

REI NETWORK RK

Episode: 051

Marketing That Works Today – Six Under Contract In 30 Days

Hosted by: Gavin Timms

Guest: Chris Arnold

Gavin: Hey, guys, welcome to the REI Network podcast with me, Gavin Timms. Hey, guys, how are you doing, Gavin Timms. Welcome back for another episode today. I have a guest on this already been on before, is a coach and client is an awesome guy. He's here to deliver a lot of value today regarding actually doing deals. So even though he's one of my clients, it actually makes things happen, pushes business to the next level. We've been on the highs and the lows of consistently doing deals for a month consistently to that depth into bringing it back. And we're going to be talking about that. I think it's really important when I bring guests on the show, we're actually bringing on people who are still doing deals today that have started within the last year. And they're actually making it a success because a lot of your listeners are here to get the same right and to build that success, to grow that business, to start working on the business, not in it. And that's kind of what we're trying to do here. So let me bring him over. I have joining me Chris Arnold. Chris, how are you?

Chris: I'm good, thank you, Gavin. Thanks for bringing me on.

Gavin: I appreciate it. But let me see here. If you're watching us, I'm going to drop the we go up on names on the on the screen there. So I appreciate you coming on. And I only ask you yesterday, but you've got a lot of momentum going. And I want to talk about that. This episode is going to be labeled three in closing, three under contract in 30 days. And that is not follow up. That's the key. So anyone starting off? Yes. You've been consistent before, so that helps. But you're someone that is literally took the bull by the horns and you've just listened and just done it right. You're a pleasure to work with. And not that you don't question me, you don't second guess. You just get on with it and make it happen. And, you know, for people that watched all last episode, the first time brand new to real estate, never done a deal, we went virtual leaving California. You got five closed in the first thirty seven days, a 12 under contract, which is amazing. You've then built a successful, consistent business of full deals, lost it, bought it back again. So we're going to cover that, Chris. So tell us a little bit, just real quick about you. Where are you

living? Where are you doing business? And let's dive in about that momentum, consistency and why it dipped and why it's back again.

Chris: Yeah, absolutely. Thank you. And, you know, working with you, it's been a pleasure. You tell me exactly what needs to happen next, and I just do it. And then if I have any questions, we talk about it, go for it. So it's been a pleasure working with you, too. Thank you so much. So I live here in Northern California, beautiful northern California, San Francisco Bay Area, which as many know is a really hot market right now. And so what we decided when we were first beginning is that we need to pick a virtual market that I can work in to get started. And so, you know, we did our research and we found out that Louisiana was going to be the spot for us to get going. And so we started there. And as you said earlier, you know, the first thirty, forty five days we got in, we had five contracts in closing. And then we were doing consistent roughly four contracts a month there on on a very straightforward basis, cold calling, following up leads, sending offers and all that stuff.

Gavin: Yeah. And with that just real quick. So how long did it take? Obviously we did. I mean, I don't shy away from this that you're my most successful student at that price being brand new. Right. Which is awesome. But I think it's important that I mean, you work in it as well. I mean, you were putting in the effort, right? When I said talk to minimum of five sellers a day, three offers a day to do a deal. You're doing ten hours on the phone every day. Right. To to get it, to want it. I just want to point that out because it's important to listeners. We don't want to make out that this is easy. You're actually putting the work in. You're building the systems. Right. And what you're seeing now is that we have a marketing machine and we're going to come to this. But you literally can just turn things on and off right just like a faucet. You can drip leads in, you can blast leads and you can turn leads off, which you never want to turn leads off, in my opinion. Yeah, it's right to say that. So you started off. You got it going. How long did it take you, you say, to get the consistency of multiple deals a month.

Chris: So it did take me about ninety days because, you know, after that first thirty days of getting contracts, then I wasn't familiar with real estate at all. And then I wasn't familiar with the closing process, like putting it in title and all the title issues that could come up dealing with the sellers through that process. And so it was a major learning curve. And so we slowed a bit to focus on the closed contracts. Now, mind you, leads were still coming in and still needed to be follow up with, but it was just me doing it. So let's follow the ground. So we kind of ramped back up around August, September last year and then started building the pipeline again to a more consistent level in January of this year. We really just kicked it into gear and said we're all in and we're focused on this. I got an. Acquisition manager and started hit really hard for 90 days.

Gavin: Yeah, so I'm big on how do I take a client? I work with people from doing a lot of deals. I work with Flipper's, have been in the business twenty five years. Someone this brand new, part of a group, you get to see that the goal is, is to to be a business owner. Right. That's the goal for you. And I work on the business. OK, how do I have this? Serving me, making making money and serving others and your team members solving problems. And that's the goal. So you put this acquisition guy in place. That's you doing a great job, unfortunately. Will you tell us he got sick? And that's kind of when it started to go a little wobbly for you.

Chris: Yeah, we were we had a really good pace. So January, we were rebuilding from being off for the holidays. And then in February, we got two or three contracts in and then March we got four more. And then towards the end of March, something happened with my head. This is full blast. Three callers, I think, at the time bringing in leads us all following up with the leads, texting, et cetera. And so everything was moving at a very fast pace and we were there. Good momentum. Dispell was doing their job. Everybody was on all cylinders. And then my acquisition manager actually had some health problems, which is very unfortunate. I didn't actually didn't know what was going on with him for a month. His wife called me right after he stopped working because we spoke every day, were pretty regular, said to me. So that kind of thing. Anyway, he's back and he's fine and everything's great. But he was off. And so it slowly began to happen is I needed to step back into his role. And now we have an assembly line of leaders just coming in every day. I think we were at nine to ten minutes a day from our callers that needed to be touched by the acquisition person, has to call them, has to get the condition, has to build a relationship. And so actually what ended up happening for me in that situation is, is I couldn't make all those calls. I was already running the business. And, you know, I have another business. And so I allowed my acquisition manager to kind of run with that position with some freedom because he's really good and self managing and all that stuff anyway. So I started going through the leads and saying, OK, I'll call these three because they seem like someone I need to talk to. These three just remodeled this one retail analyst with the realtor. So I started kind of hard qualified leads because it's now my time back on the phone. And so in that we pulled a couple of contracts, but just at a much slower pace. And the visual I have while I'm going through this was an assembly line and a conveyor belt. And I'm at the end and all these leads are just flying by me, falling on the ground, piling up. So now I'm just sitting here like, I don't know what to do. I was frustrated anyway, so I started cleaning that up. I actually had to slow down the lead flow. I didn't want to because we are doing so well before and everybody was happy and doing well. So I gave it three weeks before I told my callers, hey, we got to we got to slow down a little bit anyway. So we reduced everything.

Gavin: The key is, though, slow down, not stop. Right.

Chris: Right. Because I needed to keep them motivated. Right. Because if you say, hey, I only need you for less time now, then they start looking for other jobs and jobs like that. And so you need them invested in you as much as you're invested in them. So you can't just turn them off and on expect that they'll be available. So that's why I waited much longer period of time than necessary, because I knew they were generating leads for us. And I knew in the next 90 days or so we pull some of those leads and they'd make us money. So it made sense anyway. So I scaled everything back and then slowly I was able to start picking up. We spoke at that time and we started getting down into the numbers on how many deals need to happen, minimum on a daily basis to make X amount of dollars. Say it's five hundred, say it's a million, whatever that number is. I just knew we had to make fifty deals and so I recalibrated everything. So when my manager came back or when my acquisition manager came back, I said, you have to be able to make 20 calls a day. I'll make the other thirty, you make twenty because I knew I needed to keep my pulse on things too while he was recovering and then getting back up to speed. Does that make sense? He was out. So he was kind of like, where are we? What are we doing? And so I took a little bit. And so we worked together to kind of ramp him back up. And then probably by mid month last month, we're back on all cylinders. So this is in mid-May. And then I started doing texting. He was doing his twenty calls. I was doing my twenty calls. And then we hired a lead warmer. Right. Because if you open our calendar every day, we have thirty or forty calls in there each. And when we need him to go through and see who's available that day for us. So we're spending our time on the phone with deals rather than chasing it. So you need me to stop there?

Gavin: No, no, no, no. Keep going. I think this is really good for people because, again, it's just identifying the things that need to happen. To actually be successful right now, if there's a difference between anyone that I work with now, we screen them happy because I don't want someone just wanting to do one deal. I want to I only take people on that want to build a business that want to be successful, because it's especially with our new format, which we're going to come on to. Everyone now is different. Our interactions different need everyone with the same mindset, what we're trying to do else. It's not what you can see, how it will work right in the format that we have. And I think it's good to understand that when you said to me, well, how are we going to how am I going to do multiple deals? We've got to be in a minimum of 50 dollars a day. And we're not talking cold, cold dolls. We're talking actually people like in the system that came in from a new lead or follow a lead, we need to be doing a minimum of 50 a day, outflow more 80 a day. Right. And then having as many contacts and talks and connections as we can with them people to be able to hit the numbers that you want. Because in a business, the numbers will never lie. And it is a complete numbers game. And when you hit them numbers, you're going to then reach the targets that you want. And it's not rocket science. If you said to me, I want to do 20 deals among 50 dollars, I know Friday, 50 contacts on enough. We need three or four people doing 50 contacts a day or whatever. Right. And then you just going to put more money in the hopper. You're going

to create more leads. And it becomes a point, as you all know when I talk on the coaching call is what do you want? What are you trying to achieve? Because how big do you want to go? Because I believe that there's a limit where people think, OK, if I can do a million dollars or two million dollars in real estate and you're going to take X amount, let's say you're going to make 40 percent of that, I don't think you're going to do 10 million and you're going to take four percent of that because you're not right. You know, a lot of people in the business that might run have five, six million dollar business, but they're not making the same percent of when they were doing a million or two million. Does that make sense that there's that leeway that people need to understand, again, the vision and what you're trying to create? For me, it's lifestyle, doing consistent deals, making good money, great money from real estate. But there's more to it than just work. Right. And I talk about that. But again, I don't push my vision on anyone else. I take that. But it's good for people to see the breakdown of all conversations of going, yeah, you're going to hit fifty and guess what happens, right? You start to then hit them fifty. Right. You start to do that between you and delegating between you and your acquisition. Now it's better. And that consistency to now what's actually happening to tell us about that? What is what is happening right now? How have we done from it slowing down? And this is what I've always been impressed and I have probably two or three of you in the group that do this. And it's frustrating for me at times. Right, because all three of you that can just turn it on and make money when you want. Right. And people would like give the left arm to do it. Right. They would listen to they would literally probably give the left off to the. Yeah. The frustrated. And I'm like, cool. Like Steve does it right. Six contracts in a week just when he decides he wants to do it. All right, Cole, we've got to that point. We know you're close is we know you can do it now. We've got to just push them systems to say let's do that consistently without you. Right. And now that's that's that's the next step. But tell us about it. How have you done? Three in thirty then and now. I've you've got more in the pipeline than this. But I picked this topic for the new marketing. Right. New marketing in thirty days you have three contracts in close in three under contract from within 30 days of marketing. This is important. Why not throw in any follow up in this, what you're saying? No. So when people say, can I do a deal in thirty days, of course you can write if you put in. So tell us about it. How's it look. Have you done that.

Chris: So our conversation on minimum dials that need to happen. Just reminded me and resonated with me real hard because then I started looking at my numbers, our calls per day and they were like, OK, I'm making 10 calls a day. They were quality calls but it wasn't enough. And so then I started going out to a get up to fifty. So I was doing it at first. I just started making the calls. Now that I know because I had three other things, we started doing that more regularly. And then when my acquisition manager came back, I said, you have to hit 15 to 20 calls a day. We just got to do it. And so when we started doing that on a very every day, so we reported numbers every day, I put my numbers in there. He puts his numbers in there. I'm like, OK, we made thirty calls today.

Where can we make up for the next few days or did we close a deal like what happened with the. Is action. Yeah, and it was a mind set for me, I just knew I had to take a lot of action to compensate for not knowing very much. Right. And make the offers. I looked at our numbers. We weren't making the deals and we weren't making the offers, actually. What happened is we started making the dialog and then we weren't making enough offers. I'm like, why are we talking to so many people? And so I just I undid all the limiting parameters of hey, only send offers when and said we're sending offers to everybody regardless and then we'll deal with it after the fact. And so we're like, we need to send offers. And I think I looked yesterday for this week we have 40 offers out and today. But we went up to that. Right. Didn't happen, you know, and we're doing texting and calling. So it's a combination of those two things, plus follow ups. And so it's now it's just a tidal wave of activity that is starting to move at a fast pace. But if you never do like those initial calls to get that one up and get it going, that it's not going to do anything for you.

Gavin: The key thing is as well, you said was that your goal was when we talked about you said, what is it going to take you 50 calls a day? You will someone again, anyone listening to this, they're not saying you have to, but it needs to be done by you. Will somebody write and blow it up? And you said, but I never even hit that. But guess what happens? You never reach the target that we set. But you still doing deals, you still making money, you still got options in closing by hitting portions of it. Right. So you can now see. Well, when I do get to that, what's going to happen. Right. You're going to see where now. OK, now it makes sense. So instead of doing two, three, four deals a month, now, I'm going to be able to do four every month closing. We're not talking about contracts. We're talking closing. Right. We know that it might take 30 days to close property. That's not your control in anyone's control. Right, because it's set to close. But if you can get for closing every month, that means that you'll probably get in by as probably seven or eight contracts every month to get full actually closing and then to get them six to ten contracts every month. You've got to have your deals. You've got to be in your office. And the exciting thing is and Terry, one of the new guys is just joining us from St. Louis. What I was like just like this is going to be a game changer because he's like, oh, yeah, we just got appointments. And the deals that I do, we just have one conversation. I do zero followup. And I'm like, you have lost your mind because nine percent of what I do is from follow up. So if you can adapt that piece, you should be there. And if you're doing four deals a month from new and you should be doing ten post deals a month, including your follow up period of time, which is exciting for you, because even though you're now driving leads in, I want to talk about why that is in a minute. And I share exactly the same view on this as you. Well, you're driving leads in and you're getting contracts now with all these leads that you're generating and creating over the next six months is still going to be converted. And that's that's that's the beauty of it. So I just wanted to point that out on a marketing level. Let's talk about it. Obviously, call is number one. Right. And talk about that. Whenever you mention text messages, you text message, I text

message. I just did a video on this as well about doubling down on text messaging while we can write. And you're already paying for the data, right? The money is in the list and the data, you've already spent it, you're already cold call in it. So while we can and whatever you're listening to this episode, maybe times have changed. Well, to be competitive, we have to stay compliant in what we do right. We have to stay compliant. And what we do and text messages is going to get harder. We know we don't know this in a week or in a month or in six months or in a year or when they've been talking about it for months. It is getting harder. They all put things in place, but it's not yet. So we've both adopted this idea of double down. Let's hit it as hard as we can. Let's overwhelm the pipeline of leads, lets stack them. Let's get them in while we can before it changes and it becomes one impossible to the compliance is so. Well, what's the word. Regulated. Regulated thank you. That it becomes not even worth it. Right. And we're not there yet. So we're using batches. And guys, if you go to BatchLeads.io/gavin, you've got five thousand free record sign up and then there's a bolt on on for text message and you can send a thousand text messages a day and then get them out. Get set. Let's go get your text messages, engage, get them on the phone and get them into your CRM, build the pipeline. And we're talking about obviously everything I teach in terms of wholesaling and flipping and finding properties. Your best lists are going to be off market. Do not think go into Zillow and all of that and expires for wholesale deals. Yes, you can do a deal, but you won't be cranking three, four, five a month. It just isn't happening. That is a place for creative finance, lease options, owner finance. That's where you want to go for them talk of deals. If you want to find discounted properties, you need to be going off market direct to seller. In my opinion, that's what I see in my business. And Chris, obviously I kind of guided you to do that. But you're saying the success in it, right?

Chris: Absolutely. We're doubling down. We're doing as much as we can, especially with that, because they're highly compliant. Right. And so they already kind of do all that for you. You just have to make sure you're following the rules. But we're in addition to calling the same was we loaded that list in a batch. I'm doing it right now, but I'm doing training videos on it. I don't know the last, but I do it for two to three hours a day just because you have to focus on it. You're texting people your live. They're reacting and responding. So you have to react and respond. And most of those are not interested right now. But they're the property owner or it's a rental. And so I move that into our our lead manager because at some point we're going to talk to them again and say, hey, we talked to you all hours and whatever, but we're creating way more leads in our system to follow up with on a consistent basis. And so even though it's a no for now, it's it's a maybe later. But also I've pulled a ton of investors out because we're hitting people. We're talking to people. And some of them are property owners. They're like, hey, I don't want to sell this money. Another one or I'm an investor. If you come across anything, let me know. So there's a lot of good things that are coming out of that texting thing because like you said, some people will text that won't pick up the phone. You personally will pick up the

phone or actually respond to a text before I pick up the phone. And so, you know what I mean? And you get some creative responses

Gavin: And people can test this. Go and get 20 people, text 20 call all 20, direct mail all 20. And you'll only have a few that will that will double down like we will get on both. Otherwise you'll go. You've just gone. OK, it's going to lead. You got six leads from three different markets and they're all different people. Right. And if you then multiply that, that's what you'll that's what you're saying. And that, like I said, BatchLeads.io/gavin, you get five thousand free record, you skip trace that you text messaging things for that account, it's like seventy dollars a month. OK, and and then start texting and you can get some a VA if you're whatever someone in the family son, daughter, husband, wife on uncle grandparents. I don't know. Whatever it is, the software is not Roxxon. I mean just click, click, click. You wait like a text message board and you can do fast response or type of response. I mean, we're talking everyone's got one of these Chris. Everyone's got a phone, everyone texts every single day. And using the software is not rocket science. And the reason why don't I use we use Freedomsoft. Right, by simple freedomsoft. And it's so why not do it in there? Because they're limiting it to one hundred a day to stay compliant. And I don't want a load of noise in my CRM. I'm very much like everyone in my CRM is not a record. They're a lead is the difference. When we put things into battle, we call their records. They're not leagues. I don't know what we want or if they have what we want or vice versa. So I like to turn them into leads, push them into the CRM. Let's work them from there so everything in the CRM is open. The business was was interested at some point. The rather interesting off of their interest is all in together and then we work them through follow up obviously to get results. So that's really good. So to to actually get then. So this is pretty simple. This would be the marketing plan, right, that you've adopted, let's say in the last thirty days. Get three in closing, guys. This is in closing. We're not talking contracts, we're talking buyers. A signed closing dates, allotment checks are waiting to be received now. Anything could still happen with three close in three on the contract within 30 days. The marketing plan is pretty simple. OK, you've pulled list, you skip traced it. You've got cold callers. OK, cold calling, you got techs and happening. You bring in leads and you having quality conversations. You're making offers you you're getting contract sign right there and that's it. And then you bring your dispo into how you move the deals. So while you're keeping that pipeline full. Right. You'll get an additional guy moving them, getting them into closing so you can keep folks in between you and your acquisition to bring more deals in and then to grow. That's the cool thing, is when you ever train in an acquisition person is that you never just handover the job. Right? This is like just critical. If you want to tank a business, just go and hand it over to someone else. Right. And time, because I'm going to do it fast. It's way it's time because it's just handed over to someone that's new. And just because they interviewed well, just because they're good at sales and you expect them to come in and close the deals that took you as. In the listener months and months to try to craft, if you give it to you, six months to craft, to be able to get full, consistently in closing, why

do you feel that a brand new acquisition to real estate, even though he's been in sales for 20 years or whatever, is just going to come in and do that? It doesn't make sense. So you have to like do it as a junior acquisition. They listen to you. They do a lot of your legwork, they do a lot of the chase and a lot of the rapport building, a lot of finding information to get them comfortable with the terminology. And then you build them from there, you build them to then you do like you're doing now, because half the calls I take, half the calls you take until you can get their intake or volume up and that consistency in closing and then you start to step away. But you can't just cold turkey stop because you just going to buy the business. Right, and then have the next one. Bring the next one under and then same thing again.

Chris: Yeah, exactly. I think the hardest part is getting someone to be a you when you were doing the acquisitions, because when we're doing it and when you are doing it, you're actually doing everything. So you're not just being acquisition. You see the whole picture already. So you're like, I know where I need this to go. Right. But for that. And they just have to do that. The sales.

Gavin: Yeah, we we had a meeting yesterday with me and Melissa did. And we just said, look, acquisition what we're struggling to find acquisition people, people that will want to be on the phone. If you listen to this, guys reach out to make DM me if you're interested in being on the phone, reach out. We're looking right now for people. And here's the thing is you have partners. I've always been successful in partnerships. I'm not the guy or have the answers. And I don't think anyone goes in acquisition roles. Right. Because acquisition, the good ones are always going to get to do the right thing. But try right. Because it's their nature. If you can sell, you can always make money in this business, in any business. Really feel good on the phone. You'll always make money. I think it's a million dollar skill in any business to make money. So we have this conversation. And I said, look, here's the deal. When you take a partner, right? You both have just like you see with your partnerships you've created, you both have the same interest, right? You both want to build this to something you both want you both invested in. You're not holding each other, making sure that you're out of that and you're on the phone doing your job. It's just happening because you both have the same vision. When you take an acquisition person that's on the phone, it's a job. That's what it is. It's a job. So that means that your accountability needs to be on the next level. Right. You'll structure of what they're doing needs to be on the next level. And you do have to be careful depending on what state if your ten ninety nine in or if they're employed, W2 and all these things, because I know California is done with say it in coffee with close to the daylight is crazy. No, I don't know the laws in every state the way that you settle but regardless is, is that these are jobs and they need to be that that comfort zone is nice. But I don't know what percentage of America have W-2 jobs, but a lot right there used to structure whether it's going in and you start nine to five when you do these things. Acquisition is no different. So don't think that you're going to bring hire an acquisition

and let them act like partners because they're not, it's a job. Their number is keeping them accountable to how many dollars they're doing, how many conversations I have and how many offers they're making. Right. You have to keep on top of it because again, otherwise they will get lazy. They will get complacent because it's just a job and it's a job that they might enjoy, they might enjoy working with. It's still a job. They'd rather do nothing if they could. Business owner is how do we grow? How do we make this better? How do we hire the next person? How do we make them better? So your conversations are different? I don't think everyone picks up on that sometimes.

Chris: Yeah, well, and the other thing is like what you were saying about my disposition, he's actually a talented wholesaler in the market and so we work together very well. He figure out he really likes disposition. As long as I'm continuing to provide the contracts on the acquisition piece. And so now he's not even doing any more marketing and we're sharing in that. But he found out that's what he throws out. And we're on Skype constantly talking like, hey, how did it go or how this how this walk go or whatever. And so I don't have to check in with him on my acquisition guy, even though he's very talented and knows his stuff, he's still I. How many offers did you get yesterday? I saw in your report yesterday you did this or whatever is like a slow day or whatever. And that's even for the cold callers. For the lead managers. If you yell if you don't check in and say, hey, what's going on? Then they'll just go in their own direction for a little bit. So it's just keeping herding cats.

Gavin: Absolutely. Of communication. Right. Is communication. And the big thing is, is that you just said something that happened exactly the same way as me when I started working with the less I said. You do your own market and you do your own thing. But is the goal, I'm going to get you so busy, you're going to make more money with me than you are on your own. And it's going to make sense for you to do this. Right. But I'm not going to stop you doing it because it's just going to be the natural transition and it happens. Right. And you can talk a good game in this business, but you have to deliver. And I remember when we first spoke and started working together, I was like I remember jokingly saying to you, like, hey, if this doesn't work out, I'll hire. So I've got like, I already knew that you were going to do it right. You did it in the first 30 days. And I'm glad you did. But there was a part of me like if I could someone like you that wants to work with me on the phone, that would join me. Right. So, no, a good job. I think that's awesome. So great job. I think people should be able to take these action steps in what you are doing and what we've talked about today to go, you know, while I see where I need to be and we're talking about percentages, right? When I call make 50 calls a day, Chris, make it 50 calls a day. Right. We still have six deals happening from the 30 days. We're not even from marketing ages ago. He's got more than that from marketing from down the line. But if you could do a percentage of it, this is the goal line. So when you say five quality calls a day, three offers a day, you can do that. Christ did 40 offers this week. I want you to see 15 this week. I'm just talking about you doing a deal, not bringing a 10

deals a month right now. Let's do baby steps to get results and then let's multiply it. And you understand that it's a really, really good. So, Chris, I appreciate that. I just want to talk about real quick and get your honest opinion. And we've not talked about this, so I'm intrigued to see what you think. We've changed a coaching program. Right. I made a decision six weeks ago, two months ago that I wanted to change it all. I did a lot of one to one. And I wanted to bring in and say, how do I build a better community? How do I deliver and get people to see what other people are doing? And that was for you as well. I mean, you asked me, like, what someone else do and how they get in. And I'm like, well, I know it all to some degree. I know I don't mean and I know what's going on with everyone, but not everyone knows what's going on. Meaning you don't get enough motivation. Take right. Getting out there, doing this and that, doing these deals we created. And we've got into more of a group set and live four times a week. Different topics. Everyone's on video. Everyone gets to know each other. Everyone is more accountable this way. What do you think about the news, honestly? And maybe you can say, hey, I prefer the old way. You can obviously give your honest opinion, but really.

Chris: I'm on the spot. I actually really enjoy it. I think there's a certain point when you start when there's proof of concept and you're doing deals, you want to know, hey, what's everybody else doing to make sure you're on the right track or hey, I'm falling behind because of but hearing in our groups, there's so many different experience levels. You know, obviously, you're the main one we're focused on because you're you're you're helping us and build our own businesses, but having everybody else kind of come in and chime in and say, well, I did this and this worked or I did this and it didn't work or whatever. It's good to know in your peer group like what's going on. In addition, with all the rumors that can happen in our community as real estate investors, it's good to kind of see what's actually working right now, you know what I mean? , there's a lot of noise, and I like cutting through that because I like taking action. I'm like like with your coffee. The closers the other day with Ricardo on there, I was like, oh my gosh, I'm going so slow. How do I get more than that? And I know right now I've learned I'm at my bandwidth. That's it. This is where we're the only way to do more is to bring more people on absolutely everything. But I like the new setup because it gives everybody something a little different on every one, every day. And it really depends on where you're at in your business. Right. For me, it's really acquisition, folks. So when you had Melissa on the other day, I really wanted to know what she does and how she does it, because how can I do that, too? So I like it personally.

Gavin: Yeah. And the other thing is as well, like bringing in a lot of from the feedback I've got, is bringing in my direct team on my VAs acquisition from business partners and digging into what they do, because I see it as kind of everyone knows what I do. I run systems and basically just make sure things are happening. But sometimes I can get the disconnect from what it really feels to to be on that phone, because I'm not on the phone, I'm not making them offers, but people are doing it. So hearing from them. Well,

how are you making these calls? How are you making these offers? How is my VA doing his follow up for me and the conversations they're having? And I think it's. Or for you guys to listen to that and go, oh, wow, OK, I need this type of person in my business to do this kind of job, and that's how they're getting the results, because people look and go, oh, yeah, cool. Well, how are you doing all this? And you're not doing any of these because my team writes nothing to do with me, really is having a great team. And if you can build a great team, just like you have a building with a desk by a guy as a partner where he's now got that comfortable that you have it dialed in. The reason I don't need to market, I'm just going to let you also, of course, now we could do more deals together. Right. And all then things are really important. So, guys, if you're looking to kind of work what you're interested in getting involved with people like Chris, with me, working with me, go to REINetwork.com/join Flashed on the screen if you watched it on YouTube. All right. REINetwork.com/join that and apply. Let's have a conversation. And it's and it's literally no push sale. We don't have anyone in there that is not trying to achieve the same thing. And yeah, you've got to be willing to put the asset in because I believe it takes you six months to to really get this business going, whether it's the system, whether it's outsourcing everything, whether it's doing your first deal, six months to to get it rolling. And I need six months of your life dedicated to this business. And if you give me six months, I'm pretty confident I can get you results, big results and maybe in thirty days like Chris. Chris, to be fair, gives me a lot of credit, but I give it right back because he's doing it, not me. I'm on the phone for him now and I'm not like any more. He's making it happen. And I think if you can just take a percentage of this, you're going to take it to the next level guy. So if you're watching us on the part listening terms on the podcast, you're watching us on YouTube, make sure you give us a like drop comments and I will go in and answer them questions. Let us know what you what you think of this. Hopefully you got some good takeaways. So what are they real quick, though, down on your text marketing right now, batchleads.io/gavin and sign up for the text messaging, you get the rotation of text messages and phone numbers to get a better deliverability while staying compliant. But you're going to help with that. Bring in the leads, why you can get them in the pipeline, making sure you're keeping your campaign separate again. You'll go get on the phone, start taking massive action, start making offers. And we haven't even touched on the follow up. Right. Which is a different level. Like when I see Arnold's got six deals, three close in three under contract about getting close and hopefully in thirty days. And we've not even talked about follow up yet, then it's just going to get stupid. That's just going to be six months is going to be stupid. The deal flow will be ridiculous. It's a great job. Chris. Chris, just before we go, how to people will one or maybe two things. One, how do people reach you if you're in the Louisiana if you're in the Baton Rouge, New Orleans area and you want to you've got a job now, you've got to sell that you want to be with, I'm sure you'll be happy to help. So, Chris, anything you want to share and have the people get a hold of you.

Chris: Yeah, we're doing all of our investing in Baton Rouge and in New Orleans. And so if there's any deals there that you need help with, you need to talk to a seller, anything to do with a property that's for sale. We'll help out in every way we can. We like serving that market. And then are you going to put my email on? So if someone wants to reach out to me, they can shoot me a quick email, ask me a question about anything to do with either something on here with Gavin. Hey, how's Gavin? Really a nice guy. He's a great coach.

Gavin: Yeah, we're not in the same room, I don't have a gun to his head or anything, but yeah.

Chris: Just email. So awesome.

Gavin: And that is Chris at Chris@CJ.properties. There is no dot com. OK, and again, I'm telling you now this business is hard enough. Do not go alone. That is one of the main things that I teach. If you want to stop going alone, whether you're going to JV with me, with Chris, people in the group, the coaching program, now is not the time to be alone in this business. It's hard enough focus on one thing at a time. Take massive action and we'll figure it out. Chris told you at the start of this episode. Yeah, I was getting things on the contract. I never knew anything about Tyler. I had to close the deal. Also, we don't want you to know any of that because you've got the contract. So many people want to know about moving a deal. And until when there's no deal, no one wants to engage or talk to you guys without a deal. A title company are busy. They're doing three hundred transactions a month. And what time to answer your questions with no deal in place. Ready to go. So just think about that. A buyer doesn't want to talk to you about a contract you don't have. A realtor doesn't want to. Say, about will you list that probably list my properties and help me move them with no deal? It's much easier to negotiate with, hey, I got a contract I need help. I got a contract. I'm ready to close. I need help. Oh, yeah. Now, let's work with you. It just makes sense. So don't worry about all the steps. Make sure you break this down step by step to get results and it's going to stand you in good stead. So, Chris, I appreciate you. Congrats. You got a lot of money and closing deals are happening. And let's just not get off the let's stay on the saddle. Let's stay in the saddle. Let's not get it off this time. Right. And you know, you've seen it. But the good thing is, you know, that you could build it ten times over. You now know that you can bring it back in your backyard. One of the big things I told you from the get go, let's get out of California. Let's go and learn the craft. Let's go and learn the stat that the stages of make money. And now if you want to go back to California, you are now in a position where you know what it's going to take to do it.

Chris: Absolutely. Thank you so much for having me on. It's great stuff.

Gavin: Appreciate you. All right, guys. Have a good one. Enjoy your day, your week. And we'll talk to you soon. Thanks.