

# ESTATE PARTNERS NETWORK

*Artisans – Craftsmen  
Local Subcontractors*

*creating for the most Elite projects in the world*





We are looking for  
participating trades:

screens  
Windows & Doors  
Rugs  
Stone Surfaces  
Home Theater  
Hospitality furnishings  
Hospitality art  
Garage  
Garage Doors  
Landscape Pavilions

Home automation  
Masonry  
AV  
Lighting  
Furnishings  
Technology  
Millwork  
Wood Flooring  
Venetian plaster  
Appliances  
Art  
Sculpture- Public & Private  
Ironwork rails, balconies, fire

K&B  
Unique architectural elements  
Outdoor elements  
Hosting showrooms

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estatepartnersnetwork.com  
estate partners. network  
[info@adgmail.com](mailto:info@adgmail.com) or [e pn@adgmail.com](mailto:e pn@adgmail.com)

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- Apply to become a member – artisans, craftsmen & subcontractors only
  - Dues \$1,000 per year- payable upfront
  - Member events with local architects, designers, landscape architects, owners' reps and contractors
  - Share perspective projects & have your own personal sounding board
  - 1 company type allowed per chapter
  - Elevate your business and engage with the best of the best
  - Our members have worked on over 3 billion dollars of projects worldwide



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## Chapters onboarding

- Austin
- Los Angeles Metro
- Newport Beach
- Northern CAL
- South Texas
- Tahoe
- Colorado mountain
- San Luis Obispo
- New York Manhattan
- Nashville

Coming soon-  
apply now before they fill up  
San Diego

Santa Barbara/ Montecito  
Ventura  
New York Westchester  
Long Island  
Florida Bay  
Nashville  
Beverly Hills  
South Bay  
Salt Lake  
Chicago  
Boston  
New England  
New Orleans  
Pasadena  
Dallas  
Montreal  
Las Vegas  
Pleasant Valley AZ  
Palm Desert  
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Stockholm  
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Mexico City  
Kansas City

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## Rules & Guidelines

- Needs & DEALS
- **Increase business prospects**
- Networking is an essential part of growing any business. EPN is a collaborative group. Artisans, Craftspeople, Subcontractors need an outlet to share and build upon their successes. Each meeting is hosted, moderated by, and attended by professionals like you. Engage and make new friendships while growing your businesses.
- **Meetings each month**
- Do All Cities members make money? You be the judge! Your All Cities membership allows you to visit as many meetings as you would like to a month. We encourage our members to get out to as many as possible and build their networks throughout the city.<sup>3</sup>
- **invitations to mixers and special events**
- Estate Partners Network host specialty events and mixers, coordinated and designed to help you leverage you relationships. Our mixers and special events are a great way to catch up with architects, designers, contractors and owner reps..<sup>5</sup>
- **Ability to broadcast needs and deals**
- Needs and Deals is a building block. Using your exclusive access to EPN members you should broadcast a specific need or deal you are working and may need help with from a fellow member.





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## Here are those seven characteristics in order of importance

- Good listener. At the top of the list is being a good listener. ...
- Positive attitude. ...
- Helps others/collaborative. ...
- Sincere/authentic. ...
- Follows up. ...
- Trustworthy. ...
- Approachable



# Local business networking groups defined

When I use the term “local business networking groups”, the first thing that might come to mind might be the chamber of commerce, Rotary Club, or Lion’s Club. These are all fine organizations that serve a useful purpose, but they are not what I am referring to. For the purpose of this article, when I say “local business networking group” I am referring to a group that meets the following criteria:

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- The group only allows one representative from each profession to join a chapter.
- New members must go through an application and screening process to join the group (i.e., they don’t simply allow anybody who can pay the membership fee to join).
- The primary purpose of the group is to facilitate the exchange of business referrals between members.
- The group meets in person on a regular basis (1 to 2x per month).
- Meetings have a structured format so that members get equal consideration and do not have to fight for attention.
- Members are expected to adhere to a code of ethics and/or meet quality standards.

• <https://ducttapemarketing.com/networking-groups/>



photo by <https://www.smgphotography.com/>

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## Here are some commandments to consider:

Do not expect to get until you give.  
Do not prospect among group members. ...

- Focus on giving. Networkers don't get referrals until people trust them. ...
- Show up regularly and on time. ...
- Come prepared. ... Job site location, names of contractors, architects or designers & owner ...
- Always ask for what you need. ...
- Focus on the group. ... Meet with the members individually. ...



What is the first rule of networking?

1. **Give and you shall receive** – Before you ask anything of anyone, make it a point to help that person first.



### 7 Rules of Networking

- Know Why You Are Contacting a Person. ...
- Make a powerful impression. ...
- Learn something from every contact. ...
- Get two referrals from every contact. ...
- Contact every new referral you receive. ...
- Write thank-you letters to every person you contact. ...
- Keep an accurate list of follow-up activities.

source: Google



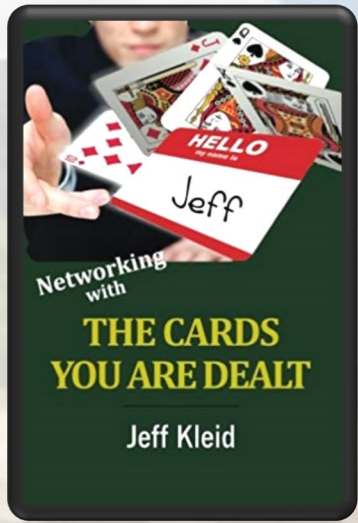
Business networking is one of the most effective marketing and prospecting tools you can use to grow your business.



- Of course, done incorrectly it can be harmful to your business.
- People have to trust you before they'll do business with you or refer you. How can you make sure you are presenting yourself as someone who is trustworthy? Following the commandments of business networking below is a good start.

Source <https://smallbiztrends.com/2015/08/commandments-of-business-networking.html>





Illustrated by K1619  
Gerald Olesker  
Architectural Industrial designer,  
Entrepreneur & Artist

Everyone needs a Network. Are you looking for a job, growing a career, building a business or just looking for the right people to interact with? Finding the right Network can be a daunting task. Networking with The Cards You Are Dealt embraces the struggles of Networking-Head-on

“In a room full of givers, everybody gains. When finding the right Network, getting a seat at the table is only the beginning. Networking is a balance between strategy and commitment. Knowing what cards you were dealt will help you make them work for you. Networking is not a sale, it is a lifestyle.” - Jeff Kleid

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“The best defense against game playing in the world, is to play the game well. Jeff Kleid’s book is the best way to play the “networking game” well and never leave an event empty handed. Are you game?”

“In The Cards You are Dealt, author Jeff Kleid deals it straight. Not every contact is right for you to pursue. Jeff shows you how to find and nurture the best connections. In essence, he tells you when to hold’em and when to fold’em.”- Davis Blaine, founder of Provisors, The Mentor Group, Mentor Securities, LLC & established author.

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# ESTATE PARTNERS NETWORK

**Estate Partners Network**  
is a program currently  
administrated by:

Architectural Detail Group Inc  
& functions as a  
dba **Estate Partners Network**

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## Networking at Events

There are various aspects of this type of business networking, from preparation to follow up and everything in between:

- 1. Identify where you should go.** All venues are not right for all people. You owe it to yourself to do your research and find the venues that make sense for your business.
- 2. Make a decision about which organizations.** Decide the ones you should join and the ones you don't have to join in order to gain value from the [events](#). For example, does it make sense to join a local [chamber of commerce](#), or just go to the events that sound interesting and will most likely include people you should meet?
- 3. Register for the event and schedule it like a business meeting.** Many people either don't sign up for events or sign up for them and then forget to go.
- 4. Determine how often you should be networking.** How many times should you network in a given week, month or quarter? This will help you narrow down where you should be going.
- 5. Develop open-ended questions.** You can use these to ignite a conversation. Try to find unique questions. Don't ask the same old "so what do you do" question if you can help it.
- 6. Attend events with a plan.** Always try to learn something new. This will keep you from talking too much about yourself and your business.
- 7. Prepare yourself physically and mentally for the event.** Dress appropriately. Bring business cards. Turn your phone off or set it to vibrate. (I'm not kidding!)
- 8. Don't forget to mingle.** Are you going with someone? If so, split up once you get to the event.
- 9. Get the lay of the land.** When you arrive, step to the side. Take a deep breath and scan the room. This will give you a chance to regroup and focus before you approach anyone.
- 10. Don't sit down right away.** Wait until the program begins. If there is no program, you can sit once you've connected with someone.
- 11. Try to sit with strangers.** This is no time to stick with people you know.
- 12. Be a good Samaritan.** Is there someone sitting alone? Go to them and introduce yourself. You'll be saving their life! They are alone and nervous. You can even take them with you to mix and mingle with others.
- 13. Don't give your business card to everyone you meet.** Rather, give it to anyone who asks you for it.
- 14. Do get the business card of everyone you meet.**
- 15. Have a firm (but not killer) handshake.** Your handshake is a key indicator of your level of confidence. So think about what your handshake is saying to those you meet.
- 16. Be present — always.** When you are talking with someone, look them in the eye and really pay attention to what they are saying. You may learn something about them that tells you whether you can help them. It's also the only way you'll determine whether you should continue to get to know them after the event is over.
- 17. Don't look around the room.** And don't look over someone's shoulder when you are talking with them. It's rude. You are letting them know that you aren't really interested in them.
- 18. Don't take phone calls.** If you are expecting a call or have a situation that may need your attention, let the person you are talking with know there is the possibility you'll have to excuse yourself.
- 19. Take necessary calls in private.** Leave the room and go to a quiet place. It doesn't make you seem important if you take a call in the room. It makes you seem impolite, silly, rude, arrogant ... take your pick!
- 20. Disengage politely.** How do you get away from someone politely? There are a couple of tactics. You can tell them you don't want to monopolize their time. You can tell them you see someone you need to speak with. You can excuse yourself to go to the restroom. You can tell them you'd like to continue meeting people.
- 21. Don't [follow up via email](#).** The only exception would be if you have been expressly asked to do so.
- 22. Do at least send a note.**
- 23. Don't pitch too early.** Quite frankly, don't "pitch" at all. When you build relationships it will become apparent to you and the other person when it makes sense to do business with each other. Remember, business networking is about relationships – not selling.
- 24. Don't sign people up for your [newsletter](#).** Be sure you get their expressed permission before you put them on any kind of list.
- 25. Don't assume.** Just because you met someone doesn't give you license to gain a referral from them, use them as a resource, or give them your promotional and sales materials.
- 26. Do err.** But make it on the side of good manners and the golden rule.



## Commandments of Business Networking

### Referral Groups

Referral groups work best for [growing your business](#) when you approach them with the idea of what you can provide to the group and its members. Here are some commandments to consider:

**27.Focus on giving.** Networkers don't get referrals until people trust them. And they aren't trusted until they've been giving quality referrals for a while.

**28.Show up regularly and on time.** When you show up late and/or infrequently, you send a message to your fellow group members: you tell them that you only care about yourself because you don't take the time to learn about their needs. You show them how you deal with business meetings and associates. Why would they trust you with their clients? How can they be sure you'll treat them well?

**29.Come prepared.** Have a specific list of referral needs. The more specific you can be, the more referrals you'll receive.

**30.Always ask for what you need.** You are never so busy that you don't need more prospects in our pipeline. If you don't ask all the time, you'll run the risk of getting to a place where you never ask. If you think it may be a couple of weeks before you'll be able to get to those referrals, just let the members know that. It's okay to ask when you are forthcoming with information.

**31.Focus on the group.** Once again, be sure you are really listening to the needs of the group members. Don't play with your phone or answer emails while others are talking. Really listen and think about how you can help them.

**32.Meet with the members individually.** Do this between meetings so you can get to know them better.

**33.Do not prospect among group members.** You're not targeting your fellow group members when you have your one-on-one meetings with them. You're simply trying to build connections.

**34.Do not expect to get until you give.**

**35.Do not expect to receive right away.** It takes time to build those relationships with group members so you trust them and they trust you.

**36.Consider the other group members as resources to you and your contacts.** When you know how they do business and you trust them, you can use them as resources when people mention needs those group members can solve. This can elevate you in the eyes of your contacts, prospects and clients.

**37.Do give quality referrals and leads.** I knew a man who would write up a referral and put "Do not use my name" on the sheet. That is not helpful. I've also seen a situation where someone gave a referral but called the referee later and said, "Don't call that person." That's not helpful! Don't give garbage. It's better to not give at all.

**38.Check with your clients, contacts and associates first.** Are they open to you giving their names and contact information to your group members? One of the worst things that can happen is for you to refer a group member to a client, only to have the client get mad.

**39.Follow up!** If someone gives you a referral, treat it like gold. You want to be sure that you follow up on it right away. Imagine how you'll make the other person feel if they refer you to someone and you don't follow up in a timely manner. It won't make them want to refer you again. It takes time to build relationships with the people in your referral group. Don't destroy that trust by failing to take a referral seriously.

### Social Networking

Just like [event networking](#), online social networking has guidelines you should follow when participating:



**40. Decide who you want to be.** Of course, you should be you! What I mean is that before you say something in your news feed or in a discussion, make sure it maps with how you want others to know you.

**41. Don't spam.** No one likes spam and that includes pitch messages on social networks. Use the platforms as a way to continue to build relationships and expand your network. Irritating people won't help you accomplish that.

**42. Limit the self-promotion.** You can let people know what you are up to as long as that's not your only topic of conversation. When it comes to Facebook, you should only provide business-related posts on your business page. Your profile is your personal page and if you post too much about business, you may find people blocking you.

**43. Share information.** People love to learn things. Use social networking as a way to share relevant information with other people. When you share your expertise on LinkedIn, Facebook, Twitter and more, you show your relevancy and position yourself as a subject matter expert. Google will reward you for it and that will help you gain exposure.

**44. Tell people why you want to connect with them.** Don't use the standard connection script if you can help it. If they aren't your closest friends, you want to give them a reason for accepting your connection request.

**45. Participate.** You'll get out of it what you put into it. That means you should be starting and participating in discussions, retweeting posts you like, commenting on posts, and sharing posts.

**46. Don't assume.** Again, being connected to someone does not give you permission to pitch. Don't do it.

**47. Explain all requests for an introduction.** Want an introduction? If you're seeking that through one of your contacts, make sure you explain why you want it.

**48. Treat your online connections as valuable.** Your online connections are just as valuable as your offline connections. So don't forget that.

**49. Take the time to get to know them.** When you engage in a conversation with someone, belong to a group with them or read something they wrote, ask them to connect directly. Then build the relationship. Remember that relationship building includes getting to know the other person, their business and their needs.

**50. Pay attention to the chatter.** Social networking is just like in-person networking. You want to approach it as a way to learn things. When you pay attention to the chatter, the events, groups and conversations, you'll learn an awful lot about the people in your network. You'll also learn about people you should be connected to.

**51. Don't sell.** This goes along with spamming and self-promotion. Sounds familiar, doesn't it? Of course it does. That's because social networking has nothing to do with selling. It has everything to do with building relationships so you can grow your business.

**52. Don't feel obligated.** You can make decisions about who you connect with on different platforms. Just be consistent. If you decide that you don't want to be connected to business associates on Facebook, then don't be. If someone you don't know requests a connection to you, you are under no obligation to connect with them.

**53. Be as helpful as you can.** Whenever you can connect people or help someone with a question jump in and do it.

**54. Let them know you're real.** Don't hide behind a persona. Remember that people do business with people they trust. You have to be you in order for people to get to know you.

**55. Use your picture as a profile photo.** No one does business with an avatar. And make sure the picture is the right kind for the platform. On LinkedIn you should be using a professional photo like a head shot. On Facebook you should use your logo on your business page. On your personal page you can use anything because it's personal. On Twitter a logo makes sense.

**56. Don't carry on private conversations in public.** Use common sense and good judgment and contact people privately when you want to have a one-on-one conversation.

**57. Go to events — whenever possible.** When an online group you are in has an in-person function, go to it. Meet the people with whom you've been interacting. It helps to build the relationship. Remember that you are still relationship building when you are face to face.

**58. Suggest a meeting.** When you connect with someone via social networking, follow up and suggest a meeting. The meeting can be via phone Skype or in person, depending on geography. Don't let physical distance get in your way. In this day and age, it doesn't have to be a deterrent to growing a business relationship.

**59. Be approachable.** I'm not going to get the chance to know you and like you if you are aloof. No one is so special that they are untouchable. Besides, who would want to build a relationship with someone distant?

Although increased sales is the end goal, don't participate in business networking to sell. Find and develop relationships with people you can help and who can help you.

When we detach ourselves from the emphasis we tend to put on selling, we actually improve our ability to build relationships. The sales will come naturally from there

Please reference : [Social Networking](#)

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1. **Give and you shall receive** – Before you ask anything of anyone, make it a point to help that person first.

## WILL YOU JOIN US?

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is a program currently  
administrated by:

Architectural Detail Group Inc &  
functions as a  
dba **Estate Partners Network**

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