and steps to open this week.

Prompt 4: Referral Network Strategy

Build a referral income stream generating \$50,000+/year. I have [NUMBER] years experience and ~[NUMBER] past clients.

Design: (1) reactivate dormant relationships, (2) quarterly touch system, (3) flat-fee brokerages to park license, (4) referral relationships with agents in other markets, (5) realistic income projection based on 30% conversion and 25% referral fee.

Prompt 5: Real Estate Investment Analysis

Analyze this investment property:

- Purchase: \$[NUMBER] | Down payment: [NUMBER]% | Monthly rent: \$[NUMBER]
- Property taxes: \$[NUMBER]/yr | Insurance: \$[NUMBER]/yr | HOA: \$[NUMBER]/mo | Maintenance: \$[NUMBER]/yr
- Mortgage rate: [NUMBER]%

Calculate: cash-on-cash return, cap rate, monthly cash flow after all expenses, 5-year equity buildup, total ROI including 3%/yr appreciation. Does this meet the "1% rule"? Compare to S&P 500 index fund.

My Diversification Plan:

STREAM	CURRENT \$/YR	YEAR 1 TARGET	YEAR 5 TARGET
Property Management	\$ _____	\$ _____	\$ _____
Referral Income	\$ _____	\$ _____	\$ _____
RE Investing Cash Flow	\$ _____	\$ _____	\$ _____
Retirement Contributions	\$ _____	\$ _____	\$ _____
Team Profit	\$ _____	\$ _____	\$ _____

My Retirement Vehicle Decision:

Vehicle I'm opening/optimizing: _____ | Max contribution: \$ _____/yr

S-Corp election worth it? _____ | Est. annual tax savings: \$ _____

Key Insights from Session:

Questions for My CPA This Week:

SYSTEM 3: THE AI-POWERED EXIT MACHINE

Your Revisitable Strategic Planning System

Why AI Changes the Exit Calculus

The AI real estate market is projected to grow from \$2.9 billion (2024) to **\$41+ billion by 2033**. Morgan Stanley estimates **\$34 billion in efficiency gains** by 2030. By 2028-2030, 60-80% of agent tasks could be automated. This is your greatest opportunity to build an owner-independent business.

AI Stack vs. Traditional Staffing

FUNCTION	TRADITIONAL COST	AI COST	SAVINGS
Lead nurture / ISA	\$3,000-\$5,000/mo	\$200-\$500/mo	85-90%
Transaction coordination	\$3,600/mo	\$100-\$300/mo	90%+
Marketing / content	\$2,000-\$4,000/mo	\$50-\$200/mo	95%
CRM / lead scoring	Manual hours	\$150-\$500/mo	N/A
Total monthly	\$7,500-\$11,000	\$500-\$1,660	78-93%

How AI Powers Each Exit Strategy

For Solo Agents: AI extends productive years by reducing burnout and automating admin. Earn more to build a larger retirement nest egg.

For Team Builders: AI reduces staff needs, improves margins. AI-powered systems become transferable assets that increase business value.

The Optimal Model: "AI + Lean Team" — automated AI workflows with human leadership for relationships and negotiations. Sweet spot for profitability AND exit value.

The Quarterly Exit Review System

The prompts on the next pages aren't a one-time exercise. **Schedule a quarterly review** — every 90 days, run these prompts with updated numbers. This is your 5-year strategic command center.

AI EXIT MACHINE: QUARTERLY REVIEW PROMPTS

Run these every 90 days with updated numbers. This IS your exit planning system.

Prompt 1: Quarterly Exit Strategy Review

Running my quarterly exit strategy review as of [DATE]:

BUSINESS: GCI this qtr: \$[NUMBER] | YTD: \$[NUMBER] | Personal production: [NUMBER]% | Team: [NUMBER] | Owner dependency (1-100): [NUMBER]

FINANCIAL: Retirement balance: \$[NUMBER] | Qtr contributions: \$[NUMBER] | Investment cash flow: \$[NUMBER]/mo | Referral income (qtr): \$[NUMBER] | PM income: \$[NUMBER]/mo | Total recurring: \$[NUMBER]/yr

Compare to last quarter targets: [PASTE PREVIOUS]. On track? What improved? What fell behind? Give 3 adjustments for next quarter, ranked by impact on Freedom Number.

Prompt 2: AI Stack Optimization

Review my AI technology stack and recommend optimizations:

CRM: [TOOL] \$[COST]/mo | Lead nurture: [TOOL] \$[COST]/mo | Marketing: [TOOL] \$[COST]/mo | Transaction mgmt: [TOOL] \$[COST]/mo

Total monthly spend: \$[NUMBER] | Manual tasks remaining: [LIST] | Biggest time drains: [LIST]

Recommend: (1) tools to add, (2) tools to replace, (3) time savings/week, (4) cost impact, (5) which manual tasks to automate next for maximum exit value.

Prompt 3: 5-Year Wealth Projection

Project my total net worth in 5 years:

GCI: \$[NUMBER] growing [NUMBER]%/yr | Retirement contributions: \$[NUMBER]/yr (balance: \$[NUMBER])

Rentals: [NUMBER] at \$[NUMBER]/mo, acquiring [NUMBER] new/yr | Referrals: \$[NUMBER]/yr growing [NUMBER]%

Business valuation: \$[NUMBER], improving dependency [NUMBER] pts/yr

Model 3 scenarios: Conservative (7% returns, 2% growth), Moderate (10%, 5%, +2 rentals/yr), Aggressive (10%, 10%, PM division launch). Year-by-year. When do I hit Freedom Number of \$[NUMBER]?

Success Notes: AI Exit Machine

My Current AI Stack:

FUNCTION	TOOL	\$/MONTH	UPGRADE?
CRM / Lead Scoring	_____	\$_____	_____
Lead Nurture / ISA	_____	\$_____	_____
Transaction Mgmt	_____	\$_____	_____
Marketing / Content	_____	\$_____	_____
Client Communication	_____	\$_____	_____
Total Monthly		\$_____	

Tasks I'm Still Doing Manually:

My Quarterly Review Schedule (Calendar These NOW):

Q2 2026: Week of _____ | Q3 2026: Week of _____

Q4 2026: Week of _____ | Q1 2027: Week of _____

Demo Notes — AI Tools Shown in Session:

My #1 AI Priority This Week:

YOUR FIRST 3 MOVES

The Three Highest-Leverage Actions to Take THIS WEEK

Move 1: Know Your Number

Run Prompt 1 from System 1 (Valuation) and Prompt 1 from System 2 (Freedom Number) THIS WEEK. Write both numbers down. Tape them to your monitor. These two numbers drive every decision for the next five years.

Time: 30 minutes | Deadline: This Friday

Move 2: Open (or Max Out) Your Retirement Vehicle

No Solo 401(k) or SEP-IRA? Open one this week. Already have one? Calculate max contribution and set up auto transfers. Call your CPA about S-Corp election if earning above \$80K net.

Time: 2 hours + CPA call | Deadline: Next Monday

Move 3: Schedule Your Q2 Quarterly Exit Review

Block 2 hours for the first week of June 2026. Label it "Quarterly Exit Strategy Review." Run the System 3 prompts with updated numbers. This turns today's session into a 5-year strategic system.

Time: 2 minutes | Deadline: Right now

YOUR COMMITMENT CONTRACT

I, _____, commit to the following:

My business valuation today: \$ _____ | My Freedom Number:

\$ _____

Target exit/optionality date: _____ | First income stream I'm building:

Retirement vehicle: _____ | Annual contribution target: \$ _____

Accountability partner: _____ | Q2 Review scheduled for:

Signature: _____ **Date:** _____

SUCCESS TRACKING

Weekly Progress Scorecard

Photocopy this page or recreate in a spreadsheet. Track weekly for first 90 days.

Week of: _____

- Ran AI valuation/planning prompt this week
- Made retirement contribution or set up auto-transfer
- Took action on property management / referral network
- Documented one process or SOP (reducing owner dependency)
- Reviewed investment opportunity or portfolio performance

Hours on exit strategy: _____ | **Biggest win:** _____

Next week's priority: _____

Quarterly ROI Assessment

Quarter: _____

Valuation Progress

Starting: \$ _____ | Current:
\$ _____

Change: \$ _____ (_____ %)

Retirement Progress

Starting: \$ _____ | Current:
\$ _____

Quarterly contribution: \$ _____

Distance to Freedom Number: \$ _____ remaining | On track? _____

Recurring Income

PM units: _____ | PM income:
\$ _____/mo

Referrals (qtr): \$ _____ | Investing:
\$ _____/mo

Owner Dependency

Bus Test score: _____/100 | Change: +/- _____

Adjustments for next quarter:

YOUR EXIT STRATEGY STARTS NOW

Final Checklist

Before You Close This Workbook:

- Completed my Business Valuation estimate (System 1)
- Calculated my Freedom Number (System 2)
- Identified my first income diversification stream
- Know which retirement vehicle I'm opening or optimizing
- Saved the AI prompts for quarterly use
- Scheduled my Q2 Quarterly Exit Review in my calendar
- Identified an accountability partner
- Committed to my First 3 Moves with deadlines

This Week:

- Run the Valuation Audit and Freedom Number AI prompts
- Call CPA about Solo 401(k) / S-Corp election
- Start building my first recurring income stream
- Share one insight from this session with my accountability partner

"While 80% of agents have no exit plan and hope the next commission check arrives in time, I'm building a business that works without me, income streams that compound while I sleep, and the financial freedom to choose my future.

I don't need to retire in five years. I need to know that I COULD. That knowledge changes everything — how I spend my time, what I build, and who I become."

My Personal Success Statement:

© 2026 Edmund's Mastermind — Your Exit Strategy Domination System

"Because Winging Your Future is NOT an Option!"