



MEDIA.KIT

Toronto, Feb. 4th & 5th, 2012
Calgary, Feb. 11th & 12th, 2012

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Press Release

Source/Contact -

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Toronto, Ontario, February 4th & 5th, 2012
Calgary, Alberta, February 11th & 12th, 2012

"Real Estate Developers Expo Comes to Toronto & Calgary"

Untapped Investment Options & Opportunities for Canadians - With the U.S. economy not recovering as quickly as predicted and the Canadian dollar remaining strong, many Canadian baby-boomers, seniors, widows, vacationers and retirees have reason to purchase prime vacation and retirement properties in Florida, Costa Rica, Panama and other foreign destinations at very affordable prices. For professionals, business owners and employees with disposal income, investing in real estate is more secure than investing with the bank or in stocks. Yet despite being ranked highest amongst world travelers and investors, many Canadians aged **35-75** are unaware of their investment opportunities and options. Or the tremendous tax-incentives they provide.

A Real Estate Show is Born - Always interested in investing, successful Trade Show Planner and Business Connector, Randi Goodman went to great lengths both on and off-line to find this exact information - only to come-up empty. ***"It was very confusing trying to figure out where to find information, how to find it, and where I should invest or vacation,"*** she says.

With her numerous connections to investors and educators, Goodman, who was also approached by developers and additional business associates to create a Real Estate Show that catered to their needs, joined forces with her father, Philip Goodman and business coach Michael Bradford, two well-known business experts to form the **REDEX** team.

The first of its kind in Toronto and Calgary, **REDEX** brings real estate developers (and related businesses), agents and speakers together under one roof to showcase their inventory to the Canadian marketplace. Its purpose is to give investees ***"the knowledge they require to live their dreams without having to do a lot of their own research, incur unnecessary expense, frequent delays or other extensive travel inconveniences,"*** Goodman explains.

Details & Highlights - Saturday, February 4th & Sunday, February 5th, 2012, 9:00 am until **5:00 pm**, investees across the Greater Toronto Area and beyond are conveniently and comfortably invited to venture **free-of-charge** (with a coupon code ticket worth **\$20**) to **The Sheraton Toronto Airport Conference Centre**, located at 801 Dixon Road, Toronto, Ontario M9W and directly interface with builders, property managers, resort and ski chalet directors – all on-hand to answer their questions, help them select finishing's & furnishings to their liking and gain peace of mind about the choices they're making. For Western Canadians (the second largest Canadian travel & vacation property investors group) the show will take place in Calgary, at **The Downtown Ramada Hotel**, located at, 708, Eight Ave. Calgary, Alberta, T2P 1H2, **9am** until **5:00pm**, **Saturday, February 11th & Sunday, February 12th, 2012.**

Attendees will also learn from recognized industry speakers **Savannah Ross** (Rich Mom Enterprises Inc.), **Paul Tobey** (Training Business Pro's), **Navtaj Chandhoke** (World Wealth Builders) and **Richard Dolan** (Life Rich Corporation, host CFRB 1010 Newstalk Radio's, **The Real Estate Show**), qualify to win **\$1000's** in **FREE** giveaways (including a week's stay in Orlando, Florida for the winner & their family, valued at **\$2,500**) and experience much more!

-30-

More Info -

Tip Sheet & Media Kit enclosed

Also available on request in both hard copy & online formats

Placements & Interviews -

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Tip Sheet

- In 1977 just under **6%** of Canadian households (**464,000**) owned vacation home
By 1999, **77%** owned a property in Canada and **21%** also owned homes outside of it
- **52%** are owned by couples without children and other household
- **22%** belong to seniors
- Average age of Canadian second home owner is **52** without children living at home
- The average after-tax income of a vacation home owner in 1999 was about **\$55,000**; this compares to about **\$39,000** for those who did not own
- And the average value of a second home owned by a Canadian household was over **\$88,000**

Source: Frances Kremarik <http://www.statcan.gc.ca/pub/11-008-x/2002001/article/6196-eng.pdf>

What continues to cause Canadians to invest and retire in places such as Florida, Mexico, Panama, Costa Rica and other foreign destinations?

1. Geographical & Economic Trends -

- Due to struggling economies in the U.S and Europe, housing prices fell further in the United States in 2010 than the previous year
- Ireland, Bulgaria, Hungary, Lithuania Greece and Ukraine are also still suffering badly
- Eastern European housing markets are still falling. Admittedly, house price falls in 2010 were less than the previous year
- The Scandinavian house price boom may be ending
- In the Baltic's, Latvia and Estonia's housing markets recovered strongly in 2010. But now they seem to have stopped rising
- Price rises still continue in some Asian countries (Taiwan, Thailand, Japan), but Singapore's boom seems to have moderated

Source: Global Property Guide survey of global house prices for the year ending Q1 2011

2. Cost of Living -

- Toronto, Canada ranks **15** amongst the world's most expensive cities to live

3. Tax Structure -

- When compared to other countries Canada's tax rates are higher

Tip Sheet Continued...

36 Click to view tax rates in Canada.	14.87% Click to compare effective income tax rates, in other countries in the same continent.	29.00% Click to compare effective capital gains tax rates, in other countries in the same continent.	6.96% Click to compare transaction costs in the same continent.
			5.35%

Source: <http://www.globalpropertyguide.com/most-highly-taxed-cities>

4. Country Growth Potential -

- Comparing the buying price and rent per month (US\$) of a **120** square meter apartment



Source: <http://www.globalpropertyguide.com/country-growth-potential-indicators>
<http://www.globalpropertyguide.com/country-comparison>

5. Affordable Luxury & Excellent Rate of Return -

- For as low as **\$70,000** Canadian will afford you luxurious dwelling
Source: <http://search.globalpropertyguide.com/property/panama/>
<http://www.globalpropertyguide.com/Caribbean/Belize/Price-History>
<http://www.globalpropertyguide.com/Latin-America/Costa-Rica/Price-History>
- Expected rates of return
Source: <http://www.globalpropertyguide.com/faq/guide-investment-ratings>



Section 1 – About The Show

Premise -

- **New** to Toronto
- Brain-child of contributing partners – more under **Our Team**
- Bring together under one roof International Developers, representing **multiple** countries across the globe & related businesses – maxing out at **100** per city
- Meet & greet for show attendees
- Opportunity for you to speak to top representatives & receive **special deals**

Dates, Times & Locations -

- Taking place in Toronto **Saturday, February 4th & Sunday February 5th, 2012, 9 am until 5 pm**, at **The Sheraton Toronto Airport Conference Centre**, 801 Dixon Road, Toronto, Ontario M9W 1J5 Canada
- Taking place in Calgary, **Saturday, February 11th & Sunday, February 12th, 2010, 9 am until 5 pm**, **Ramada Hotel Downtown Calgary**, 708, Eight Ave. Calgary, Alberta, T2P 1H2

Why it was created & what makes it unique? -

- **Demand** – more & more international property available on the international market due to economic and other trends depicted above
- **Clear-up Confusion; Reduce Cost** - hard to find information about vacation, rental, retirement & investment properties without investee having to take several trips to obtain
- **Face-to-Face Contact** - while research can be done and phone calls made, there is limited knowledge available on the Internet and no real opportunity for the prospect to engage with foreign developers & agents face-to-face to know what they are getting



Section 1 – About Continued The Show

- **Trust & Confidence** - chance for the investee to form connection; know who they are dealing with, exactly what they are purchasing and get an update on the progress
- **Convenience** - everything investee need know about making the purchase is provided to them under **one roof**

Attendees

Target Demographic -

- **4000+** interested individuals expected to attend
- Average age **35-75** – including seniors, widows, baby-boomers, retirees, investors & vacationers
- Minimal disposable income of **\$80-200,000 +**
- **\$70,000** in available savings
- Platinum credit card merchant
- Home owner
- Defined retirement savings plan & retirement goals
- Professional, executive or business owner
- Possessing secondary education & degrees

Benefits of Attending -

- **FREE** admission with coupon code worth **\$20**
- **Variety** - exhibitors are focusing on showcasing never-before-seen real estate from ski chalets to time shares, newly developed, luxury, retirement, shared-ownership & adventure properties
- **Choice** – investing in real estate is more secure than investing with the bank or in stocks



Section 1 – About Continued The Show

- **Expertise** – international developers, industry leaders & trained real agents on hand to answer questions and concerns, and close deals
- **Peace of Mind** – experience first-hand sample dwellings, fixtures, furnishings, etc.
- **Attractions/Features** – hear great speakers, **\$1000's** in **FREE** giveaways including a week's stay in Orlando, Florida for one lucky winner & their family, valued at **\$2,500**
- **Media** – Facebook, Twitter, LinkedIn, Blogs, You Tube, Meet-up, Affiliates, Partners, database emailing, Print (newspapers), Radio, TV, Internet

Sponsors

Levels - Sponsorship levels consist of:

- Marketing Sponsor
- Event Sponsor
- Speaker Stage Sponsor
- Giveaway Sponsor
- Logo on the event website
- Advertising on the reverse side of ticket

What's Included - Each sponsorship package includes:

- Banner on the event website
- Remain on website until **2 months** after the event, with active promotion
- Promotion or contest on the event website
- ½ Page advertisement in program guide, valued at **\$300**



Section 1 – About Continued The Show

Exhibitors

On Display -

- Prominent International Real Estate Developers, industry leaders & trained real agents displaying their outstanding land properties
- And related businesses exhibiting their products & services

Speakers

Contribution to the Show -

- Bringing an educational component to the show, each speaker will present on investor-related subjects, as follows:



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Section 1 – About Continued The Show

Presenters

Savannah Ross - Keynote



President of **Rich Mom Enterprises Inc** - an education based company dedicated to teaching a down to earth approach on creating great wealth through real estate investing - after a dramatic series of tragic events, **Savannah Brooklyn Ross** was on the brink of bankruptcy. Without any previous investment knowledge, in just 6 months, she created over **\$3.1 Million!** By 2009, just 2 years later, she became the largest individual Real Estate buyer in the Nation. The first to tell you that she is not passionate real estate or wealth, Savannah finds both to be effective tools that allow her to follow her true passion of helping those less fortunate, including building homes and feeding families in third world countries. Her system which teaches a simple formula to acquiring high equity, high cash flow properties, helps her students create ultimate freedom and also follow their true purpose to becoming their own success story.



<http://www.richmom.com>

Talk - Raised from the Ashes to Ultimate Freedom

Section 1 – About Continued The Show

Paul Toby -



A hands on guy that likes to oversee and do his own search engine optimization and social media, lead trainer, visionary and driving force behind **Training Business Pro's** extraordinary growth, **Paul Toby** is known as **Canada's Top Internet Marketing and Social Media Trainer**. Having trained over **22,000** small & medium size business owners from all industries across Canada and the USA including real estate agents, authors, speakers, internet marketers, CEO's, chocolate makers, car part manufacturers, chemical salts and spiritual wellness leaders, many of his clients recognize Paul as their catalyst to earning millions.

Teaching beyond the "**how to's**", Paul emphasizes the "**why**" of driving sales through **targeted** Internet marketing. His ultimate goal is for his clients to break through the financial constraints of outsourcing and hiring SEO experts, to generate a more meaning return on their investment. The long-term business success they achieve via his training is much **faster** and **cost-effective**. An in-demand speaker at entrepreneur based conferences around North America, Paul has also just released his first book "**Suggestology, - More than a marketing secret.**"



Training Business Pros.com

<http://www.trainingbusinesspros.com>

Talk - Social Media for Real Realtors



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Section 1 – About Continued The Show

Navtaj Chandhoke -



Canada's Real Estate Master Trainer, **Navtaj Chandhoke** is a world class speaker, author, master mentor and entrepreneur extraordinaire. He is also the founder of **World Wealth Builders**, a leading Canadian Real Estate investor's education and mentoring center serving Canadian Real Estate investors coast to coast since 1993. His **Canadian REI club** has **4900+** members across Canada.



<http://www.WorldWealthBuilders.com>
<http://www.preigCanada.com>

Talk - Let the Canadian Government Pay your Down payment



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Section 1 – About Continued The Show

Richard Dolon -



President of **Life Rich™ Corporation** and the creator of the **Life Rich™** education, science and Methodologies, Richard is also the head of a global research project's ***The Psychology of Positive-Places.*** This research produced the publication **Life Rich Real Estate™** - an Investment Philosophy that has won accolades from Nobel Peace Prize Winners, former heads of State, Chief Economists, fellow researchers and members of the media. Along with Dr. Paul Sotlz, visiting professor at Harvard Business School, Richard co-authored "**The Invincible Investor**" – the first-ever Happiness Economics publication of its kind. Richard has authored eleven publications in total, including **Life Rich™ Realtor®**, **Life Rich™ Living**, **Life Rich Leadership™**

and **Life Rich Real Estate™**. In addition to lecturing weekly at Schulich Executive Development Center weekly, Richard is a regular expert guest CFRB 1010 Newstalk Radio's, **The Real Estate.**



Life Rich MASTERY

<http://liferich.com>

Talk - U.S. Real Estate Investing - Florida & Arizona



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**Section 1 – About Continued
The Show**

Roster - Speakers can be heard as follows:

TORONTO

Day: Presenter: Time: Speech Topic: Room & Stage:

Feb. 4th Savannah R. Raised from the Ashes
 Navtaj C. Let the Canadian Govt
 Paul T. Social Media for Real Realtors
 Richard D. U.S. Real Estate Investing

Feb 5th Savannah R. Raised from the Ashes
 Navtaj C. Let the Canadian Govt
 Paul T. Social Media for Real Realtors
 Richard D. U.S. Real Estate Investing

CALGARY

Day: Presenter: Time: Speech Topic: Room & Stage:

Feb. 11th Savannah R. Raised from the Ashes
 Navtaj C. Let the Canadian Govt
 Paul T. Social Media for Real Realtors
 Richard D. U.S. Real Estate Investing

Feb 12th Savannah R. Raised from the Ashes
 Navtaj C. Let the Canadian Govt
 Paul T. Social Media for Real Realtors
 Richard D. U.S. Real Estate Investing



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Section 2 – Meet Our Team

The Team

Randi Goodman, C.E.O., Show Producer



A seasoned Event & Trade Show Organizer for multiple targets and companies including **NGCEC, The Toronto Women's Expo** and **The Ultimate Networking Event**, Randi is a 4th level CMA and experienced Controller. She began running a manufacturing business at age 22 and moved on to become a successful fundraiser and mother of four. This Businesses Connector extraordinaire with a side interest in investing is best known for her ability to **'Bring People Together.'** Aware of her track record for all aspects of trade show production, management and promotion, she was approached by Developers, her investor educator contacts and business associates to coordinate the first-ever **Real Estate Developers Expo**, where Developers can actually showcase their inventory to the Canadian market place and fill a niche that needs to be served.

Philip Goodman -



An executive, CFO, manager, entrepreneur, business consultant and father to Randi, Phil has worked in the US and Canada, in public companies, family-operated businesses, high technology start-ups, the gaming industry and manufacturing. He has also chaired a number of government sponsored committees that assisted small and medium size businesses and also provided a variety of consulting services. One assignment was interim CEO of Canada's largest charitable gaming operation. The six month assignment lasted four years, included raising **\$10 million** to buy out one of the principals, and ended with the successful sale of the business. Phil brings his skills, drive and focus on effective people management, operations management, mergers & acquisitions, internal restructuring, business financing and regulatory compliance to team and the event.

Section 2 – Meet Our Team - Continued

The Team

Michael Bradford -



With more than 25 years experience in the Financial Services Industry and over 10 years in Consulting & Project Management in both Canada and The U.S., Executive Business Coach, Consultant and Public Speaker for **Coaching for Action Inc.**, offers businesses individual and organizational transformations services to empower his clients and help them generate far above average business results.

Having supported entrepreneurs and small business owners, Mike has worked along side the best coaches in the industry and remains focused on the people side of business leading to results. A Fellow of the Institute of Canadian Bankers (FICB) and graduate of Concordia University, Mike now resides in Toronto with his wife, Heather and

enjoys reading, golf and spending time with his family and friends when not training for a triathlon.

"After working with Mike for a short time, we were able to reduce our workload by **40%** while increasing our revenues by over **100%** in less than six months. Mike Bradford worked with our Management Team and helped us focus on getting the best results, in the most important areas of the business. I would recommend Mike Bradford to anyone who would like to add an excellent Consultant to their team and to anyone who could benefit from sound Management and Business advice."

David Chatten - D.C. Paralegal Services



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Section 3 – Rave Reviews

Here's just some of what is being said about Randi's abilities:

"I recently worked with Randi at a Business to Business event as a food supplier to the exhibitors and attendees. She was a pleasure to work with. Everything was well organized and planned out, communication was clear and we had a great event. I trust Randi to promote my business through her website and business/social media and look forward to working with her again at her future events!"

Gina Gross, Ultimate Food Concessions

"Randi is both a friend and a business partner. Her hard work and commitment to her business is evident in the passion she demonstrates when speaking of it. She is very well connected and provides a service that we all use on a daily basis. Randi is who should talk to when you want to save money on utilities!"

Anthony Visconti, BAS, CFP, CHS, Vice President, LeTip Thornhill

"Randi is an extraordinary organizer and is willing to put in the necessary effort to meet established goals. Her outgoing personality means she has an abundance of willing contacts to provide support/services for her projects. She's a no-nonsense, "let's get it done" person that can be relied upon to initiate, create and execute with efficiency."

Linda Beck, Chief Facilitator, Pillar Performance

"Randi is a creative, energetic entrepreneur. I have worked with Randi on various projects and she has excellent organizational and marketing skills."

Ian Benoliel, Owner, NumberCruncher