

MENTOR FINANCIAL GROUP

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BACK TO THE BASICS

Okay, Everyone Gather 'Round...

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REMEMBER WAY BACK WHEN...

Remember way back when, when your company first started or on that first day at your job, when things were just starting to get moving and finally, FINALLY things were beginning to happen for the company or for your career? It was wonderful! You had a good, solid service, product line, job, etc. that you knew inside and out, and you could sell it to anyone. Finally, you had that edge in what you needed to get that first deal closed, and all your networking was finally paying off. Everyone was energized, the team was getting stronger and more confident, and sales were finally beginning to roll in. The company, or your career, was launched! Oh, the good ol' days when you were actually thrilled to be walking through those doors to the office!

Or, not. You and everyone were clocking in far more hours more than you ever expected, you hadn't got a real paycheck in months, dinner consisted of a pizza that was delivered two hours ago, and sleep was something that only your dog did because you didn't have time to take him for that walk you said you were going to do three days ago.

YOU'RE PROBABLY THINKING: Is there a moral to this story? Yes!

What we're doing here is getting back to the fundamentals. Stay with me here and go back again to that time again when business or your career was just starting. You probably had one key product line, service, or etc. that you knew you had the edge on, one that really did work because the financials said so, and so that was the entire focus of the company (or your job). There weren't 5 outstanding projects or deals that no one had any clue as to what they were exactly, not to mention their status. There weren't 4-5 products or services that could probably, well maybe work if you knew the right people to talk to. And there certainly weren't 10 people too many standing around that gourmet coffee machine in the break room still talking 30 minutes after their lunch hour passed.

SO, STILL YOU'RE ASKING: What is the point here? Stick to what you know and do best. Figure out what product, service, or etc. has the highest profit and focus on just that. Stop what you're doing, find your financials and listen to what the income statement and balance sheet is telling you. Do what you do best. Remember what it was that got the business started, stop all marginal products and services, cut back your teams, go back to the basic, fundamentals of the company, and keep your focus there. Refine

the company's goals and watch as the company or job begins to turnaround.

WE'RE FAST MONEY

At Mentor Financial Group ("MFG"), our business is to fund investments secured by trust deeds on commercial real estate, including income producing properties (i.e. apartments, office buildings, etc.), land and development projects (i.e. construction loans, rehabs, condo conversions, etc.) and non-owner occupied residential properties.

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