

Local Market Master®

Using High Technology for Smart Real Estate Investing

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WEALTH CHANGING RESULTS PROVEN
In This ORIGINAL 2010 HousingAlerts Video!

Real Estate Myth #3

Buy & Hold for the “Long Term”

Hi, Ken Wade here.

Today we're going to tear apart Real Estate Myth #3... that it's best to **buy & hold for the “long term”**

...and while we're at it, let's throw in this other old guru wives' tale...

Real Estate Myth #4

**Profits Are Made When You Buy,
Not When You Sell**

Those common misconceptions are just plain wrong as I'll **prove** to you in the next few minutes. I'm not even sure if they were ever true, but they certainly don't work in modern times.

My guess is people selling home study courses came up with those cute little sayings to help sell their stuff; they got repeated over time, and now everyone seems to accept them as fact.

That first video you saw blew these two myths out of the water... at least for Las Vegas.

If you haven't yet seen it yet (the one about US and Las Vegas real estate market cycles), there's a link below in the right side column. You should watch it because we'll be building on those same concepts in this and future training.

What you'll see here right now, is that **when** and **where** you invest is what determines your success or failure. In fact, in all the examples you'll see today, we just paid **full price** for an **average** property, added no additional value whatsoever. We didn't use **any** special skills to find motivated sellers or “buy it right” or **any** of that stuff.

You're going to see exactly how **one simple change** can skyrocket your wealth while slashing your risks and effort and help you avoid the pain of being in the wrong place at the wrong time like so many investors.

This isn't some magic carpet ride. I promise you, this should be as eye opening and as real as it gets.

Today's training focuses only on 'backyard' investors who stay within a single local market, what I call:

Local Market Masters®

In future videos, you'll see how to unleash this same power *nationwide*, going from hot market to hot market riding the wealth-building wave, what I call:

Total Market Masters®

Let's start with Atlanta, Georgia.

In this demo, we're looking at it from the eyes of an Atlanta Local Market Master. We'll assume there are only these options:

Buy, Sell or Hold.

These results are quite different than a Total Market Master who's looking to invest wherever they can make the most money in the shortest time and with the least amount of risk and effort.

We'll cover Total Market Master investing in a separate video or on FREE training.



Buy in 1980, Sell in 2010 = **\$8,818 Total Profit**

Just like we did for Las Vegas on that last video, let's see what we'd make with a simple buy and hold strategy in Atlanta.

We'll start with the same \$20,000 investment, or down payment. We'll get an interest only mortgage to keep it simple – say for 85% LTV (Loan to Value), and let's just assume rents cover all your carry costs, maintenance, taxes, etc.

The assumptions aren't critical here because all we're doing is isolating the total 'automatic' appreciation over the period, and then we're going to compare those results to a much better way of maximizing the market using the identical assumptions.

So we'll buy in 1980, and we'll sell in mid 2010. For Atlanta, that single \$20,000 investment generated a whopping \$8,818 return over that entire holding period. While that's better than our Las Vegas example where you lost over \$22,000, you're not going to be retiring off of that windfall.

Now, how's that saying go... about you can't make a silk purse out of a sow's ear ... well there isn't much there for me to work with in Atlanta when it comes to Automatic Appreciation.

Sometimes the best you can hope for is transactional income if you're not willing to be a Total Market Master and go where the money is. Or do nothing. It sure beats working AND losing money or getting upside down and out of options. That can be a real drag on you and your family

But...

What if I could show you a simple way where you could just stick your down payment money in the bank for most of that entire holding period, only putting it to work two times investing in real estate and just sit on the couch eating bon-bons the rest of the time if you didn't want to become a Total Market Master investing in other hot markets, and make twice as much for half the effort, while avoiding all that downside risk and illiquidity?

How about FOUR times – that's 400% -- more profit with less work, and a lot less risk? Would that interest you?

~~Four times~~

...and make ~~twice~~ as much for half the effort, while avoiding all that downside risk and illiquidity?

How about EIGHT times your money? Will that get your attention?

~~EIGHT times~~

~~Four times~~

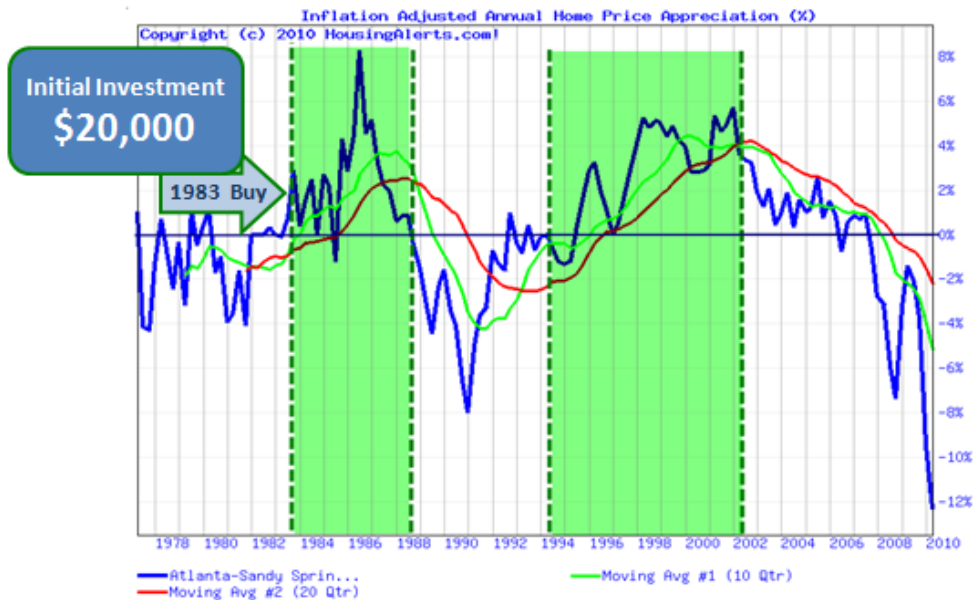
...and make ~~twice~~ as much for half the effort, while avoiding all that downside risk and illiquidity?

Ok, Ok – tough crowd! This is my last offer! Would you be interested in making SIXTEEN TIMES as much in a crummy market like Atlanta for just a fraction of the work, a fraction of the risk, and a fraction of the hassle all the other Atlanta landlords and real estate investors are putting up with?

~~SIXTEEN times~~
~~EIGHT times~~
~~Four times~~

...and make ~~twice~~ as much for half the effort, while avoiding all that downside risk and illiquidity?

Atlanta, GA



KNOW when to BUY and when to SELL

Remember those red, gray and green time bars at the bottom of the charts in the last video?

The RED showed you when to completely avoid the market.

Please visit www.HousingAlerts.net/cycles2 for the complete "Real Estate Investing Myths" FREE video training series! Get our latest Market Reports <http://www.HousingAlerts.net/free2>

The gray showed when it was only good for generating some transactional income, like flipping properties and short sales.

Frankly, as an investor, I'm not interested in markets that are in the red or gray phases. It's just too much work, too much downside risk and not enough upside potential for me personally.

On this chart, we've only highlighted the Wealth Building period in green. That's the ONLY time in the real estate cycle when you should jump in with both feet and get aggressive.

The green shaded areas in this chart show the two wealth building phases of Atlanta's cycle over the last 35 years. There was no reason to be invested in Atlanta real estate outside those two green areas, and if you were, you lost money.

About this chart - We all know that anyone can take their crayons and draw pretty green highlighted areas AFTER the fact, but **what if you could identify the wealth building periods in any market while it was happening in real time?**

Think about that.

Let's assume for a minute there was some system, some real estate market cycle invention that made it possible to see the start and end points of that green shaded area for every local market in real time, not years after the fact.

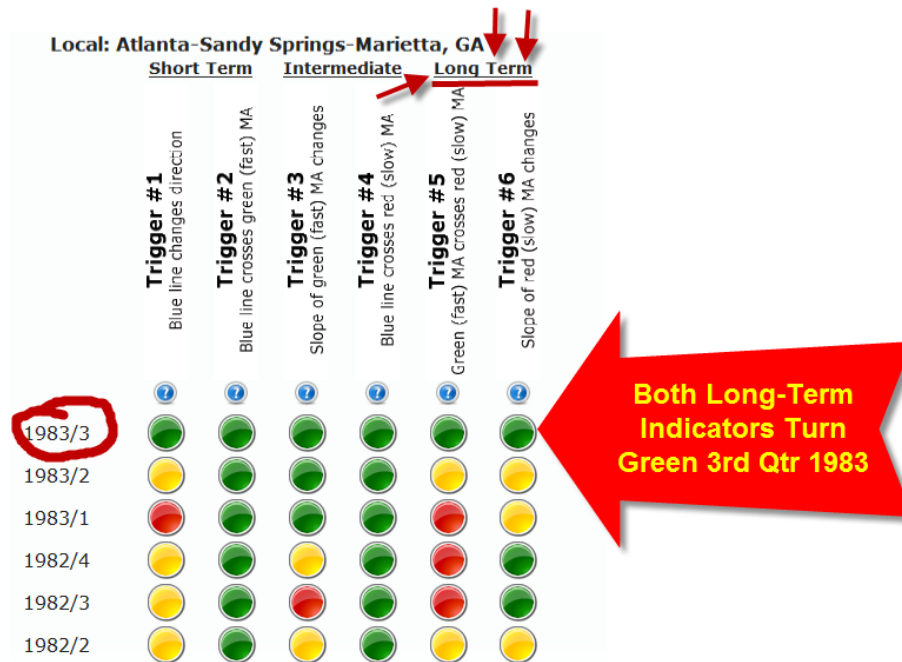
Here's what that same hypothetical example would produce if you only bought when the indicators told you to and sold when they told you to.

You invest the same \$20,000.

You stick your money in a bank CD until you're ready to use it. In Atlanta's case, these 'magical' indicators turned all green for the first time in October 1983, so you bought.

Here's what that first indicator would look like in real time:

Atlanta, Ga. – 2nd Qtr. 1983 Buy Trigger S.T.A.R. (Six Trigger Alert Report) System



This is the HousingAlerts S.T.A.R. system – the **Six Trigger Alert Report** for Atlanta, covering the early 1980s... and it's NOT magic or imaginary either.

It's the product of a lifetime of hard work, trial and error, and some good fortune. You wouldn't be seeing this had the internet not come along when it did.

Looking from left to right for each calendar quarter, there are six colored lights. Each light represents a Decision Trigger or Technical Analysis 'event.' We'll keep it simple. Just think of it as a traffic light.

The first two are the Short Term indicators, the middle two are for Intermediate time frames and the two on the right are your Long Term triggers, or traffic lights.

These six decision triggers are one of the tools we use to help locate hot or emerging markets all across the country. You can use it as a stand-alone predictor, as we're doing today, or in combination with other tools and resources inside Housing Alerts.

A Red light means the market is moving against you. Depending on your specific strategy and time frame, it's time to stop, or sell, or adopt a more conservative approach, like shifting towards transactional tactics.

Yellow means what you'd expect of a market in transition. Time to take special notice, start thinking about changing your strategies in the coming months and proceed with caution.

Green means go, the market is moving in your favor. Time to get aggressive. In the next training video you'll understand why this system in particular, and Technical Analysis in general, is the only method possible for predicting real estate cycles, and why the alternative, Fundamental Analysis, can't and won't ever give you actionable decision triggers for your local market.

Today, I just want to give you a small taste of the power behind this invention, **WHAT** it can do for you. We'll cover HOW it works later. In all these examples today, we're keeping it very simple. There is only one **buy** and one **sell** trigger.

Buy Trigger:

**Both Long-Term Indicator
Lights (in top right) Turn **Green**.**

Sell Trigger:

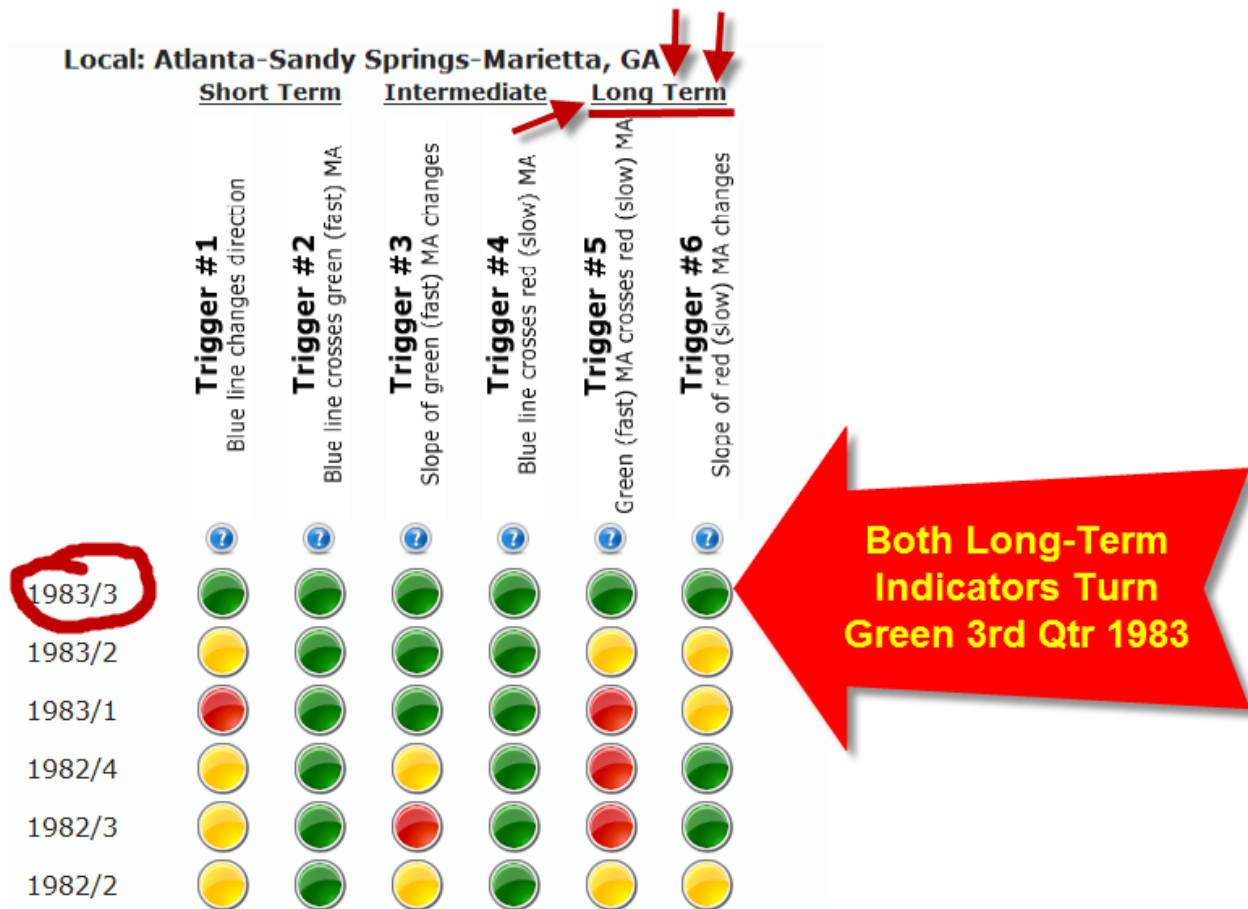
**Either One of the Two Long
Term Indicators Turns **Yellow****

Now, inside HousingAlerts, there are other important tools and methods to help nail down exactly when it's time to get in or out of a market or when to switch strategies, but we aren't using them today. For these examples, we're gonna' tie one hand behind our back to keep it simple and move faster.

Even so, when you see the results... well... they'll speak for themselves.

**Atlanta, Ga. – 2nd Qtr. 1983 Buy Trigger
S.T.A.R. (Six Trigger Alert Report) System**

(See the illustration below)



Back to Atlanta and our first buy signal.

See how in the most recent time period (assuming we were back in 1983) the top row of triggers are all green?

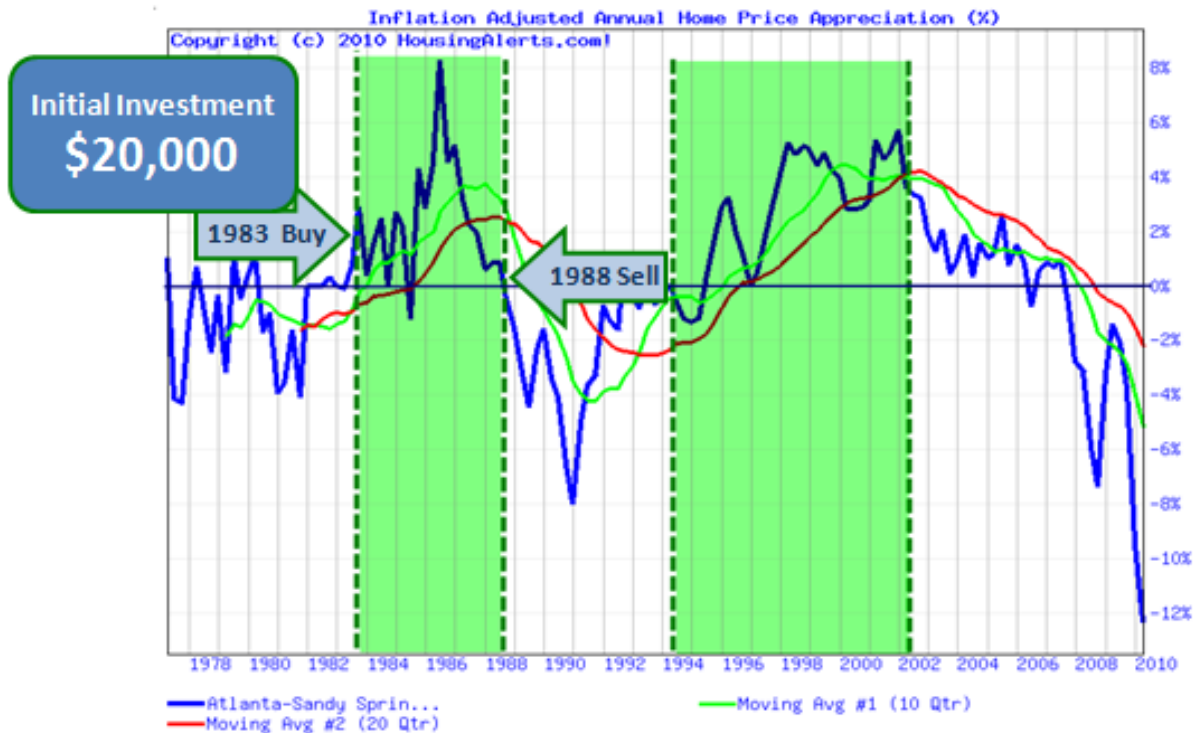
That's a good sign, but for our simple rules today, we only care what's happening to the two on the top right, the long term triggers, and you can see that BOTH of these long-term buy signals turned green together for the first time here in the 3rd quarter of 1983, activating our ONE buy rule, so we bought some property.

That's a pretty conservative trigger, meaning you may not be first out of the gate or catch the exact market bottom, but it also avoids a lot of risk.

As they say, it's the second mouse that gets the cheese, so waiting for both indicators to turn green is the approach we'll be using for all our demos today.

The actual trigger you use depends on your strategy, what's happening in nearby markets, your risk profile and investment objectives.

Atlanta, GA



***KNOW* when to BUY and when to SELL**

Now (as a Local Market Master), you'll ride the Atlanta Automatic Appreciation wave as long as it lasts.

You got in in 1983 and you got your exit trigger in the 3rd quarter of '88, so you sold and stuck your money back in the bank. You're cashed-out of the Atlanta market (or switched to a less risky transactional income job).

Here's what that exit trigger would have looked like...

Atlanta, Ga. – 3rd Qtr. 1988 Exit Trigger S.T.A.R. (Six Trigger Alert Report) System



In this example, we're using a very conservative EXIT trigger: as soon as either of the two long term lights turn yellow, you exit.

It's as simple as that!

You can also see the short and intermediate triggers turning red, there on the left, over the past year or two. Those were early warning signs that it was nearing time to get the hell out of Dodge, but we waited for our simple rule, the first sign of a Yellow light in the two right side columns, before we took action.

Real estate markets don't usually zig and zag like stocks and bonds. They're pretty easy to predict when you have the right tools.

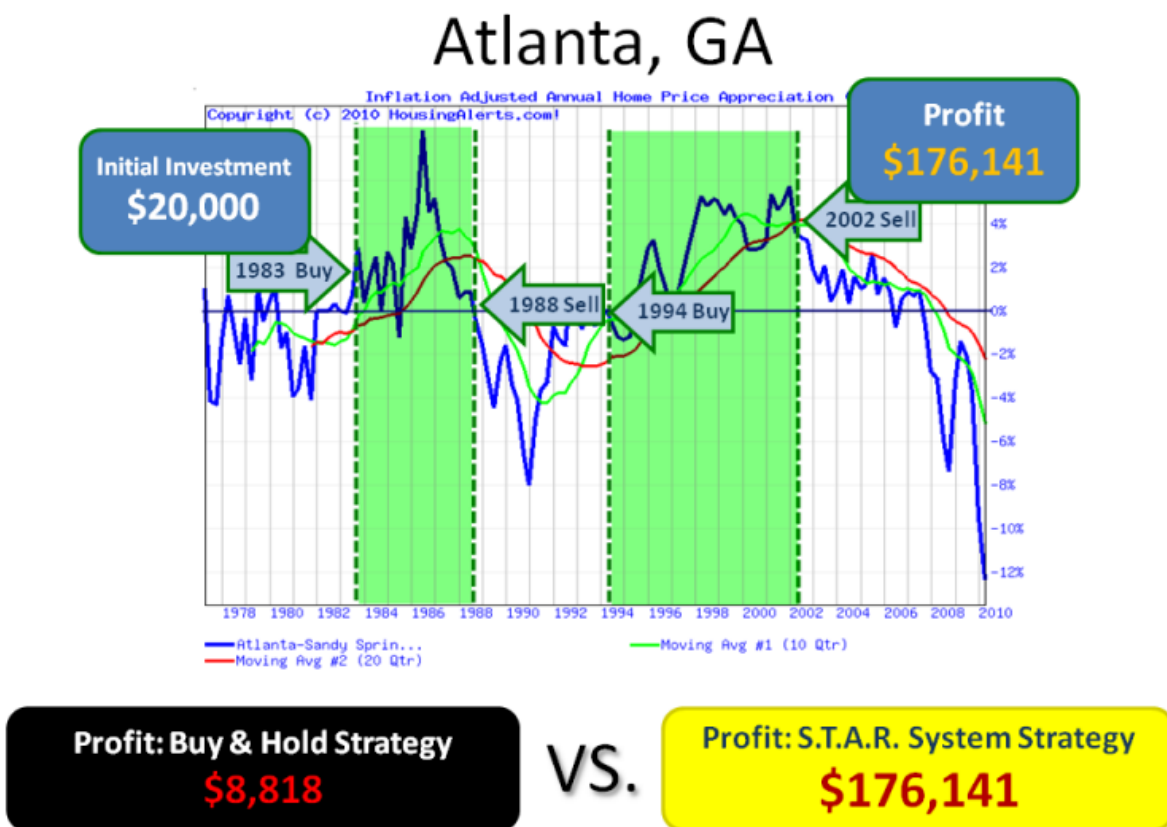
As I mentioned, there are other resources inside HousingAlerts to help monitor the markets, but for this example, we're making it brain-dead simple and non-subjective.

In other words, this demo is 100% mechanical. There's absolutely no thinking allowed. You could execute the plan just as well as me. A kindergartner could do it.

Light turns yellow, you sell. That's it.

In the real world, you're allowed to turn on your brain, use your own judgment and all of our other tools, and make more money than what I'm showing you.

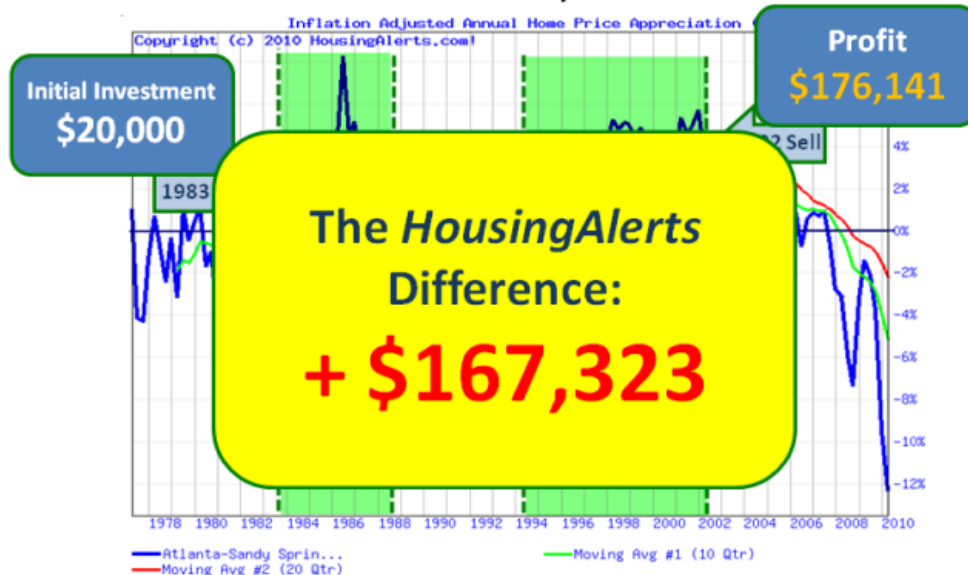
The next buy trigger happens in the first quarter of 1994, so you buy and ride the appreciation wave until 2002, when you exit.



How much better do you think we did, just by avoiding the down cycles?

The total PROFIT, from this one small change, in this one crummy market, increased almost 20 fold – from \$8,818 to \$176,141! **You made 1,997% more cash in less than half the time.**

Atlanta, GA



Profit: Buy & Hold Strategy
\$8,818

VS.

Profit: S.T.A.R. System Strategy
\$176,141

It turned a measly 1% average annual ROI into a more respectable 44% annual return over the entire holding period. All the other investors in this Atlanta market had been working like a dog with little to show for it.

And of course you don't NEED cash to invest, and your results could be much better with more sophisticated investing strategies including all the no money down techniques, or starting with undervalued properties, or doing multiple deals.

The key is that when you're in synch with your market cycle, you get much better results because you're letting the market do all your heavy lifting! In a sense, you're just along for the ride!

I'll explain why this system is so effective later, but before we leave Atlanta, I want to point out something else we'll come back to in another video.

Atlanta, GA



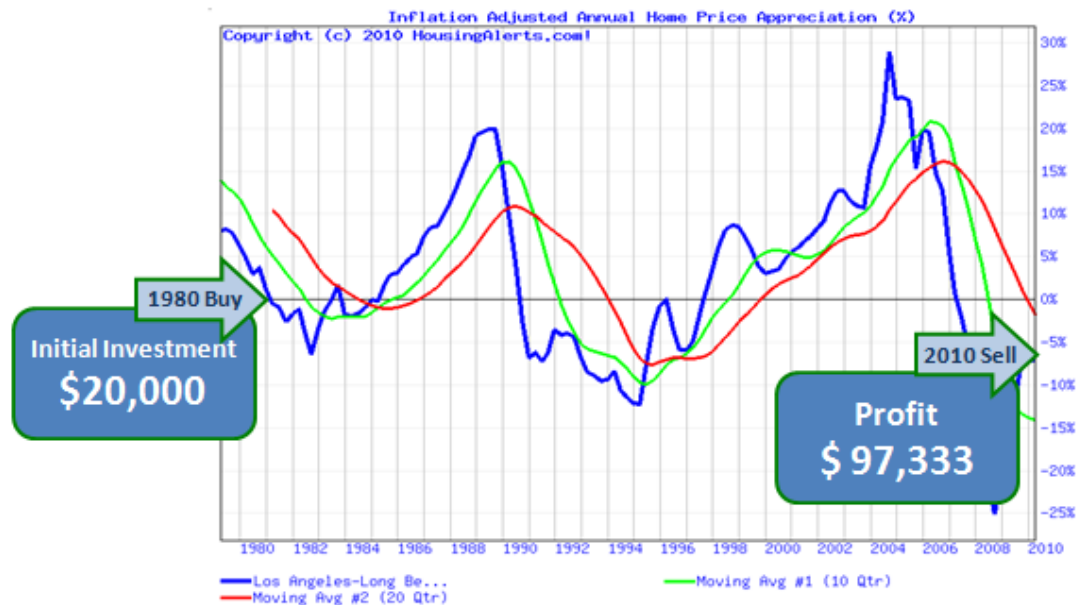
***KNOW* when to BUY and when to SELL**

See how Atlanta has been in a serious, steady downtrend since 2002?

That's a bad, bad sign. It couldn't even muster a feeble bounce anytime during the heydays of '04 to '07.

There's an important lesson in this chart we'll cover in another session.

Los Angeles, CA



Buy in 1980, Sell in 2010 = \$97,333 Total Profit

Now, let's look at Los Angeles.

Same deal as Atlanta. \$20,000 down, buy in 1980, sell in 2010.

Your long term profit was \$97,333.

That's a lot better than losing \$22,000, as you did in Las Vegas, and better than the \$88 hundred you just earned from a buy-and-hold strategy in Atlanta.

In fact, if you averaged that \$97,000 profit over 30 years, it works out to an average annual return of 16% per year – not too shabby by a lot of measures – but you also had to do some work over all that time, and there's a very big downside risk you take when owning big, illiquid assets like real estate in declining markets.

For me personally, a 16% average annual return is not gonna' cut it, especially when there are ways to do much better, much faster, with less work and risk.

What if I could show you a simple way where you could just stick your down payment money in the bank for most of that entire holding period, only putting it to work two times

investing in real estate and make twice as much for half the effort, while avoiding all that downside risk and illiquidity?

How about FOUR times more – that's 400% more profit – above and beyond that \$97,000 buy and hold profit we just saw?

We're talking close to \$400,000 on a single \$20,000 investment with less work and a lot less risk? Would that interest you?

Four times

...and make ~~twice~~ as much for half the effort, while avoiding all that downside risk and illiquidity?

TWENTY times

~~SIXTEEN times~~

~~EIGHT times~~

~~Four times~~

...and make ~~twice~~ as much for half the effort, while avoiding all that downside risk and illiquidity?

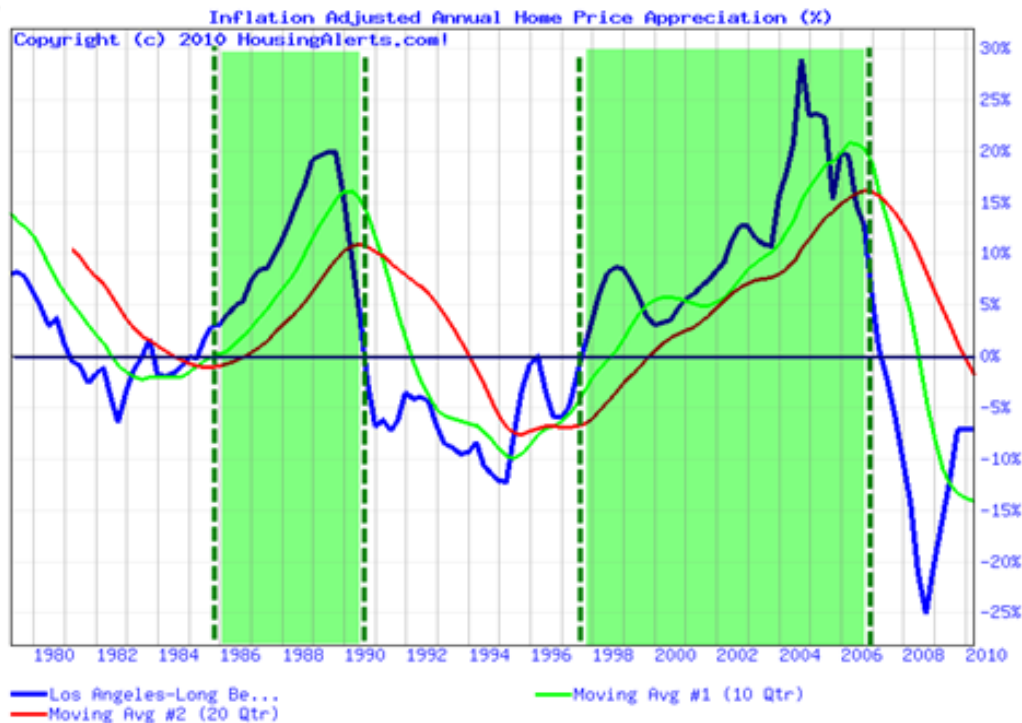
Ok – I'll cut to the chase....

How about **20 times** more?

Yep, instead of \$97,000, would you rather make \$2,000,000 on that same \$20k original investment in half the time, in a single local market?

Let's take a look at what the HousingAlerts system could do for you in L.A.

Los Angeles, CA



***KNOW* when to BUY and when to SELL**

We're going to use the same STAR System triggers as last time:

We'll enter the market when both of the long term indicator lights first turn green.

We'll exit the market when either of those two lights turns yellow.

We're not going to use any other tool, resource, knowledge, experience, gut feel, friend's advice, Ouija boards – nothing. Lights turn green, we buy. When one turns yellow, we sell.

Remember...

Please visit www.HousingAlerts.net/cycles2 for the complete "*Real Estate Investing Myths*" FREE video training series! Get our latest Market Reports <http://www.HousingAlerts.net/free2>

We're going to buy an average property, pay FULL friggin' price, add absolutely no value whatsoever, so our profit comes 100% from the market. Automatic appreciation!!!

YOU didn't do a single thing to impact your profits except get in at the right time and get out at the right time.

This profit is the exact same profit ANYONE could get. It's available to any and every man, woman, child or monkey with a deed, or who owns or controls any real estate in that market during those times.

It's very important you understand this:

Automatic Appreciation® applies to every man, woman or child w/ a deed, or who otherwise controls any property in that market, at that time.

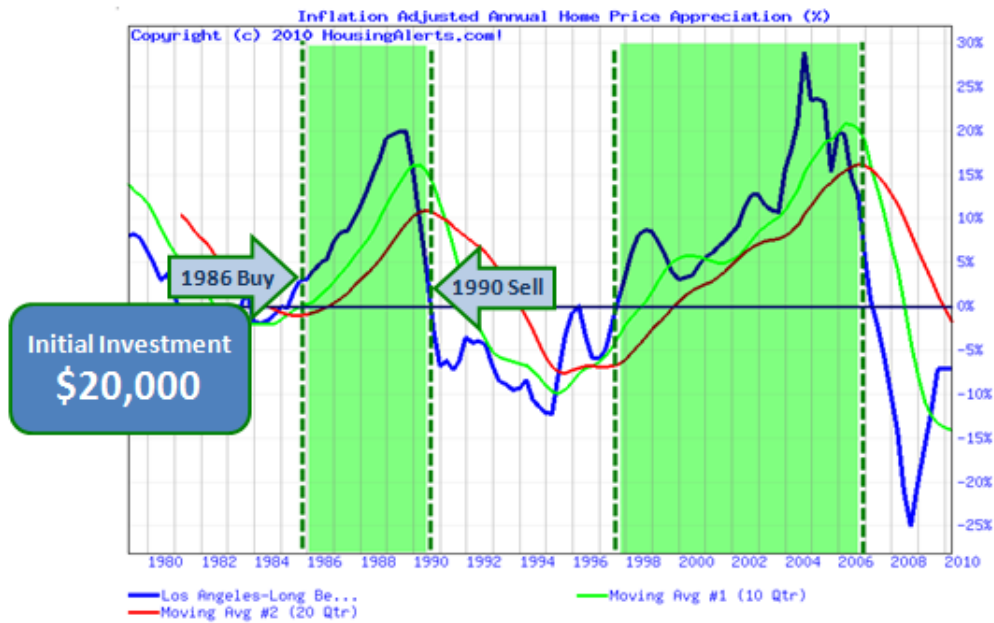
No special – or any – skill is required!

If you can buy and sell a house, this can work for you.

Any real estate investing strategy or tactic that gives you an edge, allows you to buy below market, sell above market, do more deals or use less cash will multiply your returns if done in an *Automatic Appreciation®* market.

(See chart on the next page)

Los Angeles, CA

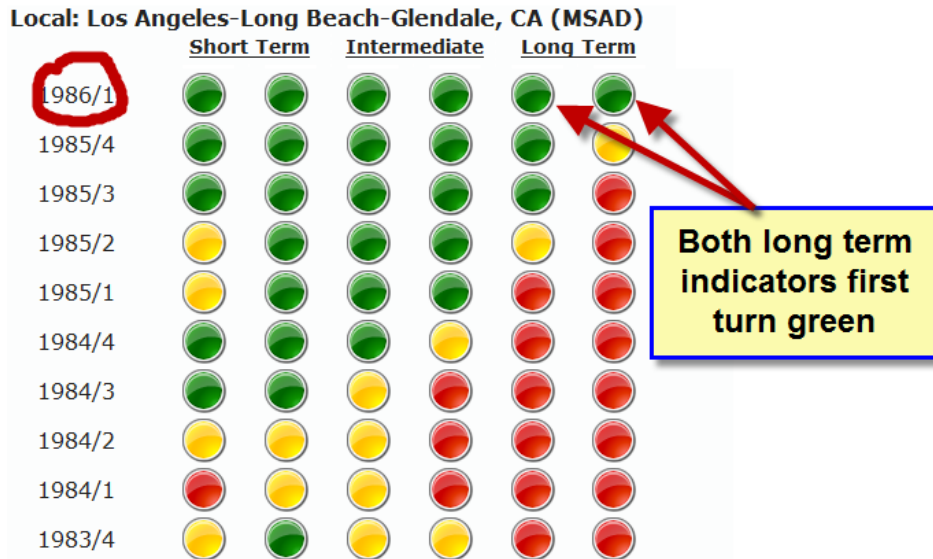


***KNOW* when to BUY and when to SELL**

We get our first buy trigger when both long term indicators turn green -- in the 1st quarter of 1986.

We ride the wave until one of those indicators changes from green – which first occurred in the 3rd quarter of 1990, so we cash-out then.

Los Angeles, CA. – 1st Qtr. 1986 Buy Trigger S.T.A.R. (Six Trigger Alert Report) System



Here’s what those S.T.A.R. System indicators would have looked like in real time.

See the first BUY signal, in early ’86- when both lights turned green in the top right?

You can also see the shorter term indicators on the left turning green in an orderly fashion leading up to 1986. That pattern, as a stand-alone pattern, is also a good buy signal.

Remember, we’re taking a slow, conservative approach by requiring both **long** term lights to turn green before we take any action. If you’re more nimble or less risk adverse, or have a shorter time horizon, there are other triggers you could use.

For example, you could set a buy rule for when any five of six lights turn green, or when the intermediate lights are green for three periods in a row.

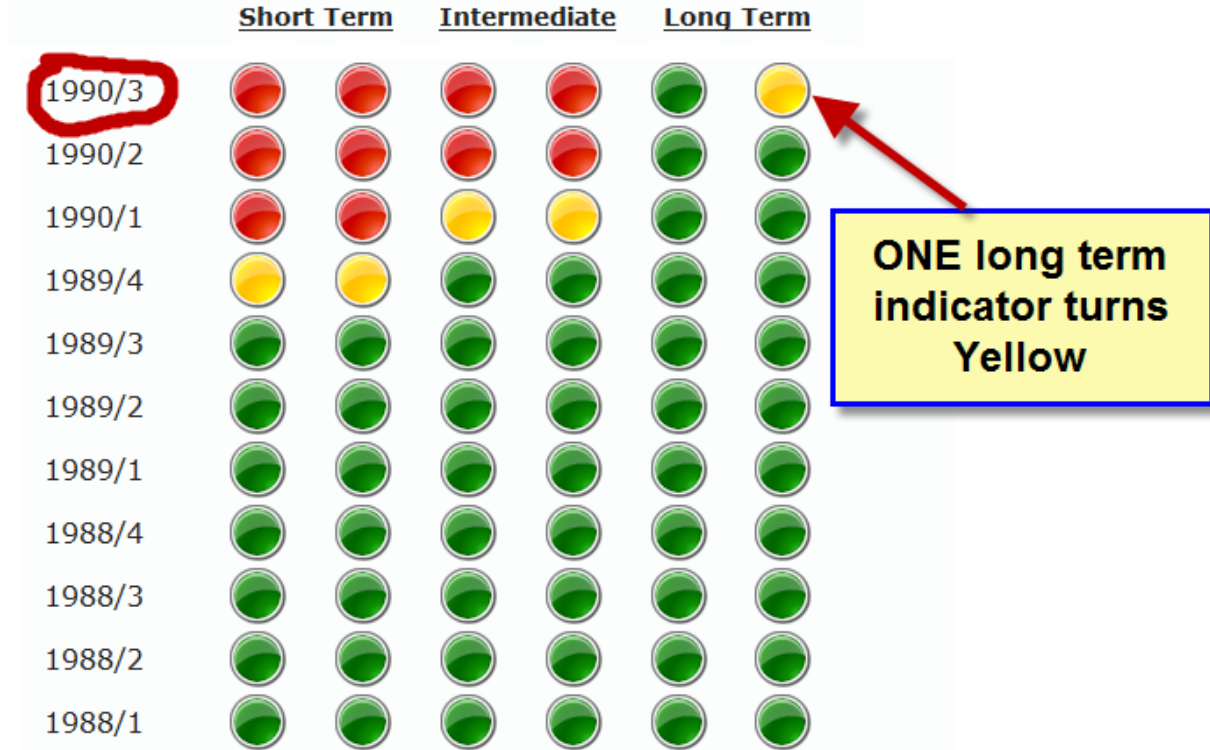
You can even set decision triggers based on what’s happening in nearby markets. If they’re all turning green too, you can be more aggressive and get in earlier than if they were red.

After doing this for a while, you get a good feel for it, and emerging market patterns tend to jump off the page at you.

Same for the down side – setting exit rules.

Los Angeles, CA. – 3rd Qtr. 1990 Sell Trigger S.T.A.R. (Six Trigger Alert Report) System

Local: Los Angeles-Long Beach-Glendale, CA (MSAD)

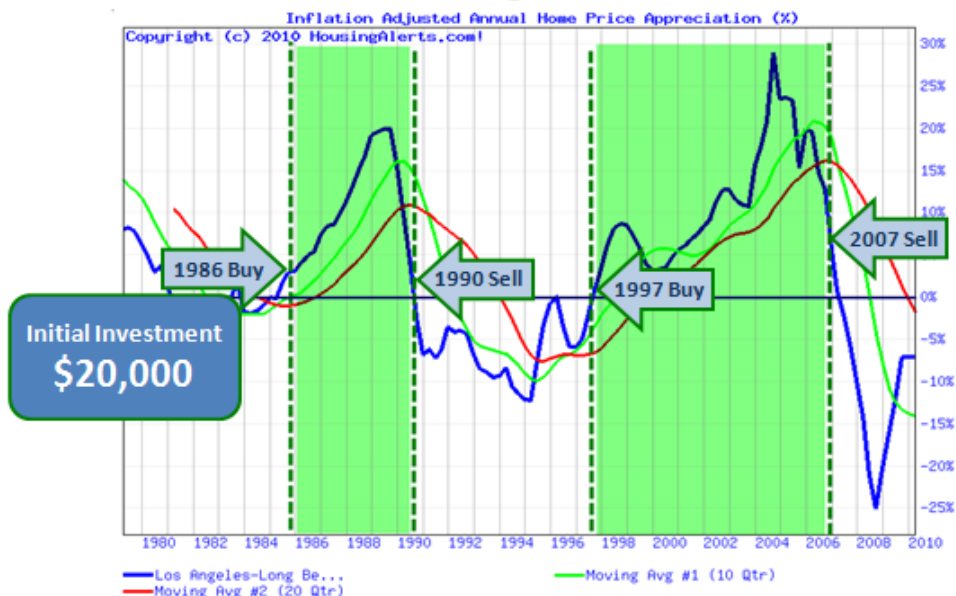


Here's that first SELL signal, in the 3rd quarter of 1990 - -when one of the two long term lights turned Yellow.

You can also see the shorter term indicators on the left, turning red in an orderly fashion. That's another good early warning sign that a sell signal may have been coming.

(See chart on following page)

Los Angeles, CA



***KNOW* when to BUY and when to SELL**

The next buy signal comes in 1997 when both long term triggers turn green, so you reinvest all your profits from earlier and ride the appreciation train once again.

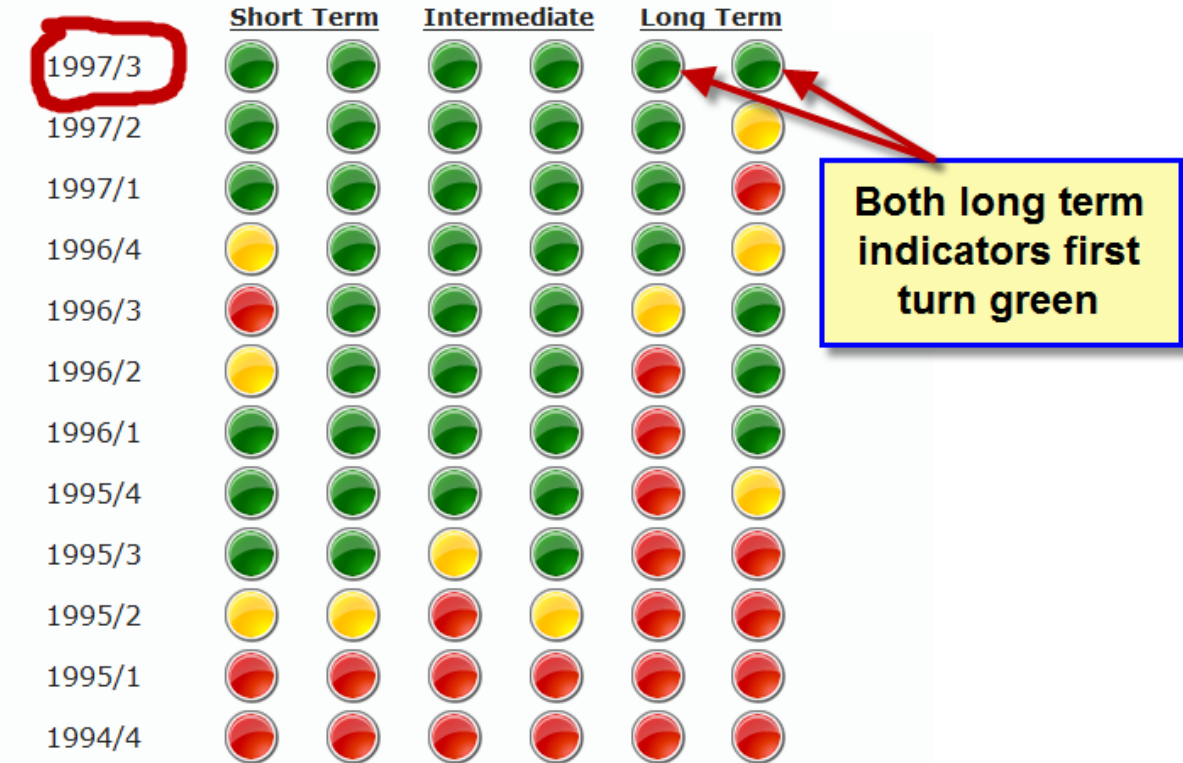
You sell when one of those indicators turns yellow at the end of 1996.

Here are those traffic lights telling you when to get in and out.

(See next chart)

**Los Angeles, CA. – 3rd Qtr. 1997 Buy Trigger
S.T.A.R. (Six Trigger Alert Report) System**

Local: Los Angeles-Long Beach-Glendale, CA (MSAD)



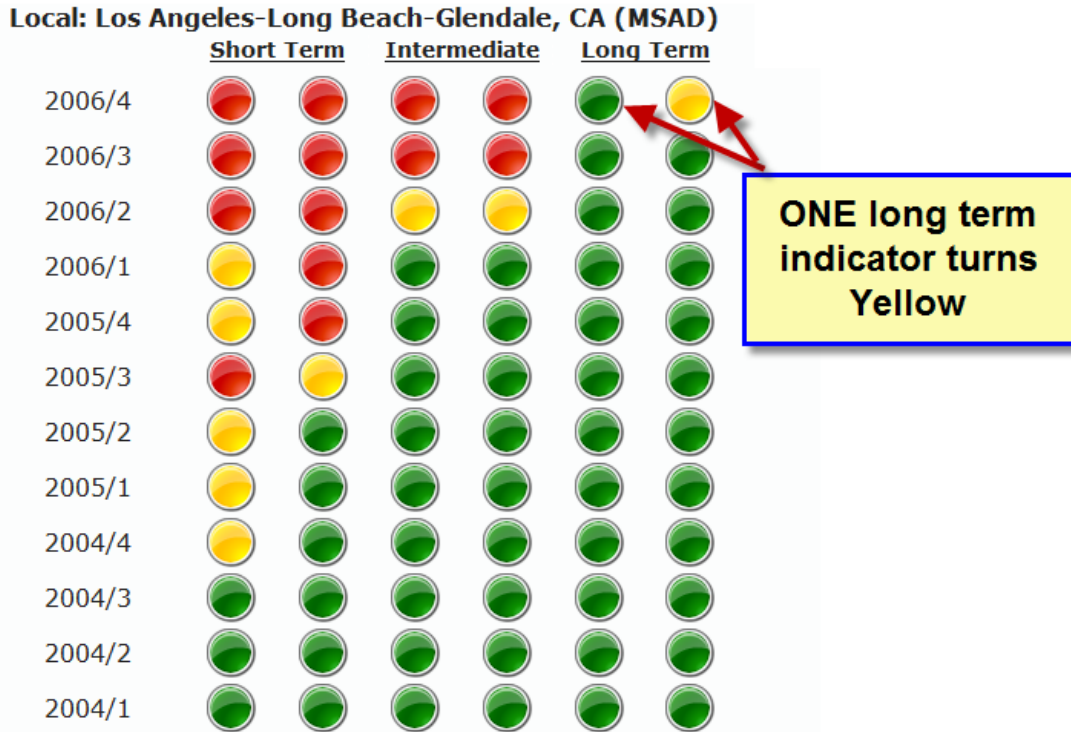
See the two green lights in the top row, right side, in the 'Long Term' columns? That's our signal to get back in.

You can also see the shorter term signals turning green well before we got our long term trigger to buy. You had plenty of advance notice things were starting to look good.

Ok. Now that you see how this part of the S.T.A.R. system works, I'll zip through these pretty quickly from here on out. You can pause this video by clicking anywhere on it if you need more time to check these indicators out more closely.

And here's the sell signal at the end of 1996.

**Los Angeles, CA. – 4th Qtr. 1996 Sell Trigger
S.T.A.R. (Six Trigger Alert Report) System**



The LA Market remained in the wealth building phase until we got our sell signal, the yellow light in the top row at the end of 2006.

And once again, you can also see the shorter term indicators to the left turning yellow then red, going back two years or more. It was no surprise when it finally came time to cash out of L.A. You had plenty of advance notice this was coming!

When you start seeing that triangle forming from the top left – in this case – red and yellow – it’s a classic pattern and the long term indicators usually roll-over and turn red like dominoes.

I realize this is all brand new for you, but once you spend some time inside and can see all thirty years of history for each market, it starts feeling as simple as when you’re sitting at a traffic light, trying to count down the seconds waiting for it to turn green.

Frankly, my concern is that I’ve made it so *easy*, and you can do it so *quickly* – that it won’t seem like **deciding when and where to buy and sell is THE single most important investment decision you can make.**

Once you invest in a market, you’re committed. Your time and attention are now fixed

for months and years to come. The way human psychology works is that we all put greater reliance on the things we work at the hardest and longest.

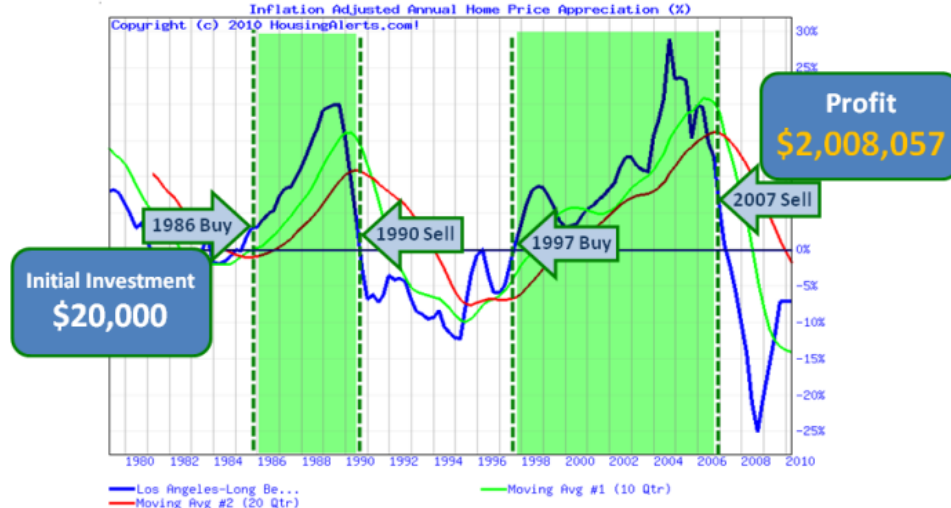
If you spent a solid month doing market research to figure out where or when to buy, you'd put a lot of stock in your research. With HousingAlerts, you have better, more actionable data in 30 seconds, literally!

What you're seeing here in these examples is the foundation for all successful investing.

So as we look at the Los Angeles final numbers – and they're pretty shocking - remember WHY these numbers are so good.

Don't let the fact that it's so quick and easy fool you. What you don't see is the gargantuan effort and money that's all hidden behind these traffic lights and indicators.

Los Angeles, CA



Profit: Buy & Hold Strategy
\$97,333

VS.

Profit: S.T.A.R. System Strategy
\$2,008,057

OK – you saw the S.T.A.R. indicators telling us when to get in and out of the market. That's what created the areas shaded in green on this chart. Those are the wealth building phases of the L.A. cycles identified in 'real time', not some after-the-fact retro-fitting.

So how much did we make in LA by using HousingAlerts and one small change to our investing program?

Take a look at this ... Over \$2 million dollars !!

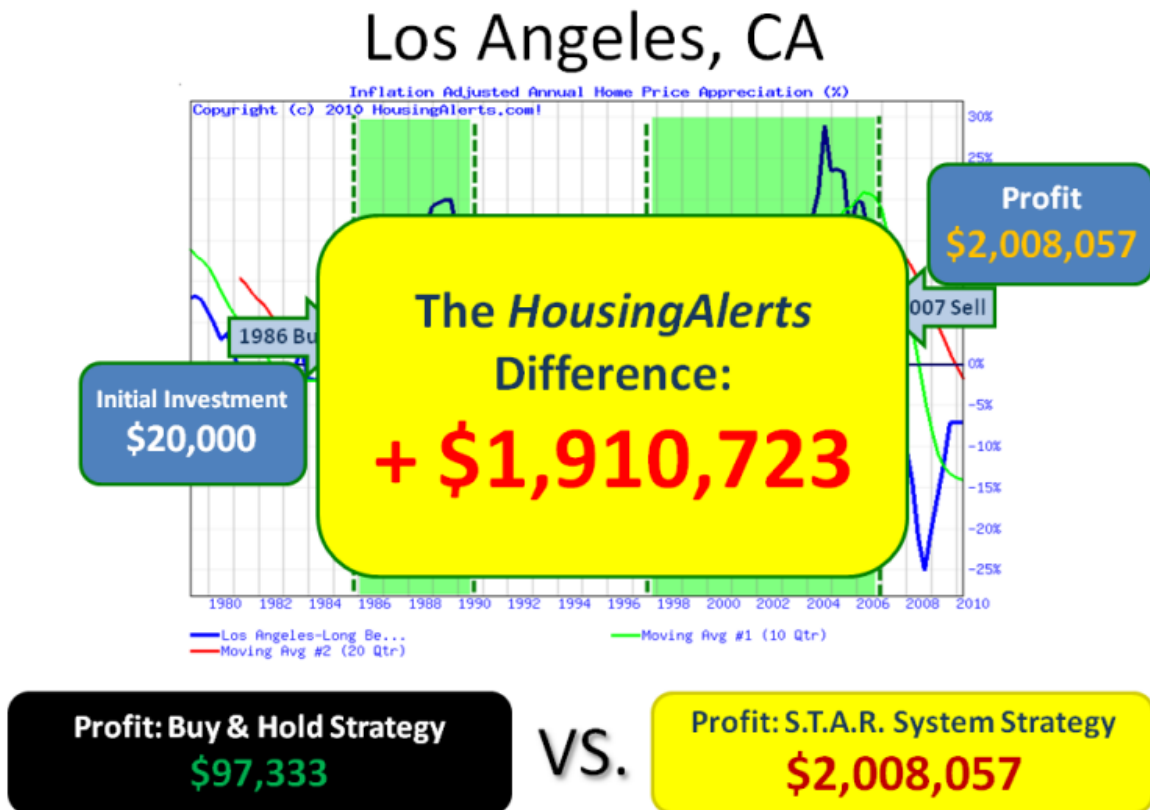
How does that compare to doing it the old fashioned, low-tech way, blindfolded to the market?

\$97,333 vs. \$2,008,057!

What would that be worth to you to work half as much but make 20 times more?

Would you pay \$100,000 to turn \$97,333 into \$2,008,057?

Would it be worth a million dollars?



Here's what it was worth in Los Angeles

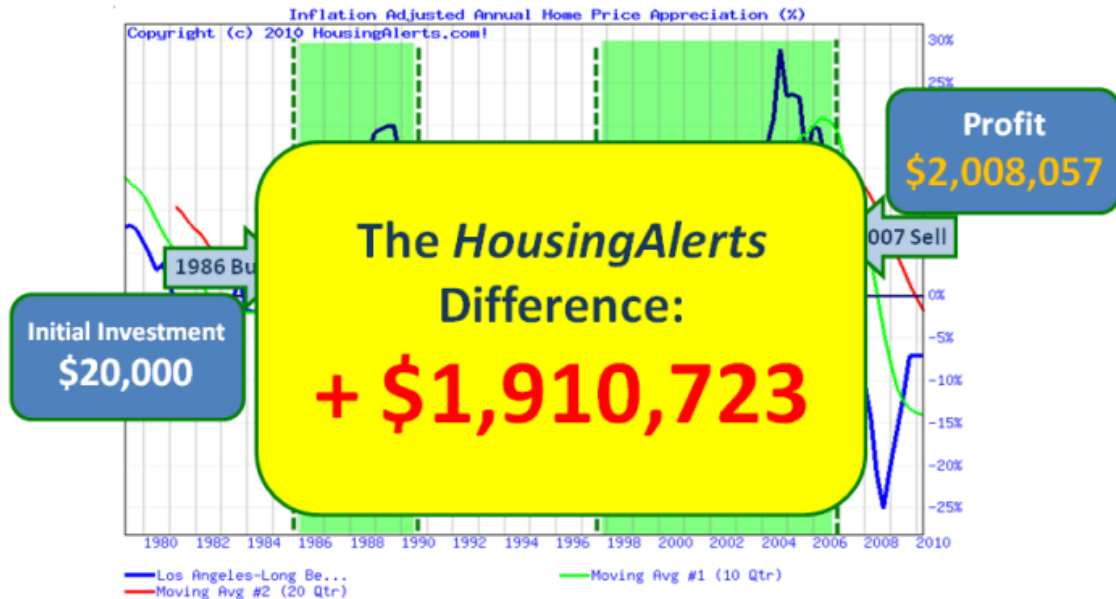
The HousingAlerts difference - \$1,910,723 additional dollars.

That's a 10,040% total return on your initial \$20,000 investment. An average annual ROI of 487% per YEAR for all thirty (30) years.

It doesn't take many windfalls like that to be set for life.

That's the power of Leverage and Appreciation when done correctly.

Los Angeles, CA



Profit: Buy & Hold Strategy
\$97,333

VS.

Profit: S.T.A.R. System Strategy
\$2,008,057

That's an outrageous return. And remember, your money was parked in a bank CD earning a measly 5% for around half that time, w/ no risk and 100% liquidity.

For me, the big money's cool, but controlling your risk is also where it's at, and that's a big part of this system, too.

I think it comes with age or something. Maybe because I'm in my 50's now and have been through three market cycles just like this current one, not losing what's taken years to amass is more important, to us old folks anyway, than adding to the pile.

Look around. Lives have been devastated by this cycle just like they were in the last two cycles. Even the multi-billion dollar 'public' real estate companies run by very bright people, ostensibly anyway, teams of experts, and they STILL got it wrong COMPLETELY missing the boat, going bankrupt!

Folks, it just doesn't have to be that way. Not any more.

In this simple example, you spent 90 seconds every three months to login, see what color the two long term indicator lights were, and took action if they met either of the two simple rules.

In case you were wondering, no, it's not just a coincidence that these indicators nailed the best times to get in and out. That's what I've been working most of my adult life to perfect!

I should just stop right here.

If going from 100k to 2 million in a single market by making one very small change doesn't knock you over with the force of a ton of bricks, there's probably not much more I can say that'll help you see it.

This should be your big 'ah-ha' moment right now!

I'm hoping it is just like it was for me in the middle of the night some years ago when sitting in front of my eight computer monitors, as I had done day and night for years creating and testing HousingAlerts, when at 4 AM on this special morning, the magnitude of it all brought me to tears!

On this night, I had just finished computerizing the entire process. It literally took years working with my programmers.

I no longer had to spend days calculating each market by hand.

For the first time ever, I could see each city with a single mouse click. It was the first time I had instant access to ALL markets, not just the handful I computed manually for myself every quarter.

There I was, flipping through city, after city, after city, comparing my pre-programmed "prediction" algorithms with actual results for each city. I was running on adrenaline at this point. Then I got to the end, Yuma, Arizona, and I knew then I had done it - that this invention was going to change many lives and perhaps the whole real estate investing paradigm and I started crying.

My only regret is that I limited access to only wealthy, sophisticated investors and institutions by pricing it the way I did, and not creating a single-city version until now.

It could have spared millions of homeowners from financial ruin.

Now, I could continue showing you market after market of examples like Las Vegas, Atlanta, and Los Angeles, where everything works like a well-oiled clock, but I think you probably have a pretty good feel of what it can do for you – at least if you're a Local Market Master.

You may be wondering...

Can it get any better than this?

Yes it can!

If you followed my story from the beginning, you know I originally invented this for my own businesses to help me find NEW hot and emerging markets, not to maximize when to buy and sell in any specific market. That's why, until now, I only had an expensive NATIONAL version.

I'll take you on a tour of that very soon. Here's some of what you'll be seeing in the upcoming training:

S.T.A.R. System (Advanced uses)

T.A.P.S. System (for Flat Markets)

How & why this works so well (and proof why other methods won't/can't work)

The **Total Market Master** System

You'll see some advanced uses of the S.T.A.R. System.

What you saw today, as incredible as it was, is just one simple way to use the Six Trigger Analysis Report, and it's not even the most valuable, or how you can use it to make the most money.

T.A.P.S. System (for Flat Markets)

T.A.P.S. stands for Technical Analysis Point Score. This is far and away my biggest accomplishment and the most valuable tool inside HousingAlerts.

I've been using and studying T.A. for decades at high levels and across many financial markets. There are over 5,000 books on T. A. at Amazon.com. It **can** get pretty complex, but not with this tool. It's even easier than STAR.

The T.A.P.S. system lets you leapfrog over all that and puts you in **my** seat, as I analyze every local, state and regional market automatically for you, in a split second.

We'll also cover how and why this works so well (and prove why other methods just won't and can't work).

This training will be for all the left-brained analytical types like me who need to understand how the engine works. If you're like my wife, who just wants to get in the car, turn the key and drive, this definitely isn't required for you to use HousingAlerts... not at all.

Anyway, this training will spare you the decades of costly learning curves I went through and get you started on the right track.

The **Total Market Master** System

This is it! My raison d'être as they say. I'll never invest another way, and you may not either after you see this.

If you watched the first video, you know that I'm actually creating these for the members inside HousingAlerts, and that your feedback helps me refine the final content I'll be delivering to them.

Think of these free videos as a perpetual 'focus group' testing.

I *hopefully* provide you with some really good free, ongoing training you can't get anywhere else, and your comments below help me decide what tools and training to add.