



Program Guide

Fall 2025 Collection

*Your Proven Path to
Building Wealth Through Real Estate*





OUR PURPOSE

We help people live
the life they love.

Welcome to Endless Possibilities

A Word from our Founding Partners: THANK YOU

Thank you for your interest in Keyspire's real estate investor coaching and community. The power of this unique investor community is due to all the people that have helped us in the past—family, friends, and mentors—and to all the people that inspire us today—our team, business partners, and the Keyspire community—we thank you. You are the motivation that keeps us looking for new ways to add value. You are the WHY that keeps us loving our place in this world.

There are many types of investors and investments— it's our job to guide you successfully down the path that is right for you. As real estate investors, we realize that the learning never ends and the more people you know in this business, the better. Consider the Keyspire network your learning centre.

We look forward to years of success together and hope we can continue to inspire you to continuously improve your lifestyle through real estate investing.

Scott McGillivray, & Michael Sarracini,
Founders of Keyspire Group



Keyspire's Coaching Program

Unlock your potential as a real estate investor with Keyspire's personalized coaching program, the natural next step after your Strategy Session.

At the heart of the program is the **Keyspire Results Roadmap** — our proven 5-step system developed by Scott and Michael, refined over 20+ years, and followed by thousands of successful investors. With your dedicated Coach guiding you, you'll move through each stage of the Roadmap with clarity and confidence:



FUND – Unlock the resources you already have and raise the capital you need.



FIND – Spot the right opportunities that cash flow and grow.



BUY – Structure, negotiate, and close like a pro.



VALUE – Optimize your property for maximum profit.



PAID – Build lasting wealth and financial freedom.

Your Coach is more than a mentor. They're your accountability partner, helping you turn your Roadmap into reality. Coaching clients report increased clarity, stronger decision-making skills, and the confidence to take consistent action.

Beyond the one-on-one support, you'll gain access to Keyspire's exclusive community, expert resources, and systems that keep you moving forward. With the Results Roadmap as your guide and a Results Coach by your side, you won't just learn how to invest, you'll create the portfolio, cash flow, and lifestyle you've been working toward.

■ Is This Program Right For You?

One-on-One Coaching is entered by application only and is limited to a number of clients per year. Once the maximum is reached the program will be closed until the next enrollment cycle.

Our clients typically are:

- Ages 30–55, dual-income households, \$100K+ income.
- Have \$25K–\$100K+ to invest.
- Motivated, action-oriented, and coachable.
- Seeking long-term wealth, freedom, and financial security.

Exclusions:

This is not for “get-rich-quick” seekers, passive-only investors, or advanced developers.



Are You a Right-Fit 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.



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.

Our 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 created the Keyspire Results Roadmap: a proven 5-step system that turns uncertainty into clarity, confusion into confidence, and effort into lasting wealth.

The 5 Stages of the Keyspire Results Roadmap:

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.

Take Confident Action

Structure, negotiate, and close like a pro.

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.

Achieve Freedom Through Real Estate

Build 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.



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.

Turn Potential into Profit

Renovate, optimize, and manage 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.

Your Strategy Session was the first step. Coaching is how you complete the journey.

Your Success Team

Keyspire Strategist

Your navigator, helping you set the right course

Before you attend the Workshop, you'll meet one-on-one with a Keyspire Strategist in your Strategy Session. Their role is to guide you through the Keyspire Results Roadmap, helping you identify where you are today and what your next best step should be.

In a world where real estate can feel overwhelming, your Strategist brings clarity and direction. They help you see the big picture, map out your path, and arrive at the Workshop prepared and focused.



Think of your Strategist as your navigator — showing you the map and the best route forward on your journey to Lifestyle Freedom Day.

Keyspire Results Coach

Your accountability partner, helping you turn your Roadmap into reality

The Keyspire Coaching Program gives you direct access to a dedicated Keyspire Results Coach who will provide personalized, step-by-step support to help you acquire your next income property.

Your Coach's role goes beyond planning — they are there to help you execute, session by session. Each conversation builds on the last, keeping you accountable, focused, and moving forward until your goals are achieved. They'll show you what to do, when to do it, and how to do it—so you never feel stuck or uncertain about your next step.

In today's world of endless information and conflicting advice, your coach cuts through the noise and guides you through the Keyspire Results Roadmap developed by Michael and Scott over 25 years and refined through thousands of successful investors.



They are your accountability partner—helping you stay on track, follow your roadmap, and achieve real, measurable results.

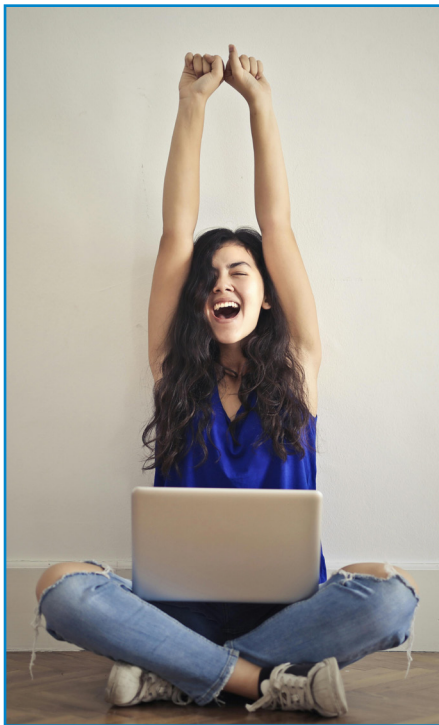


Coach Helpdesk

Get timely answers so you never lose momentum.

The Coach Helpdesk is your go-to support channel between coaching sessions, available by email or chat. If you have a quick question, need help reviewing a deal, or want clarification on a strategy and your coach isn't immediately available, the Helpdesk is here for you.

While your one-on-one sessions with a Keyspire Results Coach focus on big-picture planning and personalized guidance, the Helpdesk ensures you get timely answers from our coaching team so you can keep moving forward with confidence.



Dedicated Client Success Specialist

Personalized care for a seamless program experience.

As a coaching client, you'll be paired with a Dedicated Client Success Specialist, your main point of contact throughout your program. They're here to make sure you have an exceptional experience from start to finish. Whether you need help accessing resources, troubleshooting tech, or just have a question about your bundle, your Client Success Specialist is there to support you, keep you on track, and ensure you always feel guided and taken care of along your journey with Keyspire.



Keyspire[®] Investor Summit[™]



■ Keyspire Investor Summit

This is a World-Class Premium 3-Day event that you don't want to miss! Get educated on today's investments and current strategies by an exclusive mix of top real estate investors and experts, all highly specialized in their field. Meet and connect with industry experts, coaching clients, and Keyspire members from around North America to build the relationships that will impact your business for years to come.

Also, learn how to immediately implement your education on-site with investment activities, real-life case studies and investment examples.

Legacy and innovation unite for three days of interactive learning, casual networking and surprises around every turn. No matter where attendees are on their journeys to investment-powered financial freedom, they'll leave with the connections, information and next steps so that they can own their brightest futures.





Investor Summit Experiences

Every investor's journey is unique and so is the way you experience the Keyspire Investor Summit. Whether you're looking for the essentials, exclusive networking, or a luxury all-access package, we've created three levels of experiences to match your goals. Each option includes full access to the Summit's world-class training, while offering different ways to connect, celebrate, and make your weekend unforgettable.

Classic Experience

The perfect way to attend the Summit and take in all the learning, networking, and inspiration.

- 3-Day Investor Summit Tickets
- Lunch Included

Spectacular Experience

Everything in the Classic package, plus exclusive evening events to connect with leaders and fellow investors.

- 3-Day Investor Summit Tickets
- Lunch Included
- Friday Night VIP Party
- Saturday Platinum Dinner
- Meet & Greet with Scott McGillivray & Michael Sarracini

Diamond Experience

The ultimate way to experience the Summit. This tier combines convenience, exclusivity, and unmatched access to Scott and Michael—before, during, and after the event.

- 3-Day Investor Summit Tickets
- Lunch Included
- Friday Night VIP Party
- Saturday Platinum Dinner
- Meet & Greet with Scott McGillivray & Michael Sarracini
- Hotel Accommodation
- Diamond Lounge Access (includes breakfast and snacks)
- Lunch with Michael and Scott (One Day Only)
- Pre- and Post-Summit Group Calls with Michael & Scott
- Personalized gift from Michael & Scott
- Priority Registration Line

Which experience is right for you?

Classic Experience:

Best for those who want a straightforward, impactful way to experience the Summit.

Spectacular Experience:

Best for those who want to elevate their weekend with unforgettable networking and insider connections.

Diamond Experience:

Best for those who want not only to attend, but to transform their investing journey with rare access, lasting connections, and a luxury experience from start to finish.



Community



Two Communities, One Coaching Experience

Keyspire® Inner Circle

Your Exclusive Coaching Community

**Keyspire's Inner Circle is not for everyone.
It's reserved only for Keyspire Coaching Clients.**

This is the space where serious investors connect, share, and accelerate their results. As part of your coaching program, you'll be invited into this private community, the top 10% of Keyspire investors who are focused, driven, and committed to building lasting wealth.

Inside the Inner Circle, you'll get:

- **Direct access to Michael & Scott** in bi-annual live coaching sessions.
- **Exclusive peer network** of high-level investors who "get it."
- **Inner Circle LIVE™** are interactive sessions where real estate knowledge meets community connection.
- **Trusted environment** to ask questions, share wins, and get feedback from people who are doing the work right now.

We call this **Collective Genius** — the power of being surrounded by like-minded achievers who will challenge you, inspire you, and celebrate your progress every step of the way.

☛ *As a Coaching Client, Inner Circle is your home base. It's where you'll stay connected, accountable, and always moving further, faster.*

Keyspire® Membership

Your Entry-Level Foundation

The **Keyspire Membership** is Canada's most supportive entry-level real estate investing network. While it's open to the public, all Coaching Clients receive full access automatically, giving you the best of both worlds: broad education plus exclusive community.

As a member, you'll enjoy:

- **Weekly WIN Sessions™** — 20–30 minute group calls to set your focus and keep momentum.
- **Monthly Mastery™** — live virtual sessions on practical strategies using Keyspire's 5-Star Model.
- **Networking** — connect with thousands of investors who are learning and growing alongside you.

Membership is where new investors start their journey. But as a Coaching Client, it's just one layer of your support system — your foundation. **Your true growth happens inside the Inner Circle, where only Coaching Clients belong.**



Rave Reviews for Our Community



Christine Einarson

3 reviews



★★★★★ 11 months ago

What an amazing group of people. Becoming a member has been the best decision I have ever made. Scott and Michael really are as genuine as they appear, and it trickles down through the whole community. I have never encountered a more supportive and collaborative group in my life. My life has been enriched by more than just money - I have made some life-long friendships and partnerships, and in only 4 months have grown my portfolio by leaps and bounds. I couldn't have done it without the tools and people the Keyspire community has provided me with.



4



Jane Warr

1 review · 1 photo



★★★★★ 6 months ago

Thank you, Keyspire! You provide phenomenal training for new and seasoned real estate investors alike. I have learned so much that I am now putting to use, to build a new future for me and my family. I am especially excited to work with the Experts recommended, as there is a significant difference in their knowledge and expertise. On top of that, the community is welcoming and open to do business with. What can be better than that?



4



Belkis Joa

Local Guide · 65 reviews · 199 photos

★★★★★ 11 months ago

Keyspire changed my life and the life of many persons I know. The founders Michael and Scott have created the most inspiring and supportive educational community where everyone can learn how to invest in Real Estate and use it to become financially free. All the staff, coaches and members are knowledgeable and go above and beyond to support everybody success. They are just the best!!



3



Shay Fischer

Local Guide · 10 reviews · 3 photos



★★★★★ 6 months ago

Keyspire has been an absolute outstanding community to be part of! My husband and I have been able to make leaps and bounds with our Real Estate Investment journey, and our accomplishments would not have been possible without the support and mentoring of all the amazing people who are part of the Keyspire team.



2



On-Demand Training



■ Keyspire's Core Courses

Your Coaching program includes access to eight on-demand courses covering the most essential aspects of real estate investing. Together, these courses build the skills and foundational knowledge you need to support your Keyspire Results Roadmap, strengthen your learning, and maximize the impact of your coaching experience.

The 4 Ways to Win™

Learn how to calculate cash flow, principal recapture, passive appreciation, and active appreciation. The course culminates in calculating total ROI and applying critical questions to any investment opportunity.



Determine Your Investor Profile

This course helps you define your investor profile and create a Total Portfolio Management plan. You'll learn key factors to consider when determining your profile, a six-step process for reassessment as you grow, and the benefits of diversification for long term investment success.



The Funding Streams

This course teaches investors how to fund and scale their portfolios, covering funding streams, capital stacks, mortgages, credit, and alternative lending strategies like private lending and joint ventures. Learn to analyze deals, choose the right financing, and structure agreements to maximize your investment potential.



Active Investing

Provides a practical guide to real estate investment, covering everything from tenant management and property types to market



analysis and acquisition. You'll learn how to proactively prepare for tenant transitions, evaluate investment properties, understand market cycles, and effectively negotiate offers.

Building Your Team

This course emphasizes the importance of building a strong team for real estate investing success. It introduces the Success Team Pyramid, outlining how to qualify service providers and identify key qualities in team members, including the role of a realtor manager in connecting investors with top realtors.



Property Management

Provides a comprehensive overview of essential skills for real estate investors. It covers key topics from understanding the impact of property management on cash flow and deciding whether to hire a property manager, to advertising rentals, tenant screening, lease agreements, rent collection, and maintaining positive landlord-tenant relationships.



Adding Value Through Renovations

Learn how to maximize ROI through strategic renovations. This course covers top value-adding projects, due diligence, working with contractors, and adding income suites, featuring expert insights and Q&A.



Passive Investing

Explores various investment streams, focusing on private lending and private equity. It guides you through analyzing investment options, creating a plan, and establishing criteria.



■ **Templates, Tools & Systems:** **Your Roadmap Toolkit**

Your Keyspire Coaching program doesn't just give you knowledge. It equips you with the practical tools and systems you need to apply the Keyspire Results Roadmap at every stage. These resources take the guesswork out of investing and help you take confident, immediate action.

What You'll Get Access To:

Checklists & Templates

From renovation punchlists and due diligence checklists to lender comparisons, tenant applications, and property manager contracts, you'll always have the right document to move forward with clarity.

Scripts & Guides

Save time and avoid mistakes with ready-to-use email and phone scripts for working with contractors, realtors, property managers, tenants, and more. Plus, get guides on credit, ROI, zoning, and financing strategies.

Calculators & Spreadsheets

Analyze deals quickly and accurately with tools like The 4 Ways to Win™ calculator, renovation budget spreadsheets, financial forecasting tools, and closing cost calculators.

Reference Materials & Keyspire Unique Tools

Build your investor knowledge base with resources like the Keyspire Glossary, SWOT analysis worksheet, and other foundational guides. Plus, use Keyspire's proprietary tools — including the Market Scorecard™ — to help you meet your real estate investing goals smarter.



On-Demand Courses

Income Property Blueprint

Keyspire's premiere course is a step-by-step guide walking you through how to purchase your next income property, utilizing a combination of videos, resources and action items to keep you on track every step of the way. This 52-week course takes you through the four steps of Income Property investing: Property investing starts with finding the right property. Find your next income property by using the Seeker, Magnet, or Delegator Method. Once you find your income property, you'll need to fund it. There are five different funding options that will get you the money to close on the property. Adding value to your property is key to your business's profitability. Optimize your property actively, passively, or by using a combination of both. Now it's time to get paid. What is your exit strategy? Are you going to hold the property or sell it? Determine how this property is going to fit in your portfolio.



Raising Private Money



The Raising Private Money course is your comprehensive guide to mastering Joint Venture (JV) partnerships in real estate investing. Designed to equip both new and experienced investors, this bootcamp takes you through the full spectrum of the JV process—from understanding capital stacking and debt structures to confidently asking for the sale. You'll gain the knowledge and skills to build credibility, craft compelling offers, and structure deals that attract and retain investment partners. Learn how to present yourself as a trustworthy partner, effectively market your opportunities, and assemble the right team to take a JV deal from concept to close. By the end of this course, you'll be fully prepared to participate in and execute powerful JV strategies that can scale your portfolio and accelerate your investing goals.

Lifestyle Freedom Day

This course helps you plan for Lifestyle Freedom Day (LFD) through strategic real estate investing. It covers portfolio building, financial management, passive income creation, risk tolerance, investment options, due diligence, and reverse planning to define the path to your LFD.



Signature Mastermind on Demand

Welcome to the Signature Mastermind Experience: On Demand — a curated, high-impact training series drawn from the core workshops of Keyspire's original Signature Mastermind Program. This on-demand training gives you exclusive access to the proven strategies, unique tools, and mindset frameworks that have helped thousands of real estate investors launch or level up their portfolios.

Workshop 1: Lifestyle Freedom Day™

We believe that before you figure out how to get somewhere, you need to know where you're going. This first session begins with the end in mind: designing the lifestyle you want, and learning how real estate can get you there. You'll shift away from limiting beliefs about income and toward a lifestyle-first mindset, setting a powerful vision that anchors everything to come.

Workshop 2: The Funding Building Blocks™

Every business needs capital, and in real estate, creativity is your superpower. This session teaches you how to structure deals using Keyspire's funding frameworks, including The Three Funding Streams™ and capital stacking strategies. You'll learn how to make "not your money down" deals work — again and again.

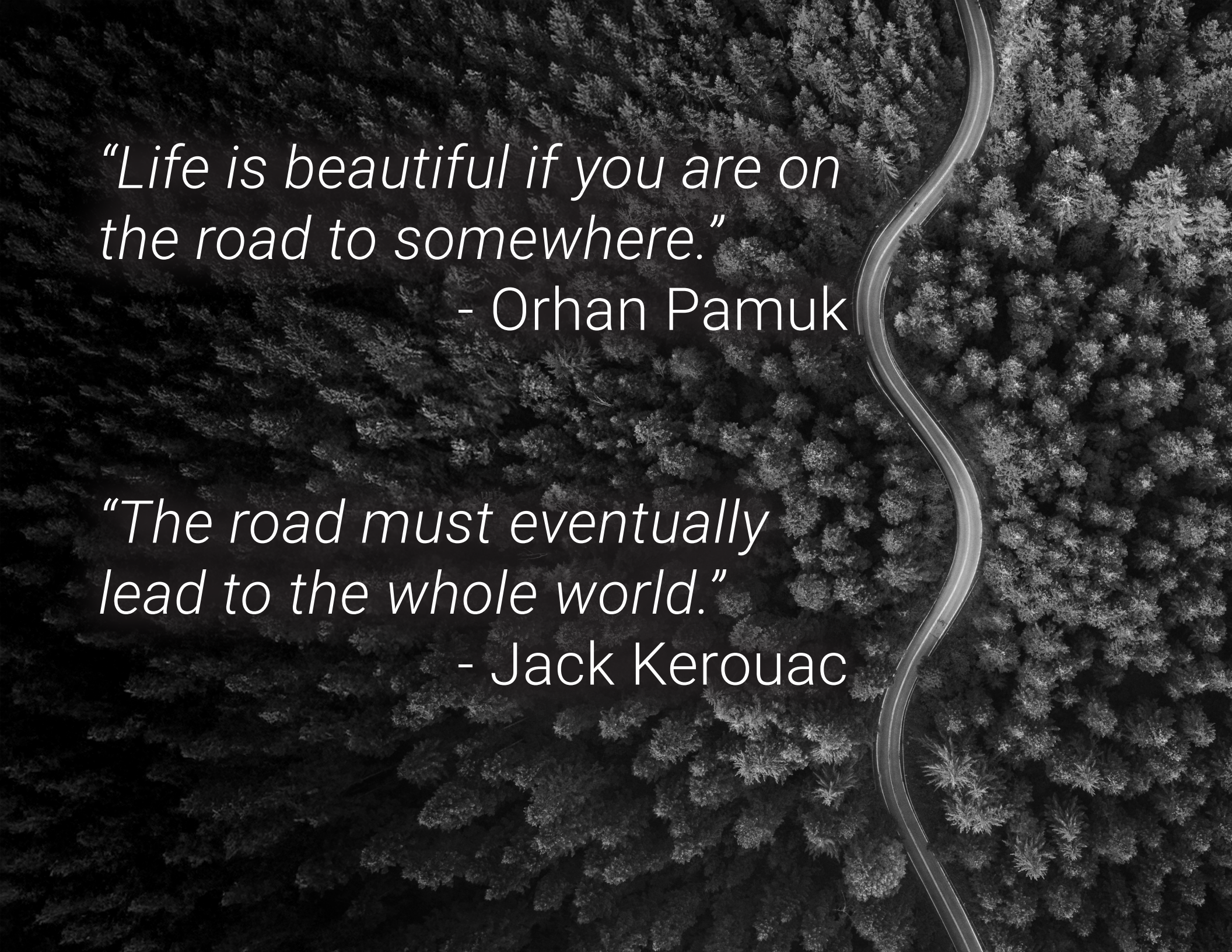
Workshop 3: The Investment Filter™

Here, you'll master the art of finding and qualifying great investments. Whether you're pursuing active or passive income, this workshop will equip you with practical tools to identify solid deals, avoid bad ones, and build a repeatable deal-flow system. You'll leave with clarity on how to recognize opportunity — and act on it.

Workshop 4: Closing with Impact

You'll gain the knowledge and confidence to negotiate and close deals strategically. You'll learn Keyspire's methods for making strong offers, structuring win-win outcomes, and planning for multiple exit strategies



An aerial, black and white photograph of a dense forest. A single-lane road winds through the trees, starting from the top right and curving downwards and to the left. The road is light-colored, contrasting with the dark, textured canopy of the forest. The text is overlaid on the left side of the image.

*"Life is beautiful if you are on
the road to somewhere."*

- Orhan Pamuk

*"The road must eventually
lead to the whole world."*

- Jack Kerouac

Deal Completion Assurance*

At Keyspire, our mission is to help you take real action and achieve real results. That's why we created the Deal Completion Assurance, our commitment to helping you complete your first real estate deal with confidence.

What This Means for You

When you join Keyspire Coaching, your Coach and our team will guide you step by step through the Keyspire Results Roadmap. The goal is clear: help you complete your first deal within 6–8 months of starting the program.

But we don't stop there. Included in select bundles, if after 12 months you haven't yet closed your first deal — and you've stayed committed to your sessions, action steps, and communication — we'll extend your coaching at no additional cost for up to 12 more months. That means you'll continue to receive full support until you complete a deal, or until the extension period concludes.

Why We Do This

- We believe every committed client deserves to succeed.
- We know the Roadmap works — thousands of investors have proven it.
- Your success is our success, and we're here to see you through.

Your Part

To qualify for Deal Completion Assurance, you'll need to:

- Attend your scheduled coaching sessions.
- Follow through on action steps.
- Stay engaged and communicate with your Coach and the Keyspire team.



Our Commitment



We'll give you the coaching, tools, accountability, and community you need to complete your first deal. When you commit to the process, we'll be right there with you — every step of the way.

With Deal Completion Assurance, you'll never be left wondering if you can do it. You can — and we'll help you get it done.

* Deal Completion Assurance is subject to program terms and conditions, which can be read at www.keyspire.com/deal-completion-assurance-terms-and-conditions. Speak with your Keyspire Strategist for details on eligibility, requirements, and applicability.

Keyspire 3-Day Workshop

The Keyspire 3-Day Workshop is your chance to experience the power of the Keyspire Results Roadmap in action; the same system our coaches use for our clients. Held a few times each year, this immersive event brings together aspiring and seasoned investors for three days of live learning, interactive exercises, and insider strategies that you can start using right away.

More than just a workshop, it's our opportunity to showcase the Keyspire system, the same proven Roadmap that has helped thousands of Canadians fund, find, buy, optimize, and get paid from real estate investments. You'll see firsthand how the program works, and why having a clear step-by-step process is the difference between struggling and succeeding. And while three days can spark incredible momentum, the most successful investors continue forward with coaching — because real growth happens when you have experts guiding you through every deal.



What You'll Experience:

Clarity: Learn the stages of the Keyspire Results Roadmap and discover where you are today, and what your very next step should be. With continued coaching, this clarity becomes an ongoing game plan tailored to your journey.

Strategies: Get actionable investing tactics on funding, finding the right properties, and creating value — directly from Keyspire experts. Our coaching clients take these strategies even further, applying them with step-by-step feedback and accountability.

Confidence: Watch real case studies and see how investors just like you applied the Roadmap to complete their first or next deal.

Community: Connect with other attendees who are on the same journey toward financial freedom through real estate. Many will continue with you into our Inner Circle Coaching community, where long-term relationships and mentorship fuel your progress.

Why It Matters:

The Workshop is designed to bridge the gap between inspiration and action. You won't just leave with ideas; you'll leave with a clearer plan, the confidence to move forward, and the opportunity to take the next step into the full Keyspire Results Coaching Program — where your workshop insights turn into real-world ongoing results.

The 3-Day Workshop is your chance to test-drive the Keyspire Results Roadmap, and then decide if you're ready for the full coaching experience that can change your investing journey forever.

Next Steps

The knowledge you will gain from Keyspire's Coaching
and our network will surely empower you.



1 888 556 2244



KEYSPIRE.COM