BASE DOMINATION

How a Canadian veteran who knew nobody in Phoenix sold 49 homes in his first full year — by owning one base

A free field guide from Veteran Home Advantage

The objection, answered first

Every system an agent has ever been sold assumes one thing: that you already know people. Work your sphere. Call your past clients. Leverage your hometown.

This one was built by a man who had none of that.

Mark Deacon is a Canadian veteran — ten years in the RCAF — who moved to Phoenix and went into real estate in a market where he knew **nobody**. No sphere. No past clients. No local name, no family in the business, no cousin at the base. A new country, a new market, and a database of zero.

In his first full year he sold **49 homes**. At his peak, **67 in a year**. Across 2014–2021 he averaged roughly 35 a year as one of Arizona's top-producing agents — and the anchor of it all was one military installation: **Luke Air Force Base**, where he became one of the go-to agents for the base.

He didn't do it with a sphere. He did it by manufacturing one — pointed at a single base, with a system of seven layers that this guide lays out in full.

Sphere is an output of domination, not an input. If there's a base in your market and no book of business to speak of, you are not behind. And if there's no base at all — just a VA hospital and a few thousand veterans — you're not behind either; some of the strongest markets in this system have no installation in them (§"The doctrine"). Either way, you are standing exactly where this started.

The doctrine: own your territory

Most agents farm a ZIP code and hope. Base Domination is narrower and stronger:

One agent. One exclusive territory — a defined set of ZIP codes. Become its default name.

The name comes from the proof: Mark dominated a base, Luke AFB. But read it the way the membership actually works. Nobody is handed a whole installation — no program could profitably do that, and this one doesn't pretend to. What a member owns, exclusively, is a **territory**: a set of ZIP codes drawn around veteran demand. Where a base anchors the territory, the base is its center of gravity. Where there is no base, the territory is drawn on the veteran community itself.

And plenty of the best markets have no base. **Roanoke, Virginia has no installation at all** — it has a large veteran population and a VA medical center, and it is one of this program's pilot markets. Bases are one kind of anchor. A VA medical center is another. A few thousand veterans in one metro is a third. The doctrine doesn't need a fence line; it needs veterans.

A veteran market is not a neighborhood. Its demand renews itself — PCS orders deliver a fresh cohort of buyers and sellers who cannot defer their housing decision; where there's no base, retirements and relocations do the same work more slowly. Its families live inside one dense conversation: units, spouses, posts, community groups, the barbers and diners along the veteran corridors. Its needs are specialized — VA loans, BAH math, buying before you arrive, selling on orders — and generalist agents fumble them in public.

That combination means a territory can be owned in a way a whole city never can. You'll know it's happening when three things are true:

1. A service member arriving on orders — or a veteran new to the market — asks around who to call, and your name is the answer.
2. A spouse posts in a community group, "we're PCS'ing in this summer, who should we talk to?" — and other families answer with your name before you see the thread.
3. The institutions of the market — the posts, the VA facility, the spouse clubs — know you by sight, and your card is the one on the counter.

That is the whole ambition. Everything else in this guide is how it gets built.

The Luke AFB story — the receipts

Because this industry runs on adjectives, here are the numbers instead:

- **2014:** Mark starts running Facebook ads aimed at military families around Luke AFB. He does not stop. Not that year, not any year after.
- **First full year in the business: 49 homes sold** — starting from the zero described above.
- **Peak year: 67 homes**, with a small team.
- **2014–2021:** an average of roughly **35 homes a year**, top-producer production, with Luke AFB as the anchor market — until "selling near Luke" and his name were, for a lot of that base, the same thought.

There was no viral moment in that run. No portal contract feeding him, no twenty-person team, no inherited book. There was a system — seven elements, run at the same time, on one base, for years. And behind the system, one offer no one else at Luke could make: a written guarantee that veteran buyers purchase with **$0 down and $0 closing costs** — in the agreement, before an offer is written, not a rebate dangled after closing. That guarantee is now the Veteran Home Advantage Buyer Program, and this guide's system is how an agent carries it into a territory of their own.

The seven layers — the map

Here is the whole system on one page. What each layer is, and the job it does. (How each layer is run — the routes, the scripts, the structures, the calendars — is the membership's curriculum, and it's not in this guide. A map is honest about being a map.)

1. Facebook ads — the name is never absent. Continuous paid presence in the base's feed. Not a campaign, not a PCS-season burst — unbroken. Competitors advertise in May and vanish in October. The name still standing in October owns the following May.

2. Organic posting — the voice the ads amplify. Ads introduce a stranger unless there's a person behind them. Your own content — teaching the base's families their own housing reality, in your own voice — is what the ads attach to. People don't follow logos. They follow the person who keeps explaining their world.

3. Presence in Facebook groups — be a person in the room. Base families make real decisions in spouse groups and community groups. The play is not advertising in them; it's being known in them — the agent whose answers are useful, whose name the room itself produces when a housing question gets asked. Trust is built in threads, not ad managers.

4. Cause marketing + a monthly print newsletter — permanence. Feeds scroll away. Print sits on a kitchen counter for a month. Attach your name to a cause the base community already values, show up and work it, and put a printed newsletter in your clients' homes twelve times a year. Slow, unglamorous, and nearly impossible for a competitor to dislodge once it's running.

5. Search — own the moment of need. A family gets orders, sits down, and Googles. Whoever answers that search meets a buyer at the exact hour they're choosing an agent. Paid search on the base's real questions — today paired with owned pages built for every base's search footprint — closes the hole that reputation alone leaves open.

6. Birthday treats, delivered — retention that knocks. A treat delivered to a past client's home on their birthday. Personally. Every client, every year. It tells a household — in a community where everyone they know will PCS within two years — that the relationship survived the closing. Closings make clients. This layer makes clients into your sales force.

7. Referral rewards — gratitude, with a legal line. When someone sends you a referral, thank them like you mean it: Mark held season tickets to the local baseball and hockey teams and sent seats to people who'd referred him, with gift cards as the everyday tier. And the rule that governs the whole layer, which you should steal even if you never join anything: **reward referrals; never offer to.** The moment a reward is promised in exchange, it's an illegal inducement. Thanks after the fact is gratitude. A bounty advertised before it is a violation. The sequence is the law.

Read the seven as a stack, not a menu. Ads without content introduce a stranger. Groups without ads depend on your spare hours. Print without clients has nowhere to go. Treats and rewards only exist because the first five produced someone worth keeping. **The system is the seven, together, sustained. There is no layer that works alone — and that is precisely why it works: almost nobody sustains all seven.**

Is your market winnable?

Not every veteran market can be dominated on the same timeline — and not every agent is positioned to dominate one. Score yours honestly: your market means the territory you'd actually work — the ZIP codes around your nearest installation, your VA medical center, or your local veteran population if you have no base at all. (No base is not a disqualifier. Roanoke, Virginia — no installation, a VA medical center, thousands of veterans — is a pilot market in this program.) Two points for a clear yes, one for partial, zero for no.

The market:

1. **Fresh veteran demand.** Does your market keep producing veteran families with housing decisions every year — PCS rotation if you have an installation, or a large, active veteran

population (retirements, relocations, a major VA facility drawing veterans to the area) if you don't?

2. **Community buying.** Do a large share of its veteran families actually buy homes in the surrounding towns (rather than living a whole tour in on-base or privatized housing, or renting long-term by default)?
3. **The math fits.** Does buying beat renting on a veteran family's own math locally — BAH roughly covering a mortgage payment where an installation sets it, or prices and incomes that pencil for the veterans already there?
4. **An opening at the top.** If a spouse asked your market's main veteran or community group today "who's the agent for buying here?", is there no single name that would come back? (Two points if the chair is genuinely empty; zero if one agent already owns it.)
5. **Franchise fog, not fog lights.** Are the agents and programs already circling your market mostly part-time or spread across six different "hero" categories — present, but nobody's default?

The agent:

1. **You live in its orbit.** Are you inside the market's daily geography — close enough to run physical plays weekly: stops, events, doorsteps?
2. **You'll work institutions, not just internet.** Are you willing to spend your first months showing up — volunteering, joining, being useful — before you're visible?
3. **You can be the VA specialist.** Are you fluent in VA loans, entitlement, and PCS timelines — or committed to becoming the most fluent agent in that market?
4. **You'll feed a list.** Will you capture every client's address and birthday, log every touch, and run a client list like an asset — because half this system runs on it?
5. **You can sustain boring.** Can you run simple plays every week for 12–24 months — including the months before they pay — without quitting in month four?

Read your score:

- **16–20 — Your market is winnable, and so are you.** The opening is real and you're built for the system. Markets like yours are what the founding cohort exists for (below).
- **10–15 — Winnable, with work.** Either the market needs a longer timeline or there's a gap in your position — usually orbit, fluency, or sustain. Those are closable gaps, and they're exactly what training is for.
- **Under 10 — Not yet.** Either this market is the wrong target (too small, too static, or already owned) or this season of your business is the wrong one. Pick a different market before you pick a different dream.

Whatever you scored: the score is about fit, not worth. Luke's score, run honestly in 2014 by a newcomer with no sphere, would have lost points on questions 8 and 10 — unknown fluency, unproven sustain. The system built both.

The part nobody puts in the free guide: the timeline

Domination takes **12 to 24 months**. Say it plainly, because every guru in your feed is lying to you about a shorter number.

The layers in this guide are simple. None of them is hard to understand, and each one can be started in a week. What is rare — rare enough to be a business model — is running all seven, simultaneously, past the point where everyone else quits. Month three of Base Domination looks like effort with little to show: presence, recognition, a name people have started to hear. The closings the system eventually produces arrive after the standing does. Agents who judge it at month three abandon a system that was working; that abandonment, repeated across every base town in America, is exactly why the chairs at the top of those markets are empty for the taking.

So the honest product here is not a tactic. It's **consistency, structured**: a system sequenced so you always know the next play, training that keeps you running it, and a territory that is yours alone while you do.

And one more honesty item, because it separates this program from everything else in your inbox:

> **If someone guarantees you leads, they're selling you something. We teach you to own your territory.**

Veteran Home Advantage will never promise you buyers, referrals, closings, or income — not in this guide, not in the membership, not ever. What it teaches is generation: the system in these pages, run in your territory, under an offer your competitors can't match. Any buyers who arrive through the program's national marketing are a byproduct of the brand, never the pitch. If a program's value collapses when you remove its lead promise, it never had a system. This one is the system.

What membership adds

This guide is the map. The membership is the territory, the tools, and the training to run it:

- **Your territory, exclusively.** A defined set of ZIP codes — yours alone inside Veteran Home Advantage. No other member works your ZIPs, and no one is handed a whole base or a whole metro: a big base market can hold several members, each on their own ZIP territory, and a market with no base at all holds territories the same way. Territories are claimed ZIP by ZIP, first come, held only while you run the system.
- **The USP license.** The right to market the guarantee no competitor in your market can copy without signing what you signed: **$0 Down. $0 Closing Costs.** — Buy with $0 down and $0 closing costs — guaranteed through the Veteran Home Advantage Buyer Program. In writing, in your agreement, before an offer is written.
- **The kit.** Guarantee Cards, the oversized $0 Check, the program shirt, the drop-off kit — the physical proof set, in your hands at onboarding.
- **Weekly live training.** This system, taught live by the man who built it at Luke — the routes, the embedding ladder, the closing ritual, the content engine — plus the pilot territories' real numbers as standing case material.
- **The monthly Marketing Drop.** Localized graphics, video scripts, ad copy, email templates, and community playbooks with budgets, shipped monthly, built for your territory — so the content layer never depends on your spare time.
- **The charity loop.** On every closing you run under the program, you donate **5% of your commission** to a local veteran charity in the buyer's area. It's your donation, from your commission — not a deduction somebody takes. VHA tracks every member's donations and

publishes the total — VHA members have donated $X to veteran charities — so the giving becomes the brand's proof and part of who you are in your market (Layer 4, systematized).

The founding cohort is 30 members. Charter members pay **$199/month, locked for life**; the standard price after the cohort is **$249/month**. Thirty is not a marketing number — it is the number of territories the first training rotation can carry — and when the seats are gone, the charter price is gone with them.

Check whether your territory is still open.

That's the only call to action, and it's a factual question, not a pitch: territories are exclusive ZIP sets, claimed one territory at a time. If your score said winnable, find out whether someone else in your market is reading this guide too.

→ **[Territory check — see if your territory is still available]**

Veteran Home Advantage — for veterans and military families. 1-844-440-VETS.

BUILD NOTE — funnel delivery spec (NOT reader copy; do not publish this section)

Status: DRAFT spec for Mark's approval. Nothing here is built, published, or sent until the funnel is approved and the dashboard/portal phases that support it exist.

Asset: this document, produced as a designed PDF ("Base Domination — the field guide"), plus a web-readable version if the landing page requires it. Canonical USP wording locked as written; no design pass may paraphrase the guarantee block, the hotline (1-844-440-VETS), or the cohort facts (30 seats / $199 charter-for-life / $249 standard).

Landing page (one page, one job): - Headline: the cold-start story line (guide cover headline). Subhead: the seven-layer map in one sentence + "the system that sold 49 homes in year one, from zero sphere." - The self-assessment scorecard (§"Is your market winnable?") teased above the form as the interactive hook — full scorecard is inside the guide, which is the reason to download it. - Form fields: name, email, brokerage, and **the territory they want** — their market plus its anchor (installation, VA medical center, or veteran population center) and the core ZIP codes if they know them (structured fields where possible — this seeds the territory-check data from the first touch). - No price on the landing page beyond the cohort mention if used; no lead, income, or closing claims anywhere on the page — the guide's own honesty section is the compliance standard for all funnel copy.

Delivery: - Email-gated instant delivery: confirmation email carries the PDF + the territory-check link. CRM: contact created/tagged `base-domination-magnet`, with the territory/market field stored as structured data (Farm Kit §8 capture standard — a magnet lead without a territory is a failed capture). - The download also routes the reader into the Facebook agent group invitation (the funnel's middle: content → magnet → group/classes → application).

Follow-up sequence — 3 emails (outline only; copy drafted separately, subject to Mark's approval): 1. **Delivery (immediate).** The guide, one paragraph of the cold-start story as the frame, and a single prompt: "Run the scorecard on page [X] before you read the layers. Your number decides what to do with the rest." Link: territory check (soft — "check your territory" as information, not

pitch). 2. **The Luke story deep-cut (Day 2–3).** The case study expanded: the seven layers at Luke with one concrete texture item per layer (drawn from the full playbook's case material, cleared by Mark), ending on the legal line — reward referrals; never offer to — as the credibility beat. CTA: the Facebook agent group / next free class (the "$100k in the next 12 months" teaching line), not the membership. 3. **Territory-check invitation (Day 5–7).** The exclusivity fact stated plainly: one member per ZIP territory — exclusivity attaches to the ZIP set, never to a whole base — 30 founding seats, $199 charter vs. $249 standard, territories claimed one at a time. CTA: the territory check / founding-cohort application conversation. Non-openers and non-clickers exit to the standard group-content track — no further sequence pressure.

Guardrails for the whole funnel: positioning rule applies to every surface (teach generation; never promise leads, buyers, closings, or income); the no-guarantee line from the guide's honesty section may be quoted verbatim in funnel copy — it is the funnel's trust asset. All sends and publications require Mark's explicit approval per standing rule.