



**LAIA**  
UNIENDO FAMILIAS

[www.latin\*\*immigration\*\*.org](http://www.latinimmigration.org)

## WELCOME TO OUR WEBINAR

### START AN IMMIGRATION SERVICES BUSINESS

Why the Time to Start is Now!



# PRESIDENT DONALD TRUMP

Presenters:  
Andre Urena & Greg Mckewen  
Founders  
Latin American Immigration Association

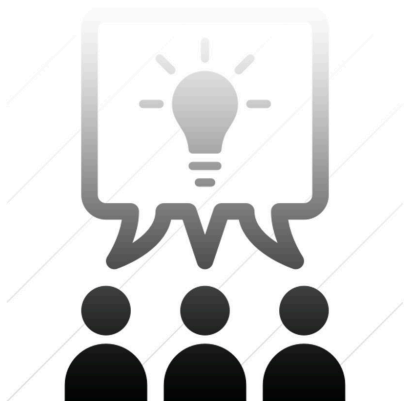
# WELCOME TO OUR WEBINAR

## “Starting a Successful Immigration Services Business”





# **Sit Back, Pay Attention, & You May Ask Questions at the end**



## OUR PRESENTERS

### Greg Mckewen

**Co-Founder & Executive Director  
Latin American Immigration Association**

**Founder & CEO Infinity Schools** Provider of education and training services to licensed insurance and tax professionals for over 25 years.

**Co- Founder - Game Changer Insurance & Tax Solutions - Retail business providing insurance and tax services.**

**Business Consultant - Insurance retail agency.** Selected desirable locations, build out & office set-up and management of locations.

**Community Advocate - To Latino business professionals & community members for over 25 years via leadership and executive roles in industry trade associations and community outreach programs.**



### Andre Urena

**Co-Founder & CEO  
Latin American Immigration Association**

**Founder of Oasis Insurance - Oasis obtained Wall Street investment funding and acquired Freeway Insurance the nations largest insurance agency with over 700 locations nationwide and 4,000 employes in 6 states.**

**Founder - Latin American Agents Association - The LAAA was one of the first trade associations in the nation to provide a support network to insurance professionals serving the Latino community.**

**Business Consultant - Consultant to big brand retailers in the retail insurance space. Specific expertise in launching Latino specialty locations.**

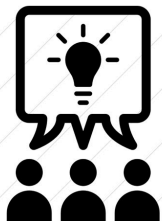
**Founder - Musica Roots - Creator of a unique digital marketing platform showcasing Latino musicians, entertainers and artists.**

**Costa Rica Trade Commissioner (PROCOMER) for the Southwest region of the U.S.**

**SERVING LATINO BUSINESS PROFESSIONALS FOR OVER 25 YEARS!**

## WHAT WE WILL COVER IN TODAY'S WEBINAR

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- **The Birth of the LAIA**
- **Why We Are Needed More Than Ever**
- **Donald Trumps pledges regarding immigration issues**
- **LAIA Outreach by the Numbers**
- **What is an Immigration Services Provider (ISP)**
  - **What an ISP CAN and CANNOT DO**
- **13 Reasons why this opportunity may be for you**
- **The marketplace and statistics on Immigration Services**
- **The most common immigration forms**
  - **Pricing services and revenue possibilities**
- **Live Training Seminar - Details and Special Discount Offer**



## LAIA - OUR JOURNEY



- Our research into the Immigration Services area began in November 2014, shortly before President Barack Obama announced his Executive Actions on Immigration Reform.
- Realizing that hundreds of thousands of families are being torn apart each year due to a broken immigration system, we decided to be part of the solution and not part of the problem.
- We began by interviewing professionals from numerous areas. We interviewed Political Figures, Immigration Consultants, Non-Profits, Immigration Attorneys, Tax Preparers and Insurance professionals.
- During this fact-finding mission we made several important KEY DISCOVERIES, the most important of which are:
  - 1) That there are many non-attorneys who provide ethical and professional assistance with immigration matters, namely assistance with proper completion and submission of COMMON IMMIGRATION FORMS and APPLICATIONS.
  - 2) That many IMMIGRATION ATTORNEY whom we interviewed agreed that many of the COMMON IMMIGRATION FORMS forms can be handled PROPERLY and ETHICALLY providing the person doing the assisting in PROPERLY EDUCATED AND TRAINED ON IMMIGRATION MATTERS, ELIGIBILITY, SUPPORTING DOCUMENTATION and PROPER COMPLETION.
  - 3) That many IMMIGRANT CLIENTS may actually PREFER dealing with a non-attorney, providing that the person helping them is trained and knowledgeable and where applicable accredited and bonded.
  - 4) That there is NO OTHER PROFESSIONAL ASSOCIATION or ORGANIZATION providing EDUCATION, TRAINING, ADVOCACY, SUPPORT & MEMBERSHIP BENEFITS to Non-Attorney Immigration Service Professionals.
  - 5) No other organization dedicated to developing a large and unified national membership and support base of non-attorney Immigration Services Providers to have the power and voice to lobby for and influence change on a national scale. Our mission, to have a registration program adopted in all 50 states.

## THE BIRTH OF THE LAIA

- With our initial research concluded the LAIA was formed in January 2015.
- Our mission would be many, but would always focus on our CORE BELIEF that our immigration system is broken and we as a nation need to apply a COMMON SENSE APPROACH to IMMIGRATION REFORM EFFORTS. These efforts should be geared toward keeping good, honest, hard-workings parents and their children together without the risk of being torn apart under our current system.
- We are a unique group dedicated to EDUCATING, ADVOCATING, UNITING and FINDING COMMON GROUND.
- Dedicated to teaching “TRUSTED COMMUNITY ADVISORS” about providing assistance with common IMMIGRATION SERVICES AND FORMS. We leave the vital areas to our EXPERTS, QUALIFIED, EXPERIENCED IMMIGRATION ATTORNEYS.
- Provide a place where you can be part of someone BIGGER THAN YOURSELF. We provide MEMBERSHIP BENEFITS, SUPPORT, RESOURCES, NETWORKING OPPORTUNITIES to those interested in developing their own Immigration Services Business.



## THE LAIA - MORE IMPORTANT THAN EVER

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- **With the Election of President Elect Donald Trump, our organization is more important than ever before**
- **We will continue to build our support base nation wide to lobby for Fair & Humane Comprehensive Immigration Reform**
- **We will do so by growing our network of ISP's who will in turn work with their clients and community members to lobby and support on behalf of reform**



## WHY WE ARE NEEDED MORE THAN EVER

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Here are just a few of the items Mr. Trump has pledged:

- 1. A mass deportation of undocumented immigrants**
- 2. To revoke the President Obama's Executive Action on DACA - The Deferred Action for Childhood Arrivals, which currently protects over 800,000 of America's young DREAMERS.**
- 3. To terminate America's Sanctuary Cities, those cities which have adopted a policy to protect undocumented immigrants from being prosecuted solely for violating federal immigration laws.**



## OUR OUTREACH BY NUMBERS

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- **Over 1,000 Immigration Services Providers since our inception**
- **Average ISP has 500 plus clients in their book of business**
- **Thru our ISP's we have a current outreach of over 500,000 individuals.**
- **Outreach to grow to nearly ONE MILLION individuals in 2017**
- **Outreach potential of 5 MILLION PLUS by end of 2017 if all ISP's were to begin educational and support outreach efforts to their community members in addition to their clients.**



## WHAT IS AN IMMIGRATION SERVICES PROVIDER?

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- An Immigration Services Provider (ISP) is a generic term for describing an individual who assists someone with the completion of immigration forms or documents, and usually charges a fee for providing this type of this service. Immigration Service Providers are **NOT ATTORNEYS** and **CANNOT PROVIDE LEGAL ADVICE**.
- Several states including California, Georgia, Illinois, and South Carolina have a state sponsored registration program. Additionally New York City also provides an registration program.
- In states that do have a registration program, ISP's are also known as Immigration Consultants, Immigration Document Preparers or Immigration Assistance Providers, depending on the state.
- Some states have an accreditation program for General document preparation services. These are generally known as a Certified Document Preparers. These states include Arizona and Nevada.
- ISP's may also provide additional services such as translation of documents, running criminal background checks and providing live scan or fingerprinting services.
- State regulations vary. Check wth your state for specifics or contact us directly.

# LEGAL ADVICE VS. LEGAL INFORMATION

**Legal  
Advice**

**What  
to do**

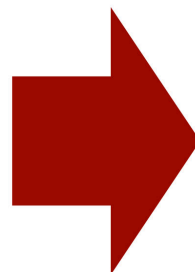
**How to  
do it**

**Legal  
Information**

# LEARN THE DIFFERENCE

## **Providing Legal Advice**

**An agreement between an attorney and his or her client based on a particular legal matter the client is experiencing.**



## **Providing Legal Information**

**Point out legal information obtained from official websites.**

## **What an Immigration Services Provider Can Do**

- Completing a form provided by a federal or state agency.**
- Translating a person's answers to questions posed in forms.**
- Serve as a translator.**
- Securing for a person supporting documents, such as birth certificates.**
- Submitting completed forms on a person's behalf and at their request.**
- Informing a person that legal representation may be needed.**
- Providing information on where to obtain legal representation if requested by the client..**
- Run criminal background checks with the FBI and the DOJ**

# What an Immigration Services Provider Cannot Do

- **Advising a person as how to answer questions on forms.**
- **Giving opinions**
- **Selection forms for the client**
- **Offering legal strategies**
- **Answering questions of a legal nature**
- **Making referrals for a fee or quid pro quo**
- **Fill out forms if you are not told what to write**
- **CANNOT Provide Legal Advice**
- **Promise a Green Card, Work Visa, or other benefits for ineligible immigrants**
- **Tell clients you have connections with U.S. Citizenship & Immigration Services (USCIS) or the Department of Homeland security to expedite applications**
- **Use terms in advertisements or business cards implying that you are an attorney such as Notario or “Poder Notario”**
- **Represent a client in an immigration hearing or immigration court proceeding**

## WHY IMMIGRATION SERVICES?

### **13 Reasons why this business could be for you**

Some pretty common sense stuff, but worthy of noting...

1) It's a WANTED and NEEDED Service

How wanted and needed you ask?

Last year to the tune of 7.2 MILLION IMMIGRATION FORMS SUBMITTED to the USCIS\* \*Source [www.uscis.gov](http://www.uscis.gov)

2) You are already a TRUSTED ADVISOR with an EXISTING BOOK of BUSINESS.

3) You are HELPING your CLIENTS and COMMUNITY MEMBERS with needed services

4) Increase your business REVENUES

5) Increase your business PROFITABILITY

6) Increase your CLIENT RETENTION

7) GREAT potential RETURN on INVESTMENT (ROI).

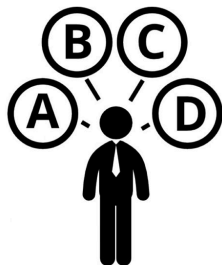
## WHY IMMIGRATION SERVICES?

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- 8) Build Additional Revenue offering Fingerprinting, LiveScan, Criminal Background Checks and Translation Services
- 9) Offer Services YOUR COMPETITION does not have
- 10) Year-Round Income Opportunity
- 11) Large Growth Potential
- 12) Low Customer Acquisition Cost
- 13) Be WELL POSITIONED and READY for future Immigration Reform programs that may be introduced sometime in the future.



## CURRENT OPTIONS



**For people looking for assistance with an immigration matter, here are the current options available:**

**1) DYI - Do it yourself. Forms are located at [www.uscis.org](http://www.uscis.org)**

**2) Immigration Attorneys**

**3) Immigration Services Providers - Also called Immigration Consultants, Immigration Assistance Providers, Immigration Document Preparers or other similar name. NOTE: ONLY A LICENSED ATTORNEY CAN PROVIDE LEGAL ADVICE.**

**4) Accredited Non-Profit Organizations**



**WE TEACH  
YOU THE MOST  
COMMON  
IMMIGRATION  
FORMS**

**We will also show you HOW MANY  
of these forms were submitted to  
USCIS in 2015 and how the numbers  
increased in 2016.**

## THE MARKETPLACE

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**There were over 7.2 MILLION  
Immigration Applications submitted to the  
USCIS in 2015**

**There were over 8 MILLION  
Immigration Applications submitted to the  
USCIS in 2016**

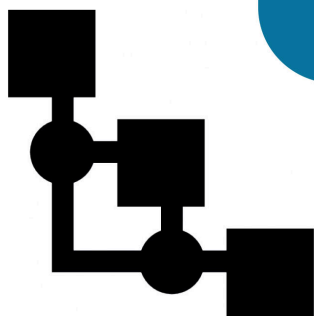
**An increase of  
over 800K  
Submitted  
between  
2015 & 2016**

**GROWTH OF OVER 800,000 APPLICATIONS IN A SINGLE YEARS TIME!**

## THERE ARE 5 MAIN CATEGORIES OF IMMIGRATION FORMS

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- 1) Family Based**
- 2) Employment Based**
- 3) Humanitarian**
- 4) Citizenship & Nationality**
- 5) All Others**



**WE TEACH YOU THE MOST COMMON IMMIGRATION FORMS.  
WE HAVE INCLUDED HERE THE NUMBERS OF  
EACH APPLICATION SUBMITTED TO THE USCIS IN 2015 AND 2016**

### **Family Based**

I-130 - Family Petition - 768,641 - **869,292**  
I-485 - Adjustment of Status - 298,398 - **338,013**  
I-751 - Remove Conditions - 165,785 - **144,648**

### **Employment Based**

I-485 - Employment Adjustment - 123,239 - **128,858**  
I-765 - Employment Auth. - 2,030,896 - **2,111,906**

### **Humanitarian**

I-821 - Temp.Protected Status - 286,034 - **302,611**  
I-821D - DACA - 484,319 - **260,725**  
I-918 U-VISA(Certification only) - 52,666 - **60,710**

### **Citizenship & Nationality**

N-400 - Naturalization - 773,289 - **963,475**  
N-600 -Rec.of Citizenship - 63,312 - **71,236**

### **Other Forms**

I-90 - Replace Green Card - 767,558- **751,357**  
I-131 - Travel Document - 332,118 - **359,715**

## MENU OF SERVICES & PRICING SURVEYS\*

- I-130 - Petition for Alien Relative - \$500 to \$750
- I-485 - Application for Permanent Residence or Adjust Status - \$500 - \$750
- G-639 - FOIAS (Freedom of Information Act, USCIS and DHS) \$300 for one, \$
- I-783 - Criminal Background Check via FBI (Federal Check) \$100
- I-765 - Application for Employment Authorization - \$100
- I-751 - Petition to Remove Conditions on Residence - \$500 - \$750
- N400 - Application for Naturalization - \$150 - \$300
- I-821 D - DACA (Renewals Only) - \$250 - \$350
- I-131 - Application for Travel - \$300
- I-918 - U-Visa Supplement B (Certification only ) - \$500
- I-90 - Application to Replace Acceptance Permanent Resident Card - \$100
- I-864 - Affidavit of Support - \$200 - \$300
- AR-11 - Change of Address - Free or \$20

### **Earn \$2,000 to \$12,000 monthly providing the most common services\***

\*Pricing surveys are for illustrative purposes only. Please compare pricing of other immigration service providers in your community to develop a fair pricing model for your territory and community.

\*\*Revenue projections are illustrations only and of course are not guaranteed.

IF YOU ARE THINKING, OK I GET THE MAGNITUDE  
OF THE OPPORTUNITY” ...

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**What's my next  
step?**

**How do I prepare?**



# IMMIGRATION TRAINING SEMINAR INSTRUCTOR TEAM

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Immigration Attorney  
Patrick Valdez ESQ.



Immigration Consultant  
Lucy Salazar



LAIA Founder  
Greg Mckewen



LAIA Founder  
Andre Urena

## IMMIGRATION ATTORNEY PATRICK VALDEZ ESQ.

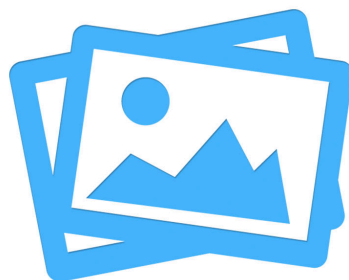
- **13 years experience**
- **Graduate of San Diego University**
- **& Southwest University School of Law**
- **Practices 100% Immigration Law**
- **Three Current Locations - CA & NV**
- **Frequently Lectures on Immigration Law**
- **Passionate Advocate for Immigrants**

### **Excellent and Dedicated Professional**

- **High Skill Level in Teaching and Instructing**
- **Fun, Energetic and a Great Sense of Humor**



**THEY SAY A PICTURE IS WORTH A  
THOUSAND WORDS...  
SO WE THOUGHT IT WOULD  
BE HELPFUL TO SHARE A FEW :)**





# BEGINNING STAGE - WE STARTED WITH RESEARCHING AND SURVEYING





# WE THEN BEGAN A COMMUNITY OUTREACH CAMPAIGN

## Meeting with Church groups, Business Owners and Community Members



# WE MET WITH STATE CONSULATES, RELIGIOUS AND POLITICAL LEADERS, ENTERTAINERS & TECHNOLOGY PROFESSIONALS

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## Gathering Support for our Cause



**Archbishop Jose Gomez**



**Consulate of Los Angeles**



**Entrepreneur David Shore**



**Actor Edward James Almos**



**Los Angeles Mayors Office**

# WE MOVED ON TO CURRICULUM & SEMINAR DEVELOPMENT

We hired top Immigration Attorneys to assist with training curriculum & seminar content



# WE ASSEMBLED AN AMAZING TEAM OF PROFESSIONALS



## AND THEN WE BEGAN TO TRAIN, & TRAIN & TRAIN!

More that 1000 students to date, from all walks of life, cultures and ethnicities. All with **ONE COMMON PURPOSE** - To support Immigration Reform Efforts and to **HELP** their **CLIENTS** and **COMMUNITY MEMBERS**



**WE CREATED A MOVEMENT. IT'S OUR PHILOSOPHY. SOMETHING FUN.  
WE CALL IT #PRESENTE  
PRESENTE SIMPLY MEANS "I AM PRESENT"**



**Let us help you  
so you can help others**



**WE CAN ONLY DO THIS IF YOU TAKE THE NEXT STEP  
AND REGISTER FOR OUR UPCOMING TRAINING SEMINAR**

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**Live 2 or 3-Day Training Seminar**

**Special Offer  
Available for  
today's  
WEBINAR Attendees  
ONLY**

## REGISTER FOR OUR LIVE 3-DAY TRAINING SEMINARS

### **-Los Angeles - April 28th, 29th & 30th 2017**

Holiday Inn - LAX - 9901 La Cienga Blvd. Los Angeles, CA 90045

### **-Atlanta, Georgia - May 11th, 12th & 13th, 2017**

Holiday Inn Atlanta Airport North - 1380 Virginia Ave, Atlanta, Georgia 30344

### **-Chicago, Illinois - July 23rd, 24th & 25th, 2017**

Holiday Inn Express - 6600 N. Mannheim Road, Rosemont, Illinois, 60018

#### **•WHAT YOU WILL LEARN:**

- Immigration Law, Eligibility, How NOT to give Legal Advice, Intake Questions
- We teach the you the most common Immigration Forms
- Cover State Certification Programs where applicable
- What Forms To Offer, How To Price, Client Outreach Steps, Business Development, Marketing, Branding, Citizenship Campaign Strategy, Social Media
- And much more!
- Seminar Fee: \$1,295

# WEBINAR ATTENDEE DISCOUNT OFFER!

REGISTER EARLY and SAVE!

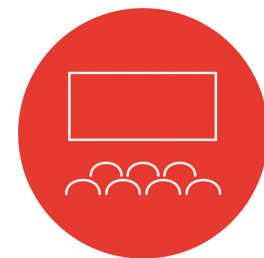
## \$300 Off!

Register by **April 14th 2017** to SAVE \$300

~~\$1295~~

## Tuition = \$995

Add Spouse, Partner or Staff Member for **only \$595**



## **BONUS TRAINING! OFFERED ON THE 3RD DAY**

**BUSINESS CONSULTING TRAINING**  
**\$495 value!**

### **COURSE AGENDA**

- The importance of developing a MULTI-SERVICES BUSINESS MODEL
- Multi Service Business Idea's & Suggestions
- Tax Software Consulting Segment
- Building you Business VALUE LADDER
- Email Marketing Strategies
- Developing your Personal Strategic Plan

**Webinar Attendee Special**  
**Add 3rd day of Training**  
**for only \$95 per person**

## SEMINAR SCHEDULE

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**Early Bird Registration**

**Must by April 14th 2017**

**TO REGISTER**

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**ONLINE**

**[www.latinimmigration.org](http://www.latinimmigration.org)**

**213-290-8930**

**310-702-5341**