

**ATTENTION GENERAL CONTRACTORS**

# THE NEXT **RECESSION** IS GETTING CLOSER

Do you want to...

- ☐ Get creamed (again)?
- ☐ Painfully survive (again)?
- ☒ Thrive?

**IT REALLY IS  
YOUR CHOICE.**



**ASPIRE**  
INSTITUTE

**Building better  
business owners.**

## **PROSPERING DURING THE ONCOMING RECESSION**

An Important Workshop for General Contractors Only

Learn the 5 essential business adjustments every GC must make now. Not general advice but concrete steps and how to do them. Not magic but real business techniques proven far and wide by professionally managed businesses.

**"I made an additional \$4,000 in profit on the first contract I signed after attending this workshop."**

-Andy Steinborn Tajo One, Las Vegas, NV



# PROSPER THROUGH THE NEXT RECESSION

An important one-day business event for General Contractors

No one knows for sure, but almost all expert opinion and economic indicators suggest the next recession is coming sooner rather than later. You must learn specifically how to implement changes now that will build a protective shield around your business.

This workshop will bring clarity and implementable tools to how to protect your business from the oncoming recession. You don't have to stand by and watch your business and family be hurt. You can't wait until it hits the fan — once the run-up to a recession starts it is too late!

And here is some great news: the business knowledge and adjustments needed are mostly the same moves you should make to generate exceptional profits while reducing workload and stress.

**\$295** per company

Includes lunch and materials for all owners and senior managers on one ticket (up to four attendees).

**JANUARY 14<sup>th</sup> PALO ALTO, CA**

Seating is Limited

**Register Now**

**888-252-8998**

**[www.AspireWorkshop.com](http://www.AspireWorkshop.com)**

NARI & NAHB members receive exclusive \$145 per company tuition.  
Use code: **NARI** for online discount

Here are some of the things you will learn at this workshop for General Contractors:

- ▲ You will receive a customized strategy to increase your profits while insulating yourself from the oncoming recession
- ▲ Which GC business segments can best prosper during a recession
- ▲ How to keep more of every revenue dollar without raising your prices
- ▲ Learn how to generate a different type of lead that is recession proof
- ▲ A new pricing strategy for better profit now and an easier time in the next recession
- ▲ How to avoid bad jobs now and under the pressure of a declining economy
- ▲ Learn three things you are doing now that may seal your fate in a bad economy
- ▲ Learn the four types of recession and how each affects the GC business

You'll also receive a  
**Profit Road Map & Recession Vulnerability Analysis**

This Aspire workshop package includes a report customized to your specific business showing how to increase your profit and position your business for prosperity regardless of a bad economic period.

COMING IN 2019 TO THE FOLLOWING LOCATIONS

**Austin • Dallas – Ft. Worth • Denver • Houston • Las Vegas • Los Angeles • Phoenix • Portland • Sacramento  
Salt Lake City • San Antonio • San Diego • San Jose • Santa Barbara • Seattle**

Sponsored by  
**Silicon Valley NARI**

"Aspire helped me substantially increase my gross and net profits. If you're a residential builder, put your doubts aside and attend this workshop with everyone on your business team."

**Harry Poehlmann**  
Poehlmann Construction  
Fort Collins, CO



Accredited with NARI & NAHB for six CEU's



We are a well-established educational, coaching and consulting firm focused exclusively on serving Residential General Contractors. Learn more about us at [TheAspireInstitute.com](http://TheAspireInstitute.com).

