



## **Borrow Smart University** ([www.borrowsmartuniversity.com](http://www.borrowsmartuniversity.com))

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Certified Liability Advisor (Designation)  Certified Liability Advisor

*Now recognized by NASB, NAMB, FPA through CE Certification*

This is the outline for the once monthly half day training classes – they are 4 hours in length each and set the stage for the direction for that month. This curriculum below does not include the weekly coaching sessions (12 additional sessions), they have their own unique curriculum that is based on experiential learning, and modeling the core content in various exercises, case studies, activities, and other learning elements.

### **1. BSU Course 1**

- a. Introduction
- b. Your objectives
  - i. Specific?
  - ii. Measurable?
  - iii. Achievable?
  - iv. Realistic?
  - v. Trackable?
- c. History / Background of KT
- d. Learning/Product Continuum
  - i. Student
    1. Scenario desk
    2. Interviews/case studies
  - ii. Coach
    1. Borrow Smart Conversation
    2. Borrow Smart Software
  - iii. Facilitator
    1. Consumer workshop
    2. Marketing system
    3. Content library
    4. Specialized training
  - iv. Instructor
    1. Realtor/CPA classes

- 2. Licensed insurance
    - 3. Licensed territory
    - 4. Referral system
  - v. Author
  - vi. Mentor
- e. Information and knowledge
  - i. Action
  - ii. Understanding
- f. Shifting wealth
  - i. Stock prices
  - ii. House values
- g. What is crisis?
  - i. Mania
  - ii. Panic
  - iii. Crash
- h. Convergence
  - i. Liability management
    - 1. Advisor/suitability
    - 2. Lender/eligibility
- i. The first million is the toughest
- j. The second million is much easier
- k. The third million is much easier still
- l. The 3 Sided Balance Sheet
  - i. Real Estate
    - 1. Realtor
  - ii. Assets
    - 1. Advisors
  - iii. Liabilities
    - 1. Lender
- m. People want to be coached
- n. Passive vs. Active Investing
  - i. Real estate is a passive investment
  - ii. Ongoing considerations around your borrowing and equity is the active component of being a homeowner
- o. An active role in letting people know they can be active in their homeownership
- p. Solution 1-The Student
  - i. What is it?
  - ii. What is it for?
- q. Solution 2-The Coach
  - i. Borrow Smart Conversation
    - 1. What is it?
    - 2. What is it for?
    - 3. 7 Steps
      - a. Product

- b. Payment
- c. Availability
- d. Amount
- e. Management
- f. Protection
- g. Discipline
- 4. Attendee question and answer session
- 5. House vs. home
- 6. Your cash flow
- 7. The Seven Concepts
  - a. Safety
    - i. Four key threats
      - 1. Appreciation
      - 2. Depreciation
      - 3. Foreclosure
      - 4. Lawsuit
  - b. Borrowing
    - i. Four hurtles
      - 1. Character
      - 2. Capacity
      - 3. Collateral
      - 4. Credit
  - c. Return
    - i. Appreciation
    - ii. Principal
    - iii. EPR
    - iv. Opportunity cost
  - d. Hidden cost
  - e. Taxes
  - f. Leverage
  - g. Diversification
- 8. Your Objectives reiterated
- 9. Four one-hour coaching sessions to follow over next 4 weeks

## 2. BSU Course 2

- a. Review from Course 1
- b. The 7 steps (deep dive)
- c. The 7 steps sub-layers (core model)
- d. Key Objectives overview
  - i. Wealth is shifting
  - ii. Two types of borrowers
  - iii. Primary tax considerations for real estate
    - 1. When selling a qualified residence
    - 2. When buying a qualified residence
    - 3. When refinancing a qualified residence

- iv. Other key tax considerations
- v. Question and answer session
- vi. Four one-hour coaching sessions to follow

### 3. BSU Course 3

- a. Promoting You
  - i. Defining what you do
  - ii. Remodel yourself?
  - iii. Six primary strategies
    - 1. Write a book
    - 2. Speak regularly
    - 3. Keep in touch
    - 4. Referrals
    - 5. Networking
    - 6. Direct outreach
- b. Strategies in liability management
- c. Federal Reserve Board Study
  - i. 38% of American households are prepaying instead of investing
  - ii. This is costing them 11-17 cents per dollar
  - iii. The aggregate cost is \$1.5B in missed savings annually
  - iv. Having access to better financial information substantially increases the likelihood of making the right choice.
  - v. Only 49% of households relied on advice from professionals
  - vi. 46.1% of households are prepaying their mortgage by an average of \$3140 per year
  - vii. The average 'pre-payer' maintains an average \$2000 credit card balance at an average 12% rate
- d. Investment property
  - i. Capital appreciation
  - ii. Cash flow
  - iii. Taxes
  - iv. Depreciation
- e. Strategic Lending Concepts
  - i. Pledged asset mortgage
  - ii. RM for vacation property
  - iii. Max interest deduction
  - iv. Home stretch
- f. Learning/Product Continuum
  - i. Student
    - 1. Scenario Desk Expertise
    - 2. Interviews/Case Studies
  - ii. Coach
    - 1. Borrow Smart Conversation
    - 2. Borrow Smart Software
  - iii. Facilitator

1. Solution 3 – consumer Workshops/Games
  - a. What is it?
  - b. What is it for?
- iv. Instructor
  1. Understanding the wealth team
    - a. Lender
    - b. Advisor
    - c. Realtor
  2. Realtor CEC – The Workshop Model
- v. Author
- vi. Mentor
- g. Four one-hour coaching sessions to follow
- h. Last Coaching Session is 1.5 hour EXAM
- i. Graduation / Recognition / Community

Each weekly coaching class – 12 in total, is designed for 60 to 90 minutes of direct interaction with the instructor and the attendees. The ability to share what they implemented from the prior week’s provides clarity and confidence to the participants and improves retention of the material presented.

The entire class session has been completed 3 times, and the entire program is recorded, online, with all materials packaged in a module format. You get now only the single live event, but access to all recordings for all prior events, questions, materials, and handouts.

The screenshot shows a webpage layout for 'Alumni Coaching - Course 1 > Course 1'. At the top left is the 'BORROW SMART UNIVERSITY' logo, which includes a tree and a graduation cap. To the right is the name 'Kendall Todd' and a compass rose icon. The main content area lists three items: '1) BSU Event - Workbook Handout' (Primary Workbook Handout), '2) BSU Event Recordings' (Actual Live Event Recordings from this event), and '3) BSU Coaching Sessions' (These are the 4 week coaching session recordings and handouts). On the right side, there is a 'Subscribe' section with a link to 'the BSU Blog RSS', a search bar, and a 'The University' section with links for 'Home', 'the Curriculum', 'the Faculty', and 'the CLA Designation'. At the bottom left, there is small copyright text: 'Copyright © 2008, KendallTodd, Inc. All rights reserved. \*accredited by the National Institute of Financial Education (www.nife.org) Credits subject to state approval.'

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