

FROM SUB-PRIME MORTGAGES TO SUB-PRIME HOME SHOWS IN ONE “BRILLIANT” **SLIDE**-STEP

(First review: Part 1 - Martin Andras on *Martin Andras*)

In a prior Lil' J Paper titled, “Brilliant, Marty. No, really, that was brilliant!”, I addressed some posts on *Facebook* (which he uses to advertise). Brilliant Marty's posts: “Our competitors have added to this economy deficit. They need to stop taking advantage of the small business owner. (Presumably, exhibitors)

Showcase, **Full House**, Tower, Oryan (Ryan) Group, you know what you've done!
I have fun watching them drop shows & lose vendorship!

I cant wait till I hear that my competitors have applied for public aid. Sooner than later. We are here to clean up your mess! Brilliant will be #1! ONLY THE STRONG SURVIVE!
Let's make those millions!" (highlight added)

Kevin, one of Brilliant Marty's brilliant friends, offered support:

“It's nice to know that there are people left out there that are concerned with more than just the bottom line and profits. So thank you as well Martin!”

Brilliant Marty responded most earnestly:

“Thanks Kevin, You know when you work so hard to help people, & the competitors motives are to help themselves, it get irritating.

So I had to make a statement.

Plus, you know where we come from!" (sic)

First question, where does Brilliant Marty come from? And, where's he going? - particularly when he has thoughts like, "Let's make those millions!" (Ah, “profits”? Kevin musta missed that when he hailed Brilliant Marty for disassociating himself with concerns over the bottom line and profits. “Profit.” It's become such an ugly word lately.)

Brilliant's a newbie, formed Sep. 9, 2008. Before that? Four years (+ change) as a mortgage originator. His Facebook posts offer insight into his career:

JD: Whaaaaat up brotha when u gonna change that pic? Lol
u luv kbs lending (Evidently, the PIC was taken at KBS Lending in Naperville)

Martin Andras: Ha Jed! Gonna change in a lil bit since you mentioned it! How did I ever let you talk me in2 KBS Lending?

JD: Ummmm idk! (I Don't Know) Lol I think its the other way around!
What r u doing now, promoting?

Martin Andras: Yeah me & Allen (Deutscher) started an event planning company.
We host Home SHow Events, Comedy Shows, & Lavish Weddings...

Martin Andras: ... i started Brilliant ... about a year & a half ago..
Its fun... Beats the mortgage industry!!!

BSW: Thats excellent! Im sure with todays economy
its a hell of a lot better than mortgage!

Thoughts About The Mortgage Industry:

Words used relating to that crises include: “fraud, payoffs, schemes, upside-down

mortgages, under-water homeowners, foreclosures, money grabbers, hucksters, greed, con-games, falsification of documents, fraudulent documents, pumped-up appraisals, inflated values, over-stated income, blatant abuse, failure at all levels, scams, victims, criminals, crooked, greedy malcontents, any risk is acceptable, disaster, a broken economy, maximizing profits" and...

"MAKING MILLIONS"

(Sound familiar ?)

I've heard the stories. I learned the history. I know people who worked the mortgage indy and the years leading up to its collapse. They were filled with insanity: race tracks and casino gambling; alcohol and drug abuse (blow, crack, any designer drug, expense was no object); strippers and on and on. Some 'loan originators' and 'mortgage brokers' bought extravagant cars, trips to Vegas, box seats at sports events, ET systems (to rival KISS), and luxury homes they couldn't afford when their ARM's reset.

They were 'MAKING MILLIONS' - greedy high-rollers riding the crest of a wave they created, while the ignorant public was about to be washed away in the aftermath of a credit Tsunami.

Brilliant Marty and his partner, Allen D, are refugees of the that industry. The one that was 'MAKING MILLIONS.' They worked at two mortgage firms. And, it may not surprise you, both failed.

I read about Illinois Mortgage Funding - where these two worked - the investigations by the Mortgage Fraud Task Force and its "crackdown on fraud and illegal mortgage practices." Government action resulted in revocation of IMF's license by the Illinois Dept. of Financial and Professional Regulation for phony/incomplete documentation, incompetent management, shoddy administration and fraud. But remember, they were 'MAKING MILLIONS.'

Brilliant Marty was there — working with his buddy, Allen.

After that business was put out of the public's misery, Brilliant Marty and Allen D did the mosey on over to KBS Lending. That mortgage house was later closed. Maybe they weren't 'MAKING MILLIONS.'

Anyhow, now Brilliant Marty is in the 'home show' industry, stomping his feet and proclaiming his ["competitors added to the economy deficit."](#)

Does he even know what the economic deficit is? - what it's composed of? - the catalysts? - such as the financial failure of sub-prime mortgage loans sold off as 'AAA investments' . . . world-wide!!! — no minor contributor to these economic hard times.

Brilliant Marty says, ["We are here to clean up your mess!"](#) Really? Our mess?

What was your contribution to the mortgage industry? Did you clean it up? Or, contribute to the meltdown?

Is it Brilliant Marty's belief that cleaning up a "mess" is accomplished by low-ball pricing, combined with little or no show advertising? (That's what I see all over the show industry.)

Is he trying to rid the home show industry of his competitors to eliminate the national debt? — Or, his debt?

Is he saying competition adds to the deficit? — Or, his deficit?

And by what authority does Brilliant Marty take it upon himself to proclaim that a 'mess'



even exists? Who charged him, a 30-something newbie with a year's experience 'promoting' shows - an exile of two washed up mortgage houses ... Who made Brilliant Marty an 'authority' to say anything about *this* industry? Who is he? - *THE* home show Czar?

The core of my argument is NOT the fact that Brilliant Marty and Allen D slide-stepped into a career as promoters. Rather, it's the outrage I feel when an accuser accuse us, Full House (The Home ShowS), established over 24 years, for being part of any economic failure.

To me, Brilliant Marty and his partner Allen D represent 'the frying pan' and 'the fire.' Taking advantage of exhibitors is exactly what they do creating delusions of grandeur with flippant statements like, "let's make those millions!" That's a cliché mortgage brokers and owners used to draw *more* mortgage hacks into their network of greed and fraud.

Does it work on exhibitors? Or, does it offend your intellect as it does mine?

I hasten to ask Allen D, his partner and supervisor at the former mortgage enterprise: Are you another supporter of this ignoble foray into 'mess' cleaning? Did you bring your mop? - or, just a moap? -joining up with the likes of Brilliant Marty?

Let's hear from Allen D - c'mon, give us your grand plan on how you think YOU, The Big A, and Brilliant Marty are contributing to *this* industry: to exhibitors - to attendees - to society - to MAKING MILLIONS.



The next question is for exhibitors: Do you think these fools are the saviors of the home improvement industry? - running cheap shows - poorly advertised - and, there's some kinda connection between the national deficit and Brilliant Marty's finger wagging at competitors ... in ANY context?

Then, nominate Brilliant Marty for the Nobel Prize in Economics. After his enlightened thinking wins the gold, showing how his home show competitors created an "economy deficit" and he says, "I'M MAKING MILLIONS!" - be sure to grab your share.

However, don't be surprised if the only gold you get is *Goldfinger* . . .



Peoples, I've said it before and I'll say it again, there's some crazy schtick going on in this industry. And, Brilliant Marty's posts - well, if they don't top the list, they sure fall into the dumbest things I've seen.

It makes me wonder ... makes me cringe.

Shall I leave it there?

I don't think so - not done yet - not hardly. Hell, I'm just getting warmed up.

For more on *Brilliant Marty*, read on...



Since 1986 ...

From the desk of *Lil' Johnny*
Send comments to
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... not making millions, just making sense.