



Welcome to the BNB Formula Coaching Roadmap!

Think of this as a timeline for how you may want to roll out your business over the first 90 days. Keep in mind, you can certainly move faster (or slower) than what you see here, based on your personal goals. For example, you may aim to get one listing every quarter or one listing every month, and that's all great! YOU set the pace. The key thing to remember here is...take it one day at a time and take consistent action every day. With the help of our killer team of BNB Coaches and the greater BNB Formula family - you'll get there!

Your Biggest Fan,
Brian





DAY 1: ITS GO TIME!

- Join the BNB Coaching Members Facebook group
- Complete the 5 Onboarding Steps (likely already completed)
- Create a Bookmark Folder on your browser to save important links (like this course)
- Post in the Facebook group and say hi your fellow BNBers!
- You can check this one off just for fun
- Mark your calendar and be on the first Kickoff Call on Monday at 11:30AM EST!



WEEK 1: NEW KID ON THE BLOCK

- Turn on Facebook notifications so you know when we go live
- Watch the the INTRODUCTION and LOCATE & STAGE modules
- Look in BONUSES and pick a few to watch (they're fire)
- Jump on the DAILY AMA call anytime you have questions
- Join the LOCATE & STAGE Live Coaching on Monday Nights



WEEK 2: NOW WE TALKING

- If you haven't yet, setup your free Airbnb account
- Your branded assets, website, print tools and email account are ready!
- Complete your scheduled entity setup call (should already be on your calendar)
Jump on the DAILY AMA call with any questions
- Watch the LIST & LAUNCH module in the course and join the live trainings



WEEK 3: LETS KICK SOME BOOTY

- Check your email, your first leads will begin to arrive this week
- Your entity documents and EIN number are complete, so now you can...
- Open a business bank account and link it to Airbnb (so you can get paid)
- Your fancy new email account is ready. Add it to your phone and computer
- Jump on the DAILY AMA call with your questions
- Watch the TOOLS & TEAM modules in the course and join the live trainings



WEEK 4: TARGET IN SIGHT

- Your swanky new business cards arrive in the mail
- Start sharing your website and branded tools everywhere you can
- Check your email, your next batch of leads has arrived
- Get a deal? Please post it in the Facebook group so we can celebrate with you!
- Jump on the DAILY AMA call any day you have questions
- Watch the HOST & LEVERAGE modules in the course and join the Live trainings
- Target Goal for Week 4: List your first property on Airbnb



60 DAYS: MAY HAVE TO FIRE THE BOSS

- Continue joining the daily trainings for the topics you need help with
- Complete any remaining modules in the course and bonus sections
- Jump on the DAILY AMA call with any day you have questions
- Watch the AUTOMATE & SCALE modules in the course and join the live trainings
- Target Goal for 60 Days: Launch your second listing on Airbnb



90 DAYS: AINT NO STOPPIN ME NOW

- Continue joining the daily trainings, as they apply
- Attend as many AUTOMATE & SCALE calls as possible
- Complete any remaining modules in the course
- Take some time off and reward yourself!
- Target Goal for 90 Days: Automate your business and begin scaling

The BNB Coaching LIVE Trainings (in our Facebook group)

NEWBIE KICKOFF CALL: Not to be missed, be sure to jump on this call first!

DAILY AMA CALLS: "Ask Me Anything" and get live help from our coaches.

BONUS LIVES: Various topics, be sure to view the current calendar for days and times.

NIGHTLY COACHING: The topic specific trainings you need to succeed:

- **LOCATE & STAGE:** Jump in here before you get your first listing
- **LIST & LAUNCH:** Once you do, go here before you go live on Airbnb
- **TOOLS & TEAM:** Drop by to learn the what and who of the business
- **HOST & LEVERAGE:** Join this training once you start getting bookings
- **AUTOMATE & SCALE:** Ready to play in the big leagues? Enter forth

** For Days and Times for all trainings, please see the calendar posted at the top of the Facebook group, which is updated regularly. If you can't be on live, no worries, you can find the call replays in the course for each day of the week.

Need to reach our Six Figure BNB Coaches? Call or text the Coach on Call hotline at 1-800- BNB-8586 or email coaching@bnbformula.com. We will get back to you within 24 hours or less and questions are answered by our coaches on the Daily AMA, so be sure to join us there!



Meet your Six & Seven Figure Coaches!



HAL WILKERSON

Hal is one of our six-figure coaches from Honolulu, Hawaii and brings a breadth of experience to BNB Formula students. As a former Naval Officer, he flew carrier based jets based in Japan and all over the Western Pacific and finished his Naval Service in Hawaii. He's a certified skydiver and scuba diver and a double centurion patch holder on the USS Kitty Hawk. Following his Naval Service, Hal managed the Pacific Rim business for a national medical supplier and distributor prior to leaving in early 2021 after growing the business in the Pacific Rim from \$6M to \$60M annually.

After joining the BNB Formula in late 2017, Hal first started hosting on AirBnB in 2018 and has listings primarily in Hawaii at the moment but is actively expanding remotely to the Northern Alabama and North Florida markets. Hal has implemented nearly every kind of deal taught in the BNB Formula over his tenure as a BNB operator, but his preferred type of deal is either ownership or pure arbitrage. Hal's goal is to generate \$85k a month or \$1M/year through his BNB's by 2023. His strength is that he is very good at instilling confidence and trust in owners and partners that work with him, which draws investors and owners alike to his easy going, yet focused and results-oriented style. When asked what one thing BNB Formula gave him, he answers with one simple word: **freedom**.

"A sacrifice today is a benefit tomorrow." According to Hal, that saying has always been at the core of his success and he strongly believes that when we focus on a solid effort today, we will achieve better results tomorrow.



SUE JORDAN

Sue is one of our six-figure coaches from Queensland, Australia. She was in Sales and Sales Management. She wrote and published a book. She started hosting in 2016. She has listings in Queensland, New South Wales, Western Australia, Victoria and UK. She's done co-hosting, leasing, owning, revenue share, and partnering. Her goal is to add at least 3 more owned properties in her target area that will also be future development sites. Sue's expertise is on hosting and styling. BNB Formula gave her **freedom of time, doing the business anywhere, and the money.**

According to Sue, we should be *students of the industry— always under construction.* For her, there is always something to learn. What she loves about the community is how much everyone wants everyone to succeed.



JUSTIN QUALKENBUSH

Justin is one of our six-figure coaches from La Quinta, California. He has no formal work experience prior to hosting short term rentals. He started after graduating from California Baptist University. Other than being a successful AirBNB host, he's a competitive golfer with over 70 tournament wins. He's a black belt holder in karate too. Fun fact about Justin is that he drinks absurd amounts of black coffee and spends ridiculous amounts of time on Youtube.

He started hosting in 2019 and his listings are in California. He's done listing, partnering and owning. His goal is to have around 40 properties and generate multiple 7 figures in revenue. His secret is focusing on systems without regard to outcome as well as taking massive action.

BNB Formula allowed him to join the new rich. He's not only **financially free**, but also **free with time and location**.

According to Justin, *Motivation is the single biggest factor. It is a prerequisite for massive action. Your "why" must be strong enough.* For him, we have a community that is ready to break away from the social norms of working a 9-5!



BRAD DILLARD

Brad is one of our six-figure coaches. He lives in Salt Lake City in Utah. His career background is in Accounting/Taxation and Sales. A couple of life achievements that he is proud of are obtaining financial independence in his 20's, being happily married to an amazing woman and having a healthy and happy baby boy. Fun fact: He likes flowers more than his wife does. They are a perfect little surprise for him.

He started hosting in 2020. And his listings are in Utah. He currently utilizes three different deal structures – leasing, partnering/profit share, and managing. His goal is to become a seven-figure host in 2022. His super power in this business is the ability to develop deep genuine relationships with people. BNB Formula helped him achieve one of the biggest goals he's had for years, which is **FREEDOM** (getting out of the 9-5 and calling his own shots).

One of Brad's favorite quotes is from Tony Robbins – *“The ultimate resource is resourcefulness”*. For him, the single most important factor to success in life and business is **CONSISTENCY** -> show up every day.



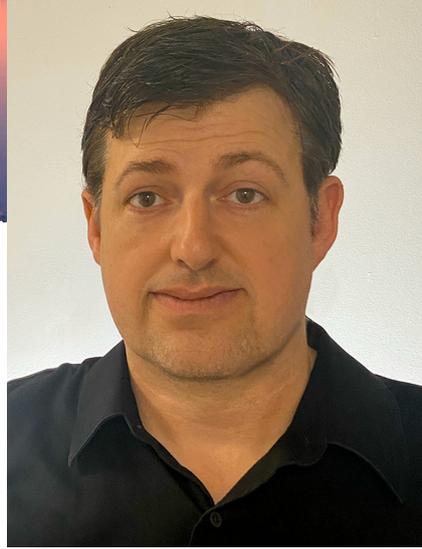
ALEX JARBO

Alex is one of our six-figure coaches. He lives in Asheville, North Carolina. His career background is in Short-Term Rental Development and Management. A couple of life achievements that he has were his first capital raise of \$5,000,000 in 2 months with no list or contacts, being interviewed by Greg Dickerson and being interviewed on Get Paid For Your Pad. Fun fact about Alex is that he's been practicing street magic for 15 years now and he is also a Guinness World Record Holder.

He started hosting in 2018 and his listings are in Asheville, North Carolina. He's done deals like Leasing, Partnerships, Joint Ventures, and Syndications. His goal is to have 165 cabins owned and \$4,125,000 net a year. His expertise are in Creative Deal Structure and Technology. BNB Formula has allowed him and his wife the **flexibility to live a life on their own terms.**

Alex's favorite quote is, "A person's success in life can usually be measured by the number of uncomfortable conversations he or she is willing to have"

For him, the single most important factor to success in life and business is Consistency/Laser Focus.



ARI YMY

Ari is our seven-figure coach. He lives in San Diego, California. Ari was a photographer for the largest franchisee of hotels in North America. One of his greatest achievements is holding records in 3 different sports in high school. He also came to the rescue of his single brother and his six kids during the pandemic. He is very convinced that if love's at the bottom of whatever it is you're doing, the possibilities are pretty limitless. Fun fact about Ari: He had the number two most popular Bible Trivia Channel on Trivia Crack Kingdoms.

He started hosting in 2018. He currently has listings in Iowa, Illinois, and Michigan. He has done co-hosting, leasing, owning, revenue share, and partnering. To him, the right answer is knowing what numbers of each opportunity tells you. In other words, if a purchase doesn't make sense—don't! If a management deal does—do!

His goal in the next two years is so much revenue (yes, there is a number) that he's buying one single-family, cash in the clear each month, with enough left over to have bought a second. Next five years, he wants so much revenue he's buying two multi-families per year. Next ten years, either start an Airbnb competitor, or buy Chesky out.

Ari's superpower in this business is OCD x Triage: Sweat the details. Sweat the right details.

BNB Formula gave Ari **freedom**. His favorite quote is "Life's too serious to be taken seriously." If we're not laughing about it, we're doing something wrong.

For him, the single most important factor to success in life and business is attitude. Attitude is the quality of the ship you sail. A poor ship won't survive the wrong breeze; a sturdy one can withstand a typhoon. You cannot control billions of factors every day, but you can always control this one gift.