



# REAL ESTATE INVESTING MASTERY

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## Real Estate Investing Podcast

### **I've Got All These Postcards. You're The Only One Who's Called Me**

*Hosted by: Joe McCall*

Hey, what's up everybody? Joe McCall and Gavin Timms on REI In Your Car. How are you doing? We just ended our first day of our implementation workshop with our coaching partnering clients. Super pumped and excited. We're on our way to a Cardinals baseball game, which will be cool. They're playing the Dodgers tonight. Almost all of us are going to this game. I'm excited. But while we were driving, I just wanted to share something really cool with you guys.

We were talking with one of our new partners that just signed up a week or two weeks ago and before she's even come out here, we got her set up and got her onto marketing and stuff like that. And just within a week she's gotten two solid potential deals. And we were walking her through one of them, like how to make an offer and stuff like that. And it's so cool because this is what she said. Every seller she talks to, tells her, "I have a stack of investors, postcards and letters here, but you're the first one to ever call me. You're the only one to actually call me."

And so, guess who's doing the deal? Our client who's only spending like 500 bucks, a thousand bucks for this for our system here, for the marketing or the investor that's spending \$10,000 in marketing for direct mail to get that one deal. What do you think the answer is?

But here's the crazy thing to this. This client of ours was working with somebody else. I won't mention who this person is, really solid character. I really liked this person, but this person was complaining in their Facebook group (and this is a coach) was complaining that the direct mail costs or the costs for deals using direct mail have gone up. The client was telling us this coach was complaining that the last deal that they just did, their average marketing cost was \$10,000. It cost them \$10,000 in direct mail to get this deal that they just did. I don't know what their profit was. Maybe it was \$50,000 profit. I don't know.

Those are good numbers. But here we are coaching. This client been working with us. She's been working with us for a week. She hasn't even come to St Louis yet. We've already gotten her up and running with some marketing. I was just talking to her about this deal. This house is free and clear. It's an elderly lady. She just



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wants to sell it and move on. She had attended in there for the longest time and she's opened a cash offer. Maybe owner financing. We'll figure that out, but I'm just like, yes, this is awesome. How excited is Gavin?

Yeah, she's made up in a week in a very competitive. It's just incredible. If you can get direct to seller is so important. Like people now want to speak with people, you know, that is the way forward. It's a new way. You can have all this technology. They don't want a hundred mail postcards. They want to speak to a live body because guess what, when they call that postcard, they got a recording or they get someone that doesn't speak English or doesn't answer. And then they're like, forget this because everyone's the same even though you might be the one that's going to answer your postcard, everyone gets labeled the same. But when they get a buddy on the phone, it's like, oh, this is different. This is what I wanted. I want to deal with someone that actually is going to be on the phone. I want to sell to that person to build that rapport.

If you want to make a lot of money in this business, you need to be brilliant at the basics. And what are the basics? It's talking to sellers. It's being on the phone, it's answering the phone when sellers call. It's calling them and following up with them and making offers and just being nice. This lady that we're working with, she's very friendly, great personality and if anything, we probably need to help her a little bit with talking less. She spends way too much time on the phone, but maybe that's why she's already got almost two deals done because she is so friendly and nice. So anyway, we're not trying to toot our own horn, but we kind of are because this is so much fun guys. I mean, I'm enjoying this hanging out with clients, talking about deals and going to a Cardinals game. It doesn't get any better than that.

Yeah. Nice. Amazing. It's going to be great to see how much we can do. Well, the testimonials are going to come. This is profit. This is why we're in the business, to make profit as the clients are in it. We're in the deals that we do is how we can spend as little as possible a mate as much as possible. That's what everyone wants to do. Not \$10,000 to make 20. We want to spend 500 bucks to make 20. That's a proper deal as to me.

That's excellent. Our wholesaler who's used to be our student is now our wholesaler that we partner with and we've been working with her for over a year, I think less than that. I mean we're averaging \$100,000 dollars a month in the last couple months in wholesaling fees. But here's the cool thing guys. I was talking to her the other day and she says, and lives in Alabama where she goes to the beach once in a while. She says, Joe, every time I go to the beach I do some deals. That's so cool.

But I got to go. We're here looking for a parking spot and I've never been to a game this early, so I'm going to get a good parking spot for once, which is awesome. We'll see you guys if you're interested in working with us,



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checkout CoachJoe.net, and it'll tell you about what we've got cooking. If you're interested we might have a spot for you. We'll see you guys. Bye bye.