

WELCOME TO

# SQUADUP



## 1st Annual SquadUp Summit

Get ready to empower your best self, unleash your potential, and ignite your path to continued success.



COLLABORATION  
COMPETITION





## Hey Team,

That's who you are now — an essential member of the Squad. You're here sharing an experience with a few thousand teammates ready to SquadUp and create relationships that will last a lifetime. You and those around you are on the brink of something life changing. And it's just the beginning. Stay engaged through this year's summit. Every session was designed for you!

This isn't just another event — it's the place where go-getters like you uncover the next major breakthrough. Every speaker at this event has been through the grind and has that experience to share this week. We're here to pass on everything we know and to advance together. We'll dive into tactics you can't ChatGPT or find on Google. We're discussing the game-changers and the strategies that have sharpened our edges and will sharpen yours.

The next few days will be filled with genuine insights — no filler, only substance. What's most important is that we're in this collectively. Your conversations, your stories, and your victories are what we anticipate most. Remember that we are all for mutual learning and growth.

Let's get started so we can turn your potential into reality.

~ Pace & Jamil

# DAY 0 Monday April 22nd, 2024

5 - 7 pm VIP Welcome Reception

# DAY 1 Tuesday April 23rd, 2024

8:45 am Doors Open

9:00 am General Program, Speakers, Panels

10:25 am Stretch Break

10:45 am General Program, Speakers, Panels

12:40 pm Lunch Break | VIP Lunch On-Site

2:00 pm General Program, Speakers, Panels

3:35 pm Stretch Break

3:50 pm General Program, Speakers, Panels

5:25 pm Dinner Break

7:00 pm General Program, Speakers, Panels

10:00 pm End Session

# DAY 2 Wednesday April 24th, 2024

8:45 am Doors Open

9:00 am General Program, Speakers, Panels

10:30 am Stretch Break

10:45 am General Program, Speakers, Panels

12:30 pm Lunch Break | VIP Lunch On-Site

2:00 pm General Program, Speakers, Panels

3:45 pm Stretch Break

4:00 pm General Program, Speakers, Panels

5:30 pm Dinner Break

7:00 pm General Program, Speakers, Panels

9:00 pm End Session

# DAY 3 Thursday April 25th, 2024

8:45 am Doors Open

9:00 am General Program, Speakers, Panels

11:45 am Stretch Break

12:15 pm General Program, Speakers, Panels

1:35 pm Lunch Break

2:45 pm General Program, Speakers, Panels

4:00 pm End Session

## VIP Early Entry: Daily at 8:30 am

Times are subject to minor modifications on-site



# 6 STEPS To Maximize Value



## 01 Commit to the Full Schedule

Don't plan to step out for long periods during the event. The most valuable insights and connections happen throughout the entire agenda. You won't want to miss a single speaker or networking session. To miss a little, is to miss a lot.

## 02 Leverage Technology Efficiently

Forget business cards - use digital contact sharing apps. Snap a photo with each new connection to associate a face. Make it easy to follow up and remember who you met.

## 03 Follow Up Intentionally

Schedule specific next steps after making your valuable connection. Whether it's a call, Zoom, or in-person meeting, Don't let those conversations fade into the ether.

## 04 Define Your Objectives

Take time before each day to identify your goals. Whether it's finding lenders, connecting with wholesalers, or getting guidance on your first deal, having a specific objective will allow you to be laser-focused on your efforts.

## 05 Communicate Your Objectives Clearly

Don't be shy about sharing your aims with other attendees. Wear your objectives on your sleeve, literally, or figuratively. This will help others recognize how they can assist you.

## 06 Expand Your Comfort Zone

Challenge yourself to connect with people outside your usual circle. Step out of your networking "safety zone" and introduce yourself to new faces. You never know where your next valuable partnership or referral may come from.

# PACE MORBY

Creative Financing Pioneer



**“Failure is never trying. As long as you’re taking thoughtful action, you cannot fail”**

Pace Morby is a trailblazer in the real estate industry, renowned for his transformative journey from being a skilled contractor to founding SubTo, a movement that champions creative financing as a catalyst for social and financial change. With a portfolio worth millions, Pace stands as a testament to the power of innovative real estate strategies.

As the dynamic host of A&E’s “Triple Digit Flip”, he brings his wealth of experience and an arsenal of creative financing methods, including the Morby Method, Seller Finance, and Lease Options, to a broad audience. Pace’s mission is to empower investors and entrepreneurs globally, breaking down financial barriers and fostering a community of growth, support, and success.



# JAMIL

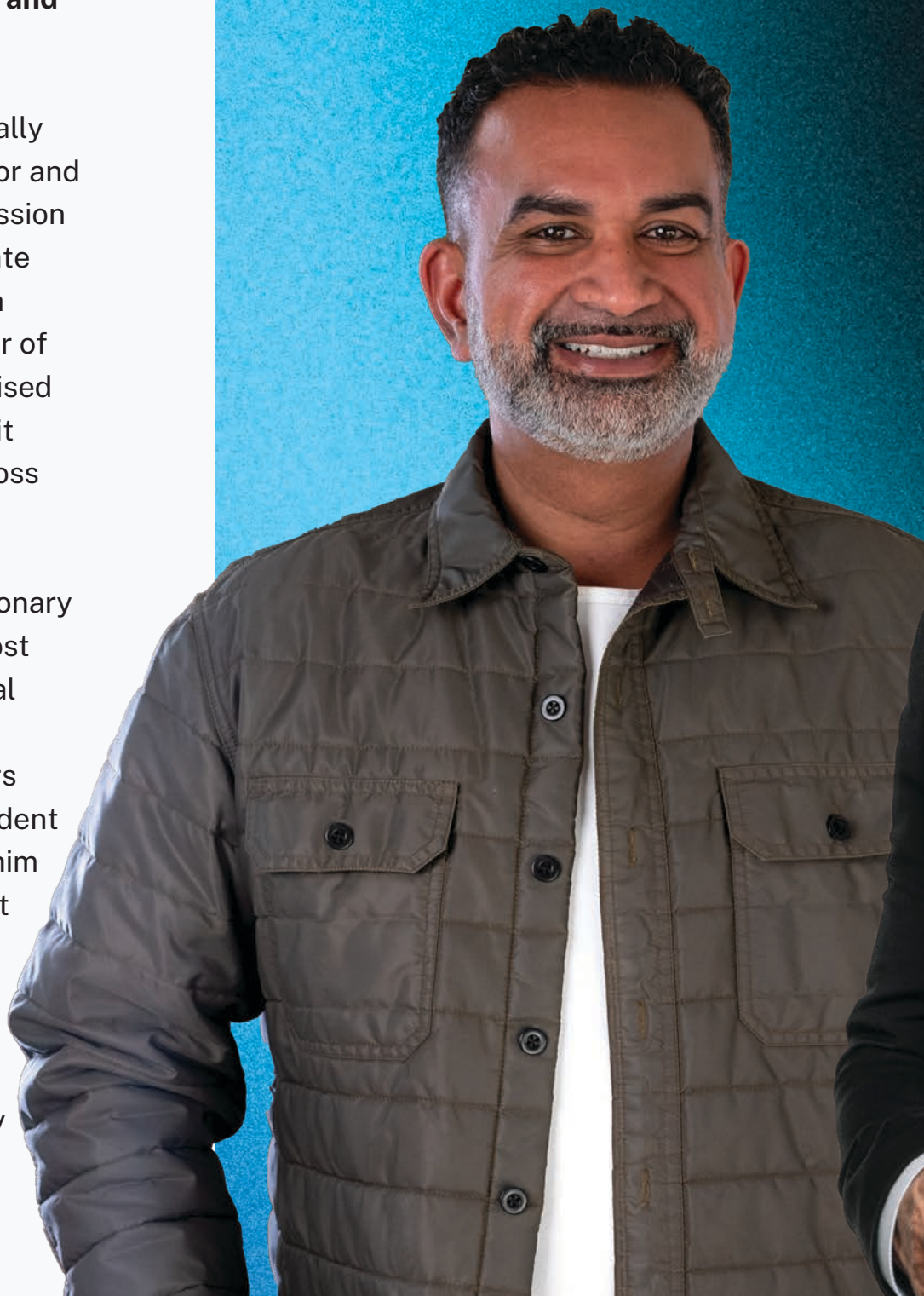
# DAMJI

**“Every challenge you face is an opportunity for growth. Trust in your future self’s resilience and adaptability.”**

Jamil Damji is an internationally renowned real estate investor and entrepreneur whose true passion is to empower others to create generational wealth through real estate. Jamil is a founder of Keyglee, a nationally franchised real estate wholesaling outfit operating in 50 markets across the US.

Additionally, Jamil is the visionary behind Astroflipping; the most successful community of real estate wholesalers with thousands of active members and millions of dollars in student profits. His success landed him on national television as host of A&E’s popular show, “Triple Digit Flip.” To Jamil, running a profitable real estate business while upholding values of integrity and honor are synonymous.

Real Estate  
Wholesaling Innovator



# GRANT

# CARDONE

Private Equity Fund Manager &  
Real Estate Investor



**“As long as you are alive, you will either live to accomplish your own goals and dreams or be used as a resource to accomplish someone else’s.”**

Grant Cardone operates over seven companies and a \$4 Billion real estate firm, Cardone Capital. A top crowdfunder, he raised \$1.3 Billion via social media and starred in “Undercover Billionaire,” aiming to create a million-dollar business in 90 days.

He’s a bestselling author of 11 books, including “The 10X Rule,” and founded the 10X Global Movement and the 10X Growth Conference, the largest business event worldwide. His platforms educate 450,000 people globally, and through his Grant Cardone Foundation, he mentors underprivileged youth in financial literacy.



# CODIE

# SANCHEZ

**“Don’t be afraid to be different.  
The world needs more  
contrarians.”**

Codie Sanchez is the founder and CEO of Contrarian Thinking, one of the fastest growing financial media businesses, with 6 million followers and 100 million monthly views.

She is also the founder of Contrarian Thinking Capital, a venture capital firm and Main Street Holding Company, with 25+ small or what we call “boring businesses.” Think car washes, laundromats, property management companies etc. A former partner in a leading cannabis investment firm, Codie has a strong background in business turnarounds and expansions. With previous high-level positions in major financial firms and a start in journalism, she’s a recognized figure in finance and investment, appearing on major networks and publications.

Entrepreneur & Founder of  
Contrarian Thinking





# DON MILLER

Business Education & Author,  
CEO of @StoryBrand



**“I’d rather be known than be impressive. Being impressive often leads to isolation. Being known is the doorway to connection.”**

Donald Miller is a seasoned consultant and coach with over two decades of experience, renowned for his work with leading brands such as TOMS Shoes, TREK Bicycles, and Tempur Sealy.

His strategic guidance has helped these companies achieve substantial growth and innovation. Beyond his consulting prowess, Don is also recognized for his coaching skills, adept at nurturing potential in teams and individuals. His expertise in market trends and commitment to adding value have established him as a respected figure in the industry, sought after by businesses aiming for excellence.



# VEENA

# JETTI

**“Once I discovered the power of community my entire career leveled up!”**

Veena Jetty, founding partner of Vive Funds, is at the forefront of the multifamily real estate sector, distinguished by her people-first investment philosophy.

With a track record of managing assets over \$1 billion, her approach focuses on financial success, community betterment, and investor empowerment. Her dedication to socially responsible investing has made her a key player in fostering sustainable communities.

Beyond being an investor, Veena has worked diligently to enhance female empowerment in business. She is a visionary, advocating for the collective influence of investors in positively shaping the real estate landscape.

Multifamily Real Estate Investor,  
Founder of Vive Funds and MultiFi



# JERRY

# NORTON

Real Estate Flipping Expert



**“It’s not about the money, it’s about having the time and freedom to have, be, do and give everything you want in life.”**

In 2004, Jerry transformed from a construction worker earning minimum wage to a self-made millionaire by the age of 30.

Specializing in wholesaling, house flipping, and high-value property developments, he has successfully flipped hundreds of properties across the United States.

Jerry is not only a licensed broker with a brokerage in Michigan but also the founder of Flipping Mastery, an international real estate training company where he mentors countless investors.

Beyond his professional endeavors, Jerry’s true passion lies in helping others achieve financial freedom and design their desired lifestyles.



# MAT

# SORENSEN

**“Challenge each other, put in the work, and win the wealth-building game. This is not a get-rich-quick scheme; there are no gimmicks. True wealth building takes a decade or more to earn. And it is earned.”**

Mat is a leading wealth lawyer and entrepreneur, renowned for advising thousands on wealth-building strategies.

He co-founded KKOS Lawyers, a prominent firm facilitating over \$1B in real estate transactions.

As CEO of Directed IRA, he oversees assets surpassing \$1.7B. Mat’s personal journey from adversity to success mirrors his clients’ paths, making him a sought-after authority. He’s also a bestselling author and hosts annual events like the SDIRA Summit.

## Wealth Management Authority



# KIRK & ELANA TANG

Real Estate Game Designers



**The creative geniuses behind “Creative Cash Flow” - A SubTo Board Game.**

In 2021, Kirk and Elena Tang entered the SubTo real estate community as new investors. Inspired by his love for board games as a means of connecting with others. Determined to merge his passions, he embarked on creating “Creative Cash Flow” for the SubTo community. Over 2022-2023, amidst purchasing 26 properties, primarily through creative finance methods, Kirk persisted in developing the game.

In 2023, Pace Morby joined forces with Kirk and Elena, for the board game. Kirk’s vision for the game was to educate players on real estate strategies in an engaging way. Investors love how it teaches negotiation, avatar skills, and the benefits of collaboration in scaling investments.



**ENJOY  
THE SUMMIT**

## **But First,**

Join us in **thanking our Sponsors** for their support in bringing us all together this week. Meet the folks who run these amazing brands and businesses while you're here!

# **Privy**

Privy.Pro



# **PadSplit**

PadSplit.com



PadSplit

# **Money Buddy**

MoneyBuddyBC.com





**You've taken the first step by joining us here this week** - now it's time to maximize your time and make every moment count.

This is your chance to connect with the movers, shakers, and deal-makers who will propel your business to new heights. The relationships you forge and insights you uncover over these three days have the power to transform the trajectory of your business for years to come.

So stay present, stay engaged, and stay open to unexpected possibilities. **The transformative breakthroughs you experience here could be just around the corner.**

The future of your real estate investing is in your hands. You now have the incredible opportunity to own the market or lead the industry.

**~The SquadUp Team**

#SquadUpSummit

