



Strategy Session Guide

Your personalized roadmap — clarity, confidence, and your next step.



“Real estate only feels broken when you don’t have a system. This is the system.”



A Proven Path to Real Estate Success



Hi, we're Scott McGillivray and Michael Sarracini, co-founders of Keyspire.

For more than 20 years, we've helped Canadians create wealth through real estate. We've seen markets rise and fall – and one truth always stands:

👉 **Real estate works, when you follow the right system.**

That system is the **Keyspire Results Roadmap**. Thousands of Canadians have already used this framework to build portfolios, generate cash flow, and achieve financial freedom.

You're about to see how it works. This is the same roadmap we'll walk through on your free Strategy Session. Take a few minutes now to review it – so you're ready to get the most out of your call.

We're excited to be part of your journey.

– Scott & Michael

The Keyspire Proven Process

From curious to confident, here's the path thousands of Canadians have already walked with us to get real results that last.

Step 1 Qualification



We start by making sure you're in the right place. This simple step helps us learn about your goals, resources, and timeline — so we can guide you toward the best next step for you.

Step 2 Strategy Session



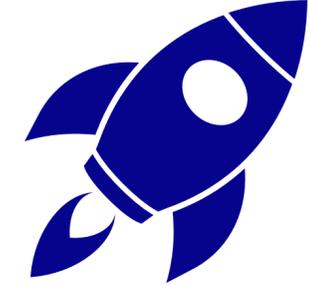
This is your starting point — a private, one-on-one call valued at \$297, where we'll walk through your personalized Keyspire Results Roadmap. You'll leave with clarity, confidence, and a tailored action plan.

Step 3 Virtual Workshop



Next, you'll go deeper inside our immersive, interactive 3-day event. The Virtual Workshop is where strategies come alive — through expert teaching, live Q&A, and connections with other investors who are taking action right alongside you.

Step 4 Keyspire Results Coaching



The final step is where transformation happens. With personalized coaching, mentorship, and accountability, you'll turn your roadmap into reality — building a portfolio, generating cash flow, and creating lasting wealth with confidence.

👉 You're already on this path. Your Strategy Session is the beginning.

Your Keyspire Team

At Keyspire, we have Strategists and Results Coaches. They both have different roles in your journey. Below we've outlined where each team member fits in your Results Roadmap to get you to your Lifestyle Freedom Day.

What is a Strategy Session?

A Strategy Session is a one-time, one-on-one call with a Keyspire strategist for \$297

- **Purpose:** To walk you through the Keyspire Results Roadmap and identify your personalized next-step.
- **Focus:** Strategic and high-level – the big picture of where you are now, where you want to go, and the best next step to get there.
- **Outcome:** You'll leave with clarity and confidence about your path forward.
- **Timing:** Must be booked before the Workshop so you arrive prepared and focused.

Think of it as your roadmap meeting – a one-time strategy call that sets your direction.

What is a Keyspire Strategist?

A Strategist is a Keyspire expert who helps you see the big picture. They guide you through the Results Roadmap and help you identify your current position and your next best step. Their role is to give you clarity and direction during your one-time Strategy Session.

Think of a Strategist as your navigator – they show you the map and the best route forward.

What is Results Coaching?

Coaching is a series of ongoing, in-depth mentorship sessions designed to help you not just plan, but execute step by step.

- **Purpose:** To provide ongoing guidance, accountability, and expert support as you build and scale your portfolio.
- **Focus:** Tactical and hands-on – what to do, when to do it, and how to do it.
- **Outcome:** Each session builds on the last, keeping you accountable and moving forward until your goals are achieved.
- **Timing:** Coaching happens after the Workshop, for those who are qualified and want more support and faster results.

Think of it as having a mentor and accountability partner who ensures you stay on track and get it done.

What is a Keyspire Results Coach?

A Coach is a Keyspire mentor who works with you on an ongoing basis. They get tactical and hands-on about what to do, when to do it, and how to do it. They provide accountability, making sure you follow through. Their role is to support your growth until you reach your investing goals.

Think of a Coach as your guide and partner – walking beside you, step by step, to ensure you get it done.

Get Ready to Unlock Your Real Estate Potential

Your free \$297 Strategy Session is about you. Here's how to make it inspiring and valuable.



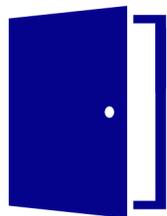
1. Think Big

What does financial freedom mean to you? Time, travel, retirement, lifestyle — dream without limits.



2. Get Clear

Reflect on where you are today: resources, challenges, past attempts. This helps your strategist tailor the roadmap.



3. Be Open

Share openly, be ready to be challenged, and explore new possibilities. Breakthroughs happen when you're open.

BONUS TIP

Jot down 1–2 questions you'd love answered. Examples:

"How can I get started with limited capital?"

"What's the safest type of property for me right now?"

"How can I scale beyond my first property?"

This isn't homework — it's excitement. Most people leave this call with more clarity than they've ever had.

The Keyspire Results Roadmap

Clarity. Confidence. Real Estate Results



- The Investment Filter™
- Mortgage Broker Pre-Qualifying Script
- Team Building Scripts: Lender & Realtor
- Mortgage Broker Documents Checklist
- Personal Spending plan
- ...and more!



- The Market Scorecard™
- The Income Analyzer™
- The 4 Ways to Win™
- The Investment Evaluator™
- Renovation Budget Checklist
- Team Building Scripts
- Residential Property Inspection
- ...and more!



- Making the Offer Checklist
- Home Inspection Checklist
- Contractor Checklist
- Renovation Punch List
- Insurance Broker Script
- ...and more!



- Construction Materials Purchase Schedule
- Work Order Master List
- Contractor Qualifying Script
- Contractor Quote Checklist
- Property Manager Qualifying Script
- Property Manager Contract
- ...and more!



- Rental Application
- Mortgage Broker Checklist
- Residential Appraisal Process
- Home Staging Guide
- Tenant Move In Checklist
- ...and more!

The Five Stages of the Results Roadmap

Every successful investor follows the same journey. The path is simple – but not always easy when you try to do it alone. That’s why we built the **Keyspire Results Roadmap**: to guide you through each stage with clarity, confidence, and proven strategies.



Fund – Unlock Your Resources

Start sooner with what you already have.

Most people underestimate what they already have – savings, equity, credit, or partnerships. We’ll help you unlock these resources safely so you can get started sooner and with less risk.

Imagine walking into your first deal already knowing exactly how you’ll fund it.

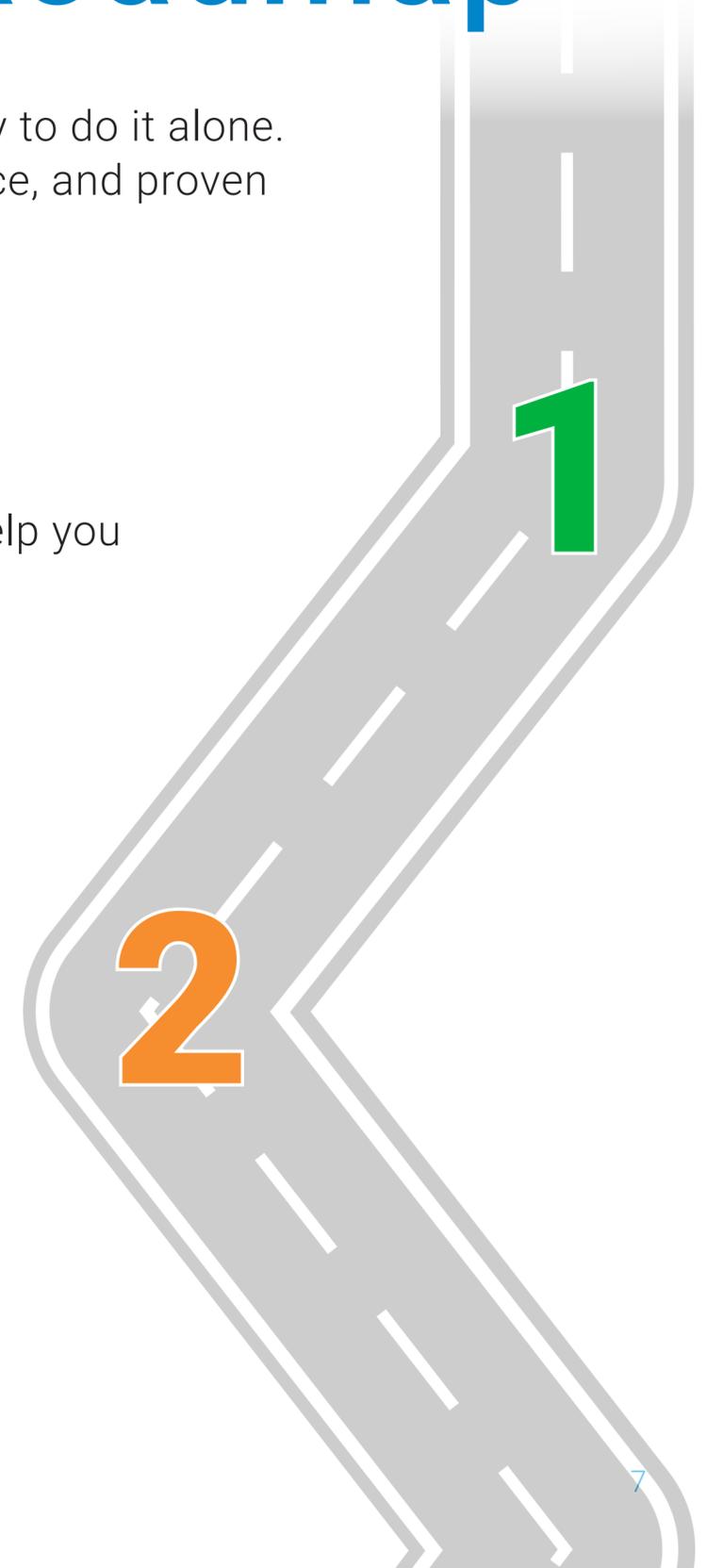


Find – Spot the Right Opportunities

Identify properties that cash flow and grow.

Not all properties are created equal. The wrong choice drains you. The right one can change everything. We’ll teach you to analyze and identify properties that cash flow, appreciate, and fit your lifestyle.

Imagine scrolling listings and instantly knowing which ones are winners.





Buy – Take Confident Action

Structure, negotiate, and close like a pro, all from your kitchen table.

This is where most aspiring investors freeze. Negotiations, paperwork, and fear get in the way. We'll give you the strategies and confidence to structure offers, negotiate smart, and close deals like a pro.

Imagine holding the keys to your first or next property – without second guessing.



Value – Turn Potential into Profit

Renovate, optimize, manage, and strategize for growth.

Owning property is just the beginning. We'll show you how to maximize returns through renovations, smart management, and creative strategies that grow both cash flow and equity.

Imagine watching your property's value climb month after month.



Paid – Achieve Freedom Through Real Estate

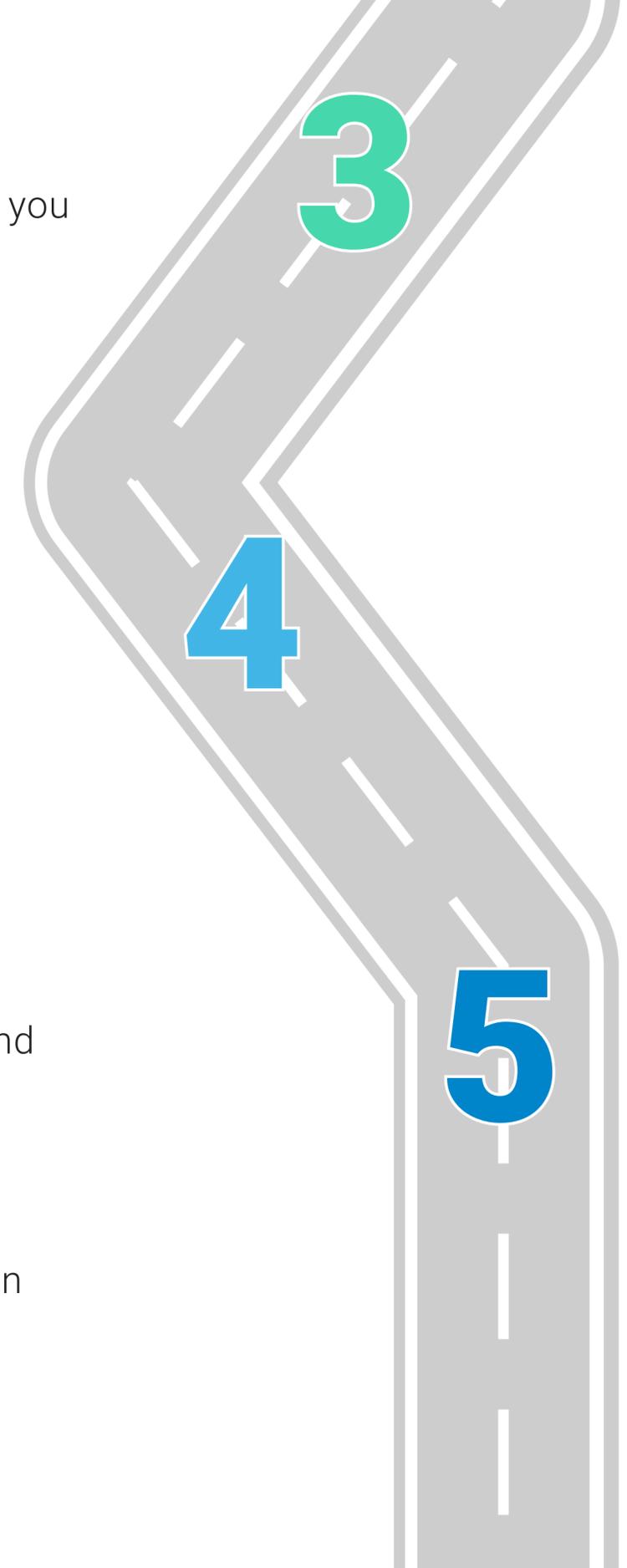
Build cash and lasting wealth to live on your terms.

The ultimate goal: sustainable wealth and freedom. Your portfolio generates income, builds net worth, and gives you the freedom to live life on your terms.

Imagine waking up one day realizing your properties are funding your lifestyle, not the other way around.

The Keyspire Results Roadmap is the proven 5-step system that transforms uncertainty into clarity, confusion into confidence, and effort into lasting wealth.

Your Strategy Session is where it all begins.



Real People. Real Results.

Keystone INNER CIRCLE
Debbie B · 9,521 points · July 29 at 2:58 PM · 🌐

The first time I walked away from a \$10K coaching program? I thought I was being responsible. 3 years later... I paid \$25K for the SAME one. Because now I KNEW it was the key.

🎯 I used 3 credit cards. 🎯 I took the leap. 🎯 I bet on myself.

And what did it lead to?

- 4 investment properties
- \$5K/month in passive income
- Confidence I never had before

Sometimes the cost of inaction is MORE than the risk. If I hadn't invested in myself, I'd still be stuck in the cycle.

You're not spending money—you're BUILDING MOMENTUM.

[#InvestInYou](#) [#LessonsFromLeaps](#) [#CoachingChangesLives](#)

Phin Sovannara
6h · 🌐

March 16, 2015: the day that changed my life forever.

I remember it vividly: Hyatt Hotel, downtown Calgary. The bright hallway buzzing with people heading to the convention room. The glow of the presentation lighting up the stage. And there was Scott, front and center, talking about economic fundamentals and the 4 ways to win.

It was nothing like what I'd been taught growing up. In that moment, I saw a path to freedom I could never unsee.

I joined Keystone that day and spent the next decade raising four kids, juggling multiple roles, building my portfolio, and riding out Alberta's real estate cycle.

Now a decade later, I'm back in the community to keep learning, growing, and connecting with people who think bigger, play the long game, and share the vision of building freedom through real estate.

Hello everyone. 🙏

Phin

Keystone INNER CIRCLE
Sarah McFarlane · All-star contributor · October 3

One week since I officially met "my people." It was my first Keystone social and first of many Summits to come. The education, connections and sense of community was so powerful. It didn't take me long to get comfortable talking to everyone, new and seasoned, and forming bonds. Joining Keystone a few short months ago has already paid off with knowledge and new relationships. Especially true with my coach [John Alec Brook](#) and trainer [Paul Hecht](#). Thanks for giving me so much of your time and attention 🙏.



Keystone INNER CIRCLE
Philip S. Varughese · September 12

I had a great coaching session with my Keystone coach! Among the topics that we discussed was mortgages for high-net-worth clients. These are clients who may not qualify by income, but by the properties in their portfolio. I did some researching with my brokerage and confirmed that I'm able to set this up! I'm sure there are many Keystone members who would be interested in this type of mortgage.

Keystone INNER CIRCLE
Walter Phenix · 🌐

Hello KIC,

I am proud to announce that it is my 1 year anniversary with Keystone!!!

I cannot believe it has already been a year since I joined the 3 day workshop hosted by [Paul Hecht](#). Although it is my one year anniversary there are so many other Keystone members sharing the same occasion and I would love to hear their stories. I have to say my year has been absolutely amazing, from the friends I've made, the knowledge I have gained and to the wonderful stories I have read in the Inner Circle, just amazing!!! Some of the best parts have been going through the Keystone modules taking all that information, absorbing it and executing it. This really is a wonderful community full of people who want to help and watch everyone succeed. I want to share with all the new members of this amazing community that the sky is the limit and please do not think otherwise. I never thought that I would have transformed my life in so many ways in just one year.

I am sharing this because Keystone really has changed my life and I feel that I need to share some of the highlights of the past 365 days. After having a great 3 day workshop I met my coach John Brook who helped me through the process and helped me reach my goals for the year and more. Thanks John, please continue doing what you do, it is much appreciated. And to all the other coaches, some I have had the pleasure of meeting and some I haven't, please keep up the great work in what you do. Thanks to you all.

I have to say it has been a busy year and here are some of the things I was able to do because of Keystone and this amazing community.

I'd like to close this off by saying thanks to all the coaches at Keystone, staff at Keystone like [Madara Mejoule](#) and [Nidhi Vij](#) thank you and to all the wonderful people of this community and last but definitely not least thank you to [Michael Sarracini](#) and [Scott McGillivray](#), thank you for all that you do for this amazing group of individuals that have the sense of community, inspiration and motivation in taking this group of people to a whole other level of success. To all the "newbies" believe me when I say that if I can do you can to. If anyone would like to reach out, please feel free as I would love to chat with you.

Thanks everyone, can't wait to continue on the journey!!!

What Customers Are Saying

James R



Throughout the coaching and accountability calls, I was able to exceed my 1st year goals and gave me the confidence that the Sky wasn't the limit!

Ben J



When we started, the coaching was the biggest and best resource we had. Our coach pushed us to grow and be creative with our real estate transactions.

Kim L



Coaching and community are priceless with Keyspire. My coach played an amazing part in my journey and success.

Nick B



The knowledge available through the Keyspire training and Coaching is world class, my coach has been incredible in helping me meet my goals.



Jolene H



I joined Keyspire wanting to educate myself on real estate investing. They have such good modules/videos that teach you and make you feel confident when it comes to investing. Their coaches are so helpful and really help you walk through the process on getting that first or next investment property!



Brian F



Keyspire is the number 1 reason that I was able to get started in real estate investing. They gave me the knowledge, confidence, and contacts needed to set me up for success in real estate investing.



Ivis F



I would recommend Keyspire to anyone interested in Real Estate Investing. The amount of information available to you and the support provided by everyone on the team is extraordinary. Thank you.



Mai Xong L



Joining Keyspire is one of the best decisions I have made. Thank you for opening my mind to understand that real estate investing is not buying single homes or multi units. There is more than one way to invest in real estate.



Mark D



Informative and friendly atmosphere. Great practical learning happens here. You wouldn't get this kind of learning without making expensive mistakes. It's a fantastic shortcut to mastery. Great opportunity to meet new people in your new field.

Your Journey Starts Now

The Roadmap works – but most people don't follow through alone. That's why we built **Keyspire Coaching**.

With Coaching, you'll:

- Work one-on-one with a results coach.
- Follow a tailored action plan.
- Stay accountable with expert mentorship.
- Join an exclusive investor community.

➔ On your call, we'll show you how Coaching accelerates results.

- ☑ Make sure your Strategy Session is in your calendar.
- ☑ Bring your goals and questions.
- ☑ Show up ready to take action.



Welcome to Keyspire – your future starts now.

Michael Sarracini

Scott McGillivray





“Our Right-fit Client is looking for change. They want more control of their future and are willing to use real estate investing to help make it happen. The timing is right in their life to commit the time, money and focus for a bigger future. They are coachable and want to be a part of a community of people with aligned client values.” - Michael Sarracini, CEO.

Are You a Right-Fit Coaching Client?

The Keyspire Coaching Program is the Right Fit for you only if these 9 Client Core Values are true.



LIFESTYLE FREEDOM: Your ultimate goal is to reach your Lifestyle Freedom Day. The day when your passive income meets or exceeds your lifestyle expenses. You want to one day add your unique value to the world on your terms. You are more excited about a lifestyle, freedom, and the future than private jets and sportscars.



COMMUNITY: You are looking for a community of like-minded people. You look forward to both contributing to and learning from the other program participants and to building long-term relationships with them. You have a collaborative mindset. You add value. You don't just take, you also give.



DRIVE: You have a high drive factor. You are determined to make it happen. You are committed to achieving the result you want. You will invest your time and are willing to work.



COACHABLE: You're looking to improve and get better and are open to other people helping you make this happen. You don't believe that you know it all. You understand and appreciate the unique skills that others have developed and are willing to learn from them.



PATIENT: You are aware that your problems will not be solved immediately and that your goals will not be reached tomorrow. You are willing to invest the time, effort, and money today for a bigger future. You believe that there are no unrealistic goals, only unrealistic timelines.

Are You a Right-Fit Coaching Client?



MINDSET: You are willing to consider new opportunities. You see possibilities where others see limitations. You see opportunities where others see only obstacles. You believe and are committed to a bigger future for yourself. You value progress over perfection and can commit to being consistently good and not occasionally great.



CHANGE: You are looking to change your current situation and are motivated to make this happen. You are at the right place and time in your life journey to make this change. Whether you have a great career or a job you hate, you have realized that your current path does not lead you to where you want to be. You are willing to get out of your comfort zone to achieve what you want.

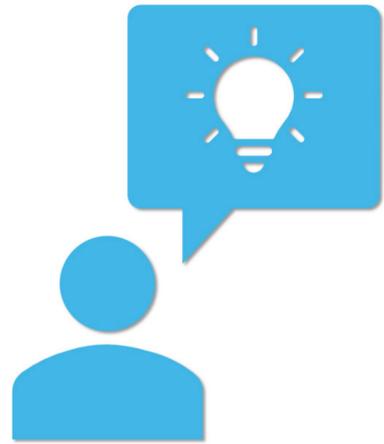


ATTITUDE: No jerks allowed. You treat people well. You are down-to-earth, humble and friendly. You are eager to learn and enthusiastic about possibility. You value your personal growth and development. You don't have all the answers but will not stop until you find out who has the answer.



INCOME: You are employed with a minimum of \$100,000 in combined household annual income. You own your home and have access to a minimum of \$25,000 in capital and a positive net worth.

We Help People Live the Life They Love



Trusted by our
community of over
100,000 real estate
investors



Over 10,000
workshop
attendees



Over 5,000
coaching years
experience



Over 15 years
serving Real
Estate Investors



What We Love to Do

Coaching



Our coaching is personalized and practical. Whether you're just starting or scaling up, our expert coaches guide you with tailored strategies, accountability, and real-world insights to help you take the next step with confidence.

Community



We've built a network of like-minded investors who collaborate, share deals, and support each other's growth. It's a place where members connect online and in person, forming partnerships and lasting relationships.

Live Events



Our live events—especially the KeySpire Investor Summit—bring the energy and expertise together. These are immersive experiences where members learn directly from experts, meet peers, and leave with tools and motivation to take action.

Why Work with Keyspire?



EXPERIENCE

We've been teaching real estate investing since 2010, built on decades of experience. What we teach comes directly from strategies we've used to build real portfolios—no theory, just proven methods.



CREDIBILITY

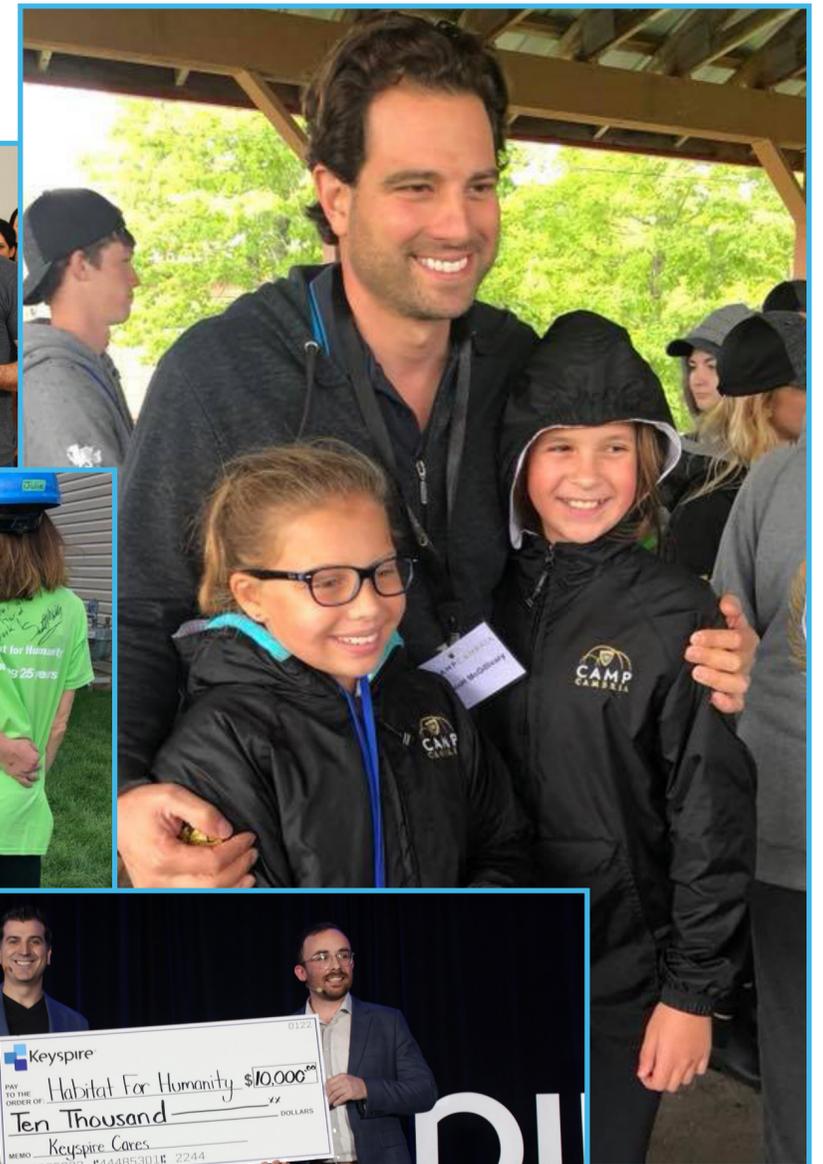
Over 250,000 people have learned with us across North America. Our high satisfaction ratings, business growth awards, and Scott's media presence speak to the trust we've earned through years of delivering real value.



PROVEN RESULTS

Our members have built portfolios ranging from their first property to \$60 million in assets. We take pride in helping people create financial freedom through expert coaching, a strong community, and actionable systems that drive real results.

Building Bigger Futures with Meaningful Charities





Next Steps

You have already booked your strategy session. All you have to do is show up, and we'll take care of the rest.



If you have any questions- we're here to help! Reach out to us at contact@keyspire.com or Toll-Free 1-888-556-2244