



# REAL ESTATE INVESTING MASTERY

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Real Estate Investing Podcast

REIM 131

## Why People Suck At This Business

*Hosted by: Joe McCall*

*Featuring Special Guest: Nathan Jurewicz*

- Intro:** Welcome, this is the Real Estate Investing Mastery Podcast.
- Joe:** Hey, everybody, welcome. Again, this is the Real Estate Investing Mastery podcast. I'm Joe McCall and I'm here with Alex. Alex Youngblood, how are you sir?
- Alex:** Hey, Joe, great to be here.
- Joe:** Good, we both have our phone voices on today because we were trying to record this earlier on Skype and it wasn't working, wasn't cooperating but that's okay. We never quit, never give up, never get discouraged. Hold on, most of the time we don't. But so Alex, real quick, I want to get on this interview we have with Nathan.
- Alex:** Yeah.
- Joe:** But we always talk about a deal or two at the beginning kind of what's going on with you and what's going on with me. You got a deal real quick you can tell us about?
- Alex:** Yeah, absolutely. And it's a small deal but I mailed out a tax delinquent list and it's probably about 500 names on there, mail one out. I didn't get many calls. In fact I was like, "Oh, that was kind of a bomb." But one of those calls happens to be one where they were just ready to go. They were about a year behind on their payments. So I came in there and pretty much got it for the mortgage balance plus about \$2,000 in their pockets and I will wholesale it and I've got my buyer lined up and when it's closed, it will make about \$12,500.



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- Joe:** Nice, very good. I've mailed tax delinquents before and I've not been impressed with the response but we've gotten deals from it. So it's one of those lists that you should mail to.
- Alex:** But they're going only 500 names so it doesn't cost that much. So what's 500 pieces times \$0.30? What does that come up to? \$150 bucks?
- Joe:** Something like that, yeah, yeah.
- Alex:** Yeah.
- Joe:** So, all right, real quick though. I did a deal recently from Google Adwords. And I never talked to the seller, never talked to the buyer. I partnered with a wholesaler and in fact I never even talked to the wholesaler. My assistant just kind of handled it for me and it was really cool. I'm happy with the deal. It came from Google Adwords. We just started doing that a month or two ago, couple of months ago. It's going well. This was a deal in the hood.
- Alex:** In the hood.
- Joe:** We bought it for \$8 grand. Yeah, we bought it for \$8 grand and we sold it for \$20, a sweet deal. It's a sweet deal. And that deal actually kind of started while we were in Prague. So it closed after we got back from Prague. But yeah, I love those kinds of deals. We made... I made... My half of the profit was \$5,800 bucks, and I'm really excited about that.
- Alex:** Whoa!
- Joe:** But guys, real quick, go to [RealEstateInvestingMastery.com](http://RealEstateInvestingMastery.com). We talk about how Alex and I do deals. We talk about how we wholesale deals and the systems that we use, the marketing that we do, the virtual assistants that we have, things like that. And it's called our Fast Cash Survival Kit. It's really good. You got to check it out. But let's jump right in, Alex. Shall we? We have a really, really special guest.



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**Alex:** Let's go.

**Joe:** I know I say that a lot. We have a really cool guest. But this one is really a cool guest. And all the times before I've said that, I've been lying. No, I'm just kidding but...

**Alex:** Oh.

**Joe:** No, no. But this one is especially... I'm especially excited about this. His name is Nathan Jurewicz. We've interviewed him before on the show, but a lot has happened since then. And I guess you can say that's an understatement. Alex, you've known Nathan for a while. When you saw this video and we call it 'the video...' We'll link to this in the show notes. But when you saw the video, what did you think?

**Alex:** No, I thought it was incredible, because I mean I remember Nathan from the days where he started with testimonials on Preston Ely's 'learn how to wholesale' eBook page. From there, he moved into doing some pretty awesome things that we're supposed to talk about. So watching the video and what I would say is that video was extremely raw and extremely honest.

**Joe:** Yeah, I've never seen the video. I've never seen anything like it before and I've seen it like two or three times now. And then some of you guys watching who've seen that video, you might be thinking, "Oh, Nathan is a good marketer. What's the pitch? What's the catch?" But this is like... And we'll talk to Nathan about this. This is amazing. And it really made me kind of think about myself personally, my life, like do I have friends in my life that would help and bail me out when I hit rock bottom? Would I be able to ever come back from something like that has hit Nathan. I mean would I be able to come back like that? But anyway...

**Alex:** And would you be able to be honest to yourself about it? Would you be able...? A lot of people get to that point but they live in denial and they're not honest that they're in a situation where they realize there are some things going on in their lives that they can't control. It's a humbling situation.



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- Alex:** Yeah, for sure. And we're going to be talking about that with Nathan because Nathan is on the line. Hey, Nathan, how are you?
- Nathan:** I'm doing good, sir. I'm doing good.
- Joe:** Well, we're glad you are here. Sorry for the long intro and making you go through several different pre-recordings. We're trying to get this thing to work but we're here now. And so we interviewed you before Nathan and that was probably about two years ago and people should go look at that. Just look up at Nathan at [RealEstateInvestingMastery.com](http://RealEstateInvestingMastery.com) in the search box and you will see the interview we did with him before. And this video, the video we're talking about, there'll be a link to it in the show notes, and at the end of this podcast I will give you guys special link that you can go look at it. But Nathan, talk about kind of... Well, I don't know where we would even start. Should we start like when you lost your first house to foreclosure? Go ahead.
- Nathan:** I guess we'll just start talking. I guess we'll just kind of start talking. I didn't know that you lose many houses to foreclosure because I was only buying and flipping. I was never a buy-and-hold guy.
- Joe:** Yeah.
- Nathan:** And I think everything started going downhill just about the same time immediately after I did my last podcast interview with you two years ago.
- Alex:** Oh, no!
- Nathan:** It was right about that time.
- Joe:** It was our fault.
- Nathan:** It really was.
- Alex:** No, it was Joe's fault, not my fault.



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**Nathan:** Yeah, I had... I think for those of you who don't know my story... Hopefully, I think, Joe, at the time that this video goes out, you would have already sent the video out to the list.

**Joe:** Yes.

**Nathan:** So hopefully, they've already watched it already. But if you haven't, long story short, I got into real estate in 2006, I think it was. And in 2009, I started entering the guru space. I started a website called [ShortSalesRiches.com](http://ShortSalesRiches.com) teaching people how to flip houses without doing any work, and over the next three years sold over \$10 million online in the information marketing space.

**Joe:** That's a lot of money.

**Nathan:** And it's incredible. You're going to have this unfair bird's eye view when you are a guru. You really see the difference between the people that make it and the people that don't do anything. I've been guilty of this and really all of us have. I don't care who you are. No one's perfect. When you're teaching people how to become successful, a lot of time we don't really teach you guys the real stuff of how to actually make it or how to actually do things, because when I say, "That's a really good real estate tactic there," but there's no way I could ever convince my followers that they could do that and they will never buy that.

So because of that, when I'm going to teach it because people's belief system is totally screwed up as to what is and is not, and what is possible and what is not possible. And that kind of really bothered me. So you get into the information marketing space with the best of intentions that we're going to help a bunch of people and we're going to make a bunch of money. But then when you see that only one out of a hundred people actually does anything with your program. It turns into tricking people into buying your program knowing that they're never going to use it, okay?

**Joe:** Right, right.



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**Nathan:** And that's just the reality of it. You don't really do it intentionally. It just sort of happens.

**Alex:** Nathan, I heard you say that in the video. And to your defense or defense of gurus, I guess you can say is, what would you say the percentages are people that go to college for a degree and spend all his money way more than they give a guru and how many of them use it or don't use it and whose responsibility is that?

**Nathan:** Yes, I think that college... I never went to college. I was homeschooled.

**Alex:** Yeah.

**Nathan:** And I don't know what the percentages are. But I really have no idea. I haven't looked at those statistics. But I can tell you this, the people that go to college, they go to college with college blindness on they just focus on the degree and a piece of paper. Really college should be used as an experience and for networking.

**Alex:** Interesting.

**Nathan:** The piece of paper that you get is sort of a bonus. Of course, that is going to be different if you are going to be a doctor or you're going to be a lawyer or you're going to be an accountant, but for everything else I would say that right now where we are at, you are just kind of prolonging the inevitable. But what happened to me is I kind of decided that I had enough of this and I decided that I was going to write this book called, 'Get Anything You Want No B.S.' And what I found is the difference between the person that becomes successful in real estate is the person that can successfully infiltrate the good old boys club in the market that he's trying to market in. That's the difference.

It's not how smart you are. It's not how hard you work. It's not how much action you take. Although, those are all good things. It's not how many podcasts you listen to. It's not how many coaching programs you sign up for. Those are all good things too. It's not how which software you buy. Those are all good things to do. But the reality is we are not talking about our ability to communicate and influence people. So you're listening



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right now and you are saying to yourself, “Man, I've done everything the gurus told me to and I'm still not successful.” The problem is maybe you're an asshole and people don't like doing business with you. That's just reality. That's just reality. So you really have to look at why that is.

So I set out to kind of like break into a whole different niche, a whole different brand and write this book that taught people how to infiltrate the good old boys club. As people that are following real estate gurus, from our perspective is we want to give you as many tools as possible to become successful. “Here's my magical software. Here's my best coaching program. Partner with me, and I'm going to give you all the money in the world.”

But what happened is we end up handicapping you, and it's almost like a crutch because you become co-dependent on us, which is not how it's supposed to be. You have to get out there. You have to be a big boy and you got to go out there and you got to build relationships with private lenders. You've got to build relationships with cash buyers. You've got to build relationships with rehabbers and wholesalers. You got to come up with a strategy to find motivated sellers, or banks or assets managers or whatever it is. It's all really the same thing basically. And you have to get them to actually like you and go out and do it.

And I just found that there are seven different things that were preventing people from getting into the good old boys club. And I'm just... We are not going to really talk about these seven things in too much detail on this interview but I will real quickly go over them. The seven things are third party endorsements, trying to control, likeability, your appearance, credibility, popularity and your ability to tell good stories. So I'd set out that I was going to write this book and I was going to make it a New York Times best seller. And I kind of made that decision in February of 2013.

But when that happened, everything went totally wrong. Things were beyond my control. Shit just got real. My parents got divorced. My girlfriend broke up with me. Business dried up. Things that used to work before weren't working. I was diagnosed with bipolar disorder. I started having several severe manic episodes. I was hospitalized



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four different times in November 2013, December 2013, January 2014 and February 2014. And when you go from becoming a real estate internet celebrity and the largest short sale educator in the world to being in an 8 x 8 padded room because the cops put you there and your friends and family don't know where you are, it really sort of puts things in perspective.

**Joe:** Uh-huh.

**Nathan:** So I've really spent the last two years figuring out why that happened and seeking God and really kind of getting my act together and beating clinical depression. So now, I'm right where a lot of other people are. I have no money. I have destroyed credit and I'm going to get back in the real estate and I'm going to document myself getting back in the real estate using all the same resources that you would have. The only currency that I have is my ability to make friends and my ability to influence people, and my ability to get into the good old boys club. And I would put that way above any private lender or push-button system or coaching program. That right there really is a skill that can be learned because it didn't come natural to me either.

So on one hand, I have a lot of sympathy for the people listening to this right now that haven't made it happen because maybe you have personal issues, maybe you do have clinical depression. So I'm just not going to stand here like every other douchebag guru and just say, "You just have to make it happen. You have to take action now," and maybe that is the issue. But the big thing is the reason why you're probably not successful is because you're not able to influence people in the market that you're trying to attack. And that's just the Goddamn honest truth.

**Alex:** Well, what you're saying about influencing people, a lot of that comes down to sales skills for instance. So I was talking about some of these the other day, actually about why people would suck at this business. Actually, it might be a good podcast title but why do people suck at this business and what does it all come down to? Number one, you have what? Marketing. It all comes down to marketing. If you suck at marketing, you're not going to get leads. Well, let's fix your marketing. Now you're good at marketing, you got deals coming in. Number two...



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**Nathan:** I don't know what to say to them.

**Alex:** Now what happens if you suck at... Well, not even that, now you've got... You will have a way to deal with these leads and process the leads before you get to the point where you're going to talk to these leads. So now we got to fix your intake systems. So we get Joe to hook you up with your Podio systems and he does a great job and now you've got a well-oiled machine. So we fixed your marketing, we fixed your lead processing, and now #3, you can suck at talking to sellers and suck at dealing with people on that level. So there's so many different aspects that you can suck at and a lot of it does come down to dealing with people and influencing people because if you get those leads and you can't do anything with them and communicate effectively to the sellers, you're dead in the water.

**Nathan:** Yeah, I definitely agree with that. The other thing I think that a lot of people aren't really getting especially in this market now... When people are trying to get into real estate, usually wholesaling is the first thing they want to do because it's the least risky. But you don't kill it... You waste too much time on deals that aren't deals. And the reason why you do that is because it's the only time you have going on, so you end doing all of these busy work. I think, like for me personally, as I'm getting back at real estate, I haven't really started anything yet. I don't even totally know how I'm going to do it. I just put the video out there figuring that something will probably magically happen, so that's kind of what I'm talking on. I don't have the...

**Alex:** So you're not sure what venue you're going...

**Nathan:** I'm just not going to do short... I know I'm not going to do short sales, I know that.

**Joe:** Uh-huh.

**Nathan:** But I think, but one thing that I do think that people don't really see... I mean you have everyone that is basically advertising, "I buy houses, I buy houses, I buy houses," and a lot of them are wholesalers. They don't have any money. But a lot of them are actual real buyers but they want to buy, rehab and flip. So that means if you really look at the



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things, they're going to buy houses for cash. They have to close on it. They got to pay closing cost on the first closing. They have to rehab it, they have to pay holding cost, they have to pay the insurance, and then they have to resale the property and pay closing cost, information on second closing, probations and all that stuff. All that stuff adds up.

So if you buy a house for \$65,000 and sell it for \$110,000, the property is not \$45,000, it's more like \$25,000. It depends on the rehab. So that means if I'm going to go out there, in order for me to wholesale to that guy, I have to find a house with an after-repair value of \$100 to \$110,000 and literally put into contract for like \$50,000 to \$60,000 to build in enough feeds where I can make a \$5,000 to \$10,000 assignment fee.

To me, those deals are going to be huge and far between. I think that if you build your business around selling to cash buyers or really strong private or hard money buyers that were buy and holds but they have the passive mentality where they don't want to do any marketing or any hustling... They just kind of want a deal brought to them on a silver platter so they can make 10% to 15% or wire their money, and they'll rehab it themselves and hold it themselves... Those are actually real investors. And in a lot of cases, they're going to be willing to pay instead of \$0.65 on a dollar; they're going to pay \$0.75 to \$0.80 on a dollar.

But the problem is when people think that, "How do I get to this big buyers list of all these cash buyers and anyone is just going to buy anything?" and that's just not reality. So you either get cash buyers that want a low volume so you're not able to deal with the truth yourself, or you get like retail half-assed financing buyers and it ends up falling apart at the last second because their financing wasn't strong enough, because the house didn't pass inspection, because it needed rehabbing. And that's why you have all these deals falling apart last second. I think that what we need to do, especially people in the wholesaling industry, is really focusing on finding passive cash investors that are buy-and-hold guys, figuring out what they want, and then pretty much throwing all the other leads in the garbage.



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Another strategy that I'm probably going to do is I'm probably going to get my real estate license in the near future here pretty soon, not because I want to be a realtor because that sounds like a very miserable job, so that I can legally get paid a referral fee on all of the deals where you advertise, "I buy houses everywhere," and you get all these idiots then call you up. And they're like, "Well, I got a house that appraised at \$150,000 two years ago. You look at the comps and it's actually worth probably \$120. They're like, "Yeah, I'm, willing to sell it for one-tenth." We can't do anything with those leads and those leads come in probably nine out of ten leads that you get calls on end up being just like that.

So to talk to them and kind of bring them back to reality and let them know that they absolutely can't sell that house for \$110,000 but they're going to have to wait for an offer. So an investor like myself makes my money on buying low and selling high, not buying high and selling higher. So I have a real estate agent that I work with. There's several actually that specializes in the area that you would want and they're really good at getting leads on the internet above and beyond what is just on the MLS. And if you like, I can have one of them contact you to talk to you about listing the house. You are going to pay a commission but you're going to end up netting a lot more working with them than you're going to be working with someone like me.

Someone like me, I'm just going to make a low-ball offer and I'm not going to close on it. One of my partners are going to close on it. And it's going to close in two to four weeks but if you really want the number that you want, I would suggest talking to a real estate agent. So you give them options and then if that's the option they want to go with, you call up your real estate agent. You find a really good real estate agent with a really good reputable brokerage and you start feeding them leads. And every time they close a deal, you make a 25% referral fee for essentially doing nothing and you take all that money and you sink it back in your marketing so your marketing is actually free.

And you end up being able to generate cash right away with this little \$1,200 and \$2,000, 25% commissions for essentially doing nothing. So if you're thinking about getting your real estate license and you want to be an investor, don't get your real estate license and then end up turning into a realtor, because to me that's the most



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miserable job on the face of the planet and you end up being everyone's bitch, driving people in cars and shit like that. I would highly suggest being a referral agent for the deals that you want to pass up on, that you don't want to work with. And I think that just those two strategies alone can get it so that you're not overwhelmed with all these leads that aren't making you any money. You're very laser-focused on... only focusing on the stuff that actually makes off money.

And the script that I just ran through, that just comes as result of having good communication skills, and you noticed that I didn't have to lie or be like a snake oil sales man or anything like that. I can absolutely be completely ethical and do everything above board and legal, and influence people so that they know, like, and trust you. And I really think that the gurus, some of them not all of them, a lot of them are good guys have really missed that. And I think that a lot of people in the business have completely missed that to the point that the investing community has this perception by some people that we are bunch of horrible vultures looking to take advantage of other people's misfortune and that's just not reality.

**Joe:**

Yeah, and I like the fact, Nathan, that you are approaching this new venture in your life with full open disclosure. I mean you are going to be an open book to folks and they can watch you on your journey back to this. I like the strategy you talked about with finding the buyers first, and it was reminding me of a podcast we did recently with a friend of mine named Rick Hein. And the title of the podcast was actually about how to use Evernote as a CRM. But it was about his journey kind of... He was my... Originally, he was one of my acquisition managers. That's how he got started in the business.

That's all we did. We started off doing some seller marketing but a little frustrated with the results, so we started really focusing on buyer marketing, finding good buyers because they're the customers in the business, right? We just started doing a lot of marketing and we didn't make our buyers jump through hoops. All of the phone calls from those letters came right to Rick's cell phone. He would talk to them and he would find out what they're looking for, what do they want. And we found that there were a ton of other wholesalers that were bringing us their deals.



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We didn't have to do much marketing at all. In fact, we stopped our marketing for a period of time because we had so many other wholesalers and investors and property managers and realtors bringing us deals because we had such good buyers. And Rick actually eventually did get his license. It's easier to kind of do what we're talking about I think sometimes if you have a license. But the point or the fact of the matter is there's something to be said with doing marketing and having some confidence and knowing what to say to sellers and buyers when they call and not complicating it, right?

**Nathan:**

Absolutely, another thing that I think that holds people back, and I only know this just because again I have that unfair bird's-eye view in the past of coaching people, selling information products, and getting to know some people that brought your program and weren't able to do it. These people are really... They're proud and they think that... Well, if everyone finds out that I don't have any money, I don't have any credit, I'm eventually a faker, they're not going to want to do business with me and they're not going to take me seriously. And what I found is the opposite is true. Just some of the past few months, I have just been getting myself a little bit refamiliarized with the real estate business because I have been out of it for five years.

And I would go to the REIA meeting, and basically when people stand up, if you've ever been in a real estate investor meeting, everyone stands up and they get the same lame pitch, and it goes something like this, "Yes, my name is Bob and I buy houses cash any area. Just let me know, just call me, my number is 5-5-1-2-3-4," and everyone does the same thing. And everyone in there, 80% of them are wholesalers that don't actually close, and the other 20% of them are actual cash buyers. So I have just been doing the complete opposite. I would go to REIA meeting and I would just stand up...

And when it comes to my turn to introduce myself, I would just say, "My name is Nathan Jurewicz. I used to be a guru. I'm not a guru anymore and I'm getting back into real estate. I was diagnosed with bipolar disorder and lost everything. I know how to make a lot of money and necessarily wasn't really great. I have been a good steward of my money and keeping my money. So I'm pretty much a faker, so I'm pretty much just going to say that I'm going to buy your house. But when you bring it to me, I'm not actually going to buy it; I'm just going to sign a contract with someone else, so I'm a faker. Do we



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have anyone who are fakers here? Raise your hand if you're a faker," and then everyone just starts laughing. "Look, so if we have any fakers here, talk to me. Maybe we can do some co-wholesaling or something together. And if you're not a faker and you actually close on deals in your name, then contact me and maybe I can flip you a contract or something like that." From that point on, I pretty much own the room and everyone wants to do business with me.

**Joe:** Sure, well, it does help to have some buyers already before you stand up in the room, right?

**Nathan:** I don't have any buyers when I said that. I'm just saying that... I'm using that strategy to get buyers because if you're a buyer, a real buyer, and you hear something like that, you immediately think, "Okay, well, everyone in the real estate industry is pretty much a bullshit and doesn't do what they say they're going to do but this kid isn't. I like him. I want to do business with him. That's very, very likable. And that is one of the seven variables that you need to learn about to get into the good old boys club.

**Joe:** And I see where you're going.

**Nathan:** That's what you have to do. A very wise man once said... because it all comes to a pride thing. Okay, people are too prideful to let out their struggles, okay? So a very wise once said, "Those that exalt themselves will be humbled and those that humble themselves will be exalted." That was God that said that by the way, okay? You can check so let's put that to the test.

**Joe:** Somewhere in Luke, right?

**Nathan:** It's in Matthew 23. Jesus said it. Yeah, Matthew 23. 'Those that exalt themselves will be humbled, and those that humble themselves will be exalted.' So I'm putting that verse to the test right now with what I'm doing, but it's not that only in my advertising of this video that tells this entire story to everyone and he'll go pass counties and on Facebook, the county where I'll find on doing business with. But I also recently moved in with my



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mother at the age of 34 years old, so I have also made another video that was just released today that discloses that.

So I'm doing the opposite of what anyone else in wholesaling would do. So do you think it would make a difference? Do you think that people will not take me seriously if I tell everyone I have no money but I'm going to buy houses and that I live with my mother? Will that make difference? So it would be interesting to see what happens so...

**Joe:** I think it's really interesting to say the least because who else has the co-owners to do that?

**Nathan:** You can say... Just say balls. Okay, say balls, Joe, come on.

**Alex:** Honesty, Joe, just be honest.

**Joe:** Balls, I said it there.

**Nathan:** Balls to do it.

**Alex:** Wow! He even said it with guts.

**Nathan:** Wow!

**Alex:** All right, that's enough.

**Joe:** We're going to have to put out explicit filter on this...

**Nathan:** Yes, to make this a podcast, we leave out all the curse words in this podcast which actually will make it funnier so I'm cool with that.

**Joe:** But we'll actually. It'll probably give us more listeners and more feedback and more interaction.



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**Nathan:** Yeah, because we need to market too. We need to attract the people that have foul mouth, because that's a good market. There are a lot of people who have fallen out that want to get in real estate so we're just attracting them.

**Joe:** Oh, anyway, we can't go down that rabbit trail but... So yeah, I mean, Nathan, once again you're kind of shaking things up a little bit which I love. I think it's good, because we need to be real in this business and we need to be real with our friends. We need to be real with people that we're coaching and teaching in the business. It's never okay to hide behind a fake side of, "Yeah, I'm all successful, and I'm happy, and I don't have any problems. And you need to be like me." It's not what's this is about.

And I like the fact that you're going back into real estate especially because that's kind of where you got started. I mean you got started... You were doing a lot of deals and you started thinking outside the box. You were one of the first ones in the industry to really ask yourself the question like, "How can I make a lot of money in real estate and not do all the work?" right?

**Nathan:** Absolutely.

**Joe:** And you're kind of doing that again in a certain sense, right? You're just asking yourself questions like, "Why can't I do it this way?" right?

**Nathan:** Yeah, I mean why not? Like what's the worst thing that could possibly happen when you've been through what I have been through? I would say that that this is kind of unfair advantage that I have. When you've been taken through the meat grinder and you've lost your sanity, you've lost your money, you've lost your credibility, God put you in a position to where, "What is the worst? And if I do this, what is the absolute worst thing that could possibly happen?" And I'm just like trying to run across every scenario because I could totally completely fail. And that's at least completely realistic possibility. But if that happens, it's just going to end up leading to something else that was better.

Like I already went around this merry-go-round once. I went around this mountain once, whatever you want to call it, two years ago where I declared to everyone on the



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internet. And I think it's probably about to two million people that I was going to write a book and I was going to become a leader in terms of best seller. Well, that plan definitely got disrupted and I ended up in the loony bin. So really, I mean what's the worst thing that could really happen? And when you have that attitude, you literally are attacking this business where you have absolutely no fear, okay?

There's one thing that you absolutely you cannot accomplish with this business without. And I'm just going to say, I know this is not politically correct but I mean that's just pretty much what I said at the beginning of this interview. You really cannot do this without a direction from God. You have two extremes, okay? You have one extreme over here where you're going to do everything in your own strengths, okay? And you are going to listen to the step-by-step take my number systems that the guru gave you. And you're either co-depending on the guru for you to become successful or you think you're going to do it all in your own strength and that's one extreme here.

And that will end up... You'll usually end up falling on your face very, very quickly. Okay, if you do have some success in doing that, it won't be sustainable and I can tell you that from experience so that's one extreme. You have another extreme on the total opposite end of the spectrum where you're going to depend on God to do everything for you, and you're basically going to be sitting in a room and pray for an angel to show up your door with a check or a real estate contract, okay? And that could happen, but the reality is you need to co-labor with God and ask God for direction on whether he even wants you to do this business or not.

And if so, will he start to open up doors for you? You got three voices in your head, okay? Everyone has three voices in your head, and you may not even realize this, okay? 33% of everything that you think is you, 33% of everything you think is God, and 33% of everything you think is something else that's not cool, okay? And that's usually really able to... It's really easy to discern what the something else is, okay? I'm talking about demons, by the way guys or spirit... bad things, bad stuff. That voice that's telling you in your head that you're never going to succeed. It's always going to be this way attempting you to do whatever, okay? That's usually easy to figure out what that is. You just don't listen to that voice.



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But learning to discern between your voice and God's voice is a skill that can be developed and a gift that God will give you if you ask him for it. So that's really, really important. And it's something that maybe learn if you want to have success. People that are religious-minded or Christians typically don't have the most money. As a matter of fact, a lot of Christians have this... They're known for being broke all the times. And I think it's because they go to that extreme to where they think that having money is bad. Or they think they are going to be to say a prayer for an angel to show up at their door with a check. Okay, so you really have to understand that and co-labor with God to become successful and to prosper. So I mean, I guess that is about as much as I'm talking about God and you kind of get back in real estate. I don't know if your audience was really for that, Joe, but I just decided to go there anyways.

**Joe:** Well, if we have any audience left, I mean you've cussed, you've talked about God and now we're talking about real estate.

**Nathan:** And don't forget the curse words.

**Joe:** Well, I don't think God is sitting back in shock that he heard somebody say a cuss word. So everybody needs to relax. It's going to be okay. They think it's a bad word because you're allowed. It's going to be all right. The world is not falling apart.

**Nathan:** Yeah, I'm not Jesus, okay?

**Joe:** God still loves Nathan even though he cusses and God still loves me even though I said the 'B' word, right?

**Alex:** Ball a 'B' word? Oh, that 'B' word.

**Nathan:** The 'B' word. The 'B' word is not balls, Joe, it's something else. Come on, go ahead.

**Joe:** So yeah, this is... One of the things I was thinking about while you were talking was when you're at the bottom, when you are at the bottom, right?

**Nathan:** Rock-bottom, yes.



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**Joe:** If you try something again and you fail, you don't have very far to fall, right? So why not? Why not go ahead and just give it all and say, "You know what. All right, I'm going to do this. And I'm going to stick with this. I'm going to figure it out until I get it to work." In fact, sometimes some of my students that I think have the best success are the ones who have their backs against the wall. I'm not saying that your back have to be against the wall, you have to be on rock bottom before you'll have a success in a deal. But there's something that you need. You need that kind of desperate... I've got to find out how this work.

**Alex:** Well, it's kind of discovering your why, right?

**Joe:** Sure, yeah.

**Nathan:** Yeah, absolutely. And you do need to educate yourself. Here's another thing. This is like a behind-the-scenes guru thing that the listeners don't really know about. When we're coming up with ideas for content to sell to you guys or to give you guys away for free or whatever, if we're like, "Okay, well, let's come out with 100-page E-book and we'll give it away for free." Well now, because Americans especially have turned into a fat lazy entitled douchebags. They think themselves, "Well, I don't want to read a 100-page book." So then what we do is we take a lot of the information and we condense it down to 27 pages because we know that people are too lazy to read a 100-page book, okay?

That's a reality so you do need to educate yourself and do need to spend some time learning about the tips and tactics to actually do this but the language pattern and selling skills as well, that's not something that you can really just skip, okay? It's something that has to be learned. Now some people are more natural than others. Some people end up getting in the real estate and they've never been in the real estate. Something like that does happen. So then there are two extremes to that issue as well, because on one extreme you have people that will say, "Okay, well, I'm going to spend all these time at these seminars going to these courses or reading books to avoid having to actually take action." And they never take action.



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And you have another extreme where people don't educate themselves at all and they just take action and then nothing ends up happening so they end up being an unbalanced. So I would suggest if you are doing this business, spend an hour a day educating yourself and the rest of... as much time as you possibly have actually doing the business. The transition from leaving your job as a situation that you're at now and getting into the business full-time is one of the hardest things you'll ever do and people get stuck between a lot of hard places because they're like while working 40 hours a week, I have got to spend time with my kids and I have to do this and I have to do that.

I don't actually have time to do real estate and that's why all the push-button systems of 'Flip Five or Ten Houses per Month Without Any Work with No More Money, No Credit' sell so well. The reality is that the people that actually take action and actually do stuff, they build relationships with private lenders, wholesalers, real estate agents. They do work, they have rehab crews, they have advertising budget and they actually do stuff. The person that we're selling too in the info space is not the same person that actually does deals. Our demographic of who we're selling to, what I'm about to tell you, this is like undercover behind-the-scene stuff and I don't even know if Joe even wants me to talk about but I'm just going to do it anyway.

**Joe:** Go ahead, Nathan.

**Nathan:** 40- to 60-year-olds, 70% male, 30% female, white Christians, conservative Republican, he wants to make money in real estate because he saw Than Merrill's Flip This House or one of those house flipping show. He's stuck in his job, he wants to make money with no money, wants to make money in real estate with no money, no credit, without talking things, without talking to real estate agents. He wants to wake by the bed, check his email inbox with seller and buyer leads in his email inbox every single day. He wants to have closings with big fat checks every single month.

And he thinks that real estate gurus only make money selling information and not actually doing real estate. So from the gurus' point of view, when we come up with ideas to sell it to you guys, we have to overcome all or most of those objections. And if we're able to do that, we're going to have a winning offer and a lot of people are going



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to buy our stuff. The problem is, is that the core issue is even though all of our information works or most of it works, I would hope, we basically just trick you into buying something. So now you're applying the movie in your head of all the stuff that you're going to get when you buy our product - the mansions, the cars and all that kind of stuff.

It really needs to be a different movie. We need to get better at painting a more realistic picture of what actually has to happen to you guys. And that's our fault, and I would like to publicly apologize to the entire industry on behalf of all the other gurus for that. And that's kind of why I made it to kind of disrupt the real estate industry and kind of turn everything upside down. But one practical tactic that you can do is go to God and ask him to bring you a business partner that would finance your transition from the situation right now just telling your business, because there's a lot people out there that have a lot of money that don't want to do as much work that you'll do, that will finance and support you as you're making these transition from anywhere between 25% to 49% of the company.

I wouldn't give up any more than 51%, okay? So you have to get out of that if you think that isn't an option for you. And if it is, then get a piece of paper and draw a line in the middle of the piece of paper, and write down everything that you're good at on the left side and everything that you suck at on the right side. And ask God to bring you a business partner that has money, that has the skillsets that you suck at. Did you hear what I just said? Did that make sense?

**Joe:**

That was really good. And if you want to buy my course that teaches you how to get rich and fat and lazy at the same time, just go to [WholesalingMisfits.com](http://WholesalingMisfits.com). Just kidding. Well, just tying into what you said Nathan, I think that was so good. And I think what the apology that you just made is... Well, I know from talking to you earlier, it's very genuine. I mean the info-guru space is really screwed up. There's a lot of shallots out there that are selling crap to people that shouldn't be buying it but...



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**Nathan:** At the same time, I have to defend the gurus because when you sell one course and you get a gazillion emails from whining little bitches, okay? They'll basically make up an excuse as to why they can't be successful. We hear that and we're like, "Okay, what about that person? Now we have to craft and offer for them and get them to believe that they can do this. "Oh, I can't raise any private money. I can't find anyone to raise money," so what do we do? We come up with a course and we'll partner with you and we'll provide the money for you. The reality is this is very difficult to run a business model where you're partnering with students all over the country. Do you guys do that by the way? I don't even know. Do you guys partner with students all over the country? Does that happen?

**Joe:** Sometimes I do, yeah.

**Nathan:** Okay, it can be done. It is difficult because you're expecting us gurus to know the market in all 50 states. So a lot of times, people end up bringing us deals that aren't really deals, and if we don't fund them they get pissed. And we look like the bad guy. So on one hand, yes, the gurus have been guilty of pushing the envelope a little bit and making... promising there's a world and enabling you to do nothing. But on the other hand, it's kind of also you guys fault, the people listening to this podcast, not all of you, just the whiny little bitches, okay? And you make up all these excuses as to why you can't do this and you go to a blog and you go to a Ripoff report and you talk about how this guy scammed you, and you don't take any responsibility for yourself. And that's just kind of sad and pathetic.

**Joe:** Yeah. Wow, that's good, so I want to say one thing too.

**Nathan:** Sure.

**Joe:** Well, I was going to say I did a workshop in Barcelona with a friend of mine, Tom Wade, and we had like 25-30 people there. And we had everybody get up and go into two groups. One group: you like to talk to sellers; you're good at sales and negotiating, go to one side of the room. And if you don't like talking to sellers but you have money to invest in marketing, go to the other side of the room. So one group is no money to



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invest in marketing but you're good at talking to sellers, you're good at negotiating. The other side of the room, if you have money and you can invest in marketing and you're not good at talking to sellers, go over there.

And I was surprised, it was 50-50, and so we made them get together and talk to each other and talk about maybe forming some kind of a partnership together in the business. And Tom had done that before and I thought it was really interesting. I've never seen that done before at a workshop. And there were two guys at this event that were in the prior event that Tom did about four months earlier, three to four months earlier. And these guys were on their sixth or seventh deal, and they did the same exact process where one guy likes talking to sellers.

He was good at being on the phone but he didn't have the money to invest in marketing and the other guy did have the money to invest in marketing and started sending out a lot of direct mail. And they're on their sixth or seventh deal now four months later. And I think that's really great advice that you just gave there. Find out what you're good at and find out what you're not good at. And ask God to help you with that stuff you're not good at and one of the ways He can help you do that is by maybe bringing somebody into your business that you can partner with that can do that stuff for you. Does that make sense?

**Nathan:** Absolutely.

**Joe:** That was really good.

**Nathan:** Absolutely, it does make sense.

**Alex:** Yeah, identify your strength and weaknesses and then orchestrate in a way that you can work your strength and step out your weaknesses so to speak.

**Joe:** Sure.



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**Nathan:** Partnerships don't work in a lot of cases because the people that you end up going into business with and partnering with end up being your friends and you're both excited about doing the business. And the reason why your friends is because you're interested in a lot of the same things that you're good at, a lot of the same things, which is why you became friends to begin with. That is probably the absolute worst person you could do business with, because you guys would be really strong in one area of the business and really weak in another area of the business. Like for me, I'm not really so good at handling money and I'm not so good at analyzing profits, okay?

But I know we're going to talk to some people, so I found a business partner and gave them 49% of this venture and they ended up taking care of my immediate living expenses so I can focus on this blog. And I kind talked about that a little bit in the motivated misfit and ask God video, which if you haven't seen, I'm sure we're going to tell people where they can go see it at the end of this podcast, and talk about that. But that's just common sense. You're going to prosper a lot easier. But a lot of people are like, "Why would I want to give 25% to 49% of my company in a way?" Oh, then I guess you are just going to be stuck in your job forever and it just never going to happen. If that's the situation you're in, then that's where you're going to be.

So I wouldn't just go into business with someone that just had money and didn't want to do anything and gave them 49% of your business because what will end up happening is it won't end well. At first, you'll get out of the business and then you'll realize you're going to be doing all the work and they're not doing anything. Greed will kick in on someone, on one end of the spectrum, on one end of team. And it just won't be... It really won't be worth it. I would find someone that has capital and has skillsets that you don't have when it comes to something like managing people or hiring colleagues, stuff like that. If someone is just going to be providing the money and that's it, I probably wouldn't be... I wouldn't give them more than 25% of my company.

**Joe:** All right. So Nathan, summarize kind of... what you're going to be doing the next and how people can kind of follow you along in the journey. You lost everything. In that video that people can go to, you're going... you showed them your bank balance. You



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had like \$280 in there something like that, right? And you're telling that you're living with your mom and you're paying her rent, right?

**Nathan:** I'm paying her rent. I'm paying her \$850 a month. I'm paying her rent. You think that's funny if I ask you?

**Joe:** Oh, yeah. You do have a car. One of them was repossessed but you have a new one now, right? But you're paying like...

**Nathan:** Volkswagen GTI.

**Joe:** And you're paying them 20-something percent, 20% interest or something like that, right?

**Nathan:** Incredibly destroyed during... I mean in my defense, when you have bipolar disorder and you're chronically depressed, that literally wasn't able to work for two years so a lot can happen.

**Joe:** You were sleeping like 20 hours a day, for how long?

**Nathan:** Twenty hours a day for probably like a month. It's just blessings and lessons and lessons as I slowly was able to get out of this funk. There's a whole other back story that I won't go into on this interview. I will be pulling out about how I actually did that and beat bipolar disorder on my blog later on. But it's probably inappropriate to talk about right now. But now, I only sleep probably about eight hours a day.

**Joe:** Okay.

**Nathan:** And, do you have a separate domain to send people to, Joe?

**Joe:** Yeah, I do. I have a domain guys. If you want to get to this video, if you go to [REIMisfits.com](http://REIMisfits.com), [REIMisfits.com](http://REIMisfits.com), that will point you to the video that we've been talking about in this podcast. I wanted to get REIM for real estate investing mastery misfits but that would be two Ms together. It might be confusing so I just did [REIMisfits.com](http://REIMisfits.com).



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**Nathan:** You know what that has reminded me of real quick? Have you seen the movie Step Brothers with Will Ferrell and... What's the other guy's name that's sitting in there in the office with that lady talking about misfits? And he's trying to spell the lady's name as Pam and he keeps saying Pans with a D and O with a silent P. It's like, "Oh no, two Ms." That's what it was; there are two Ms. Sorry, that just reminded me of that.

**Joe:** Yeah, we'll have a link to that movie in the show notes as well.

**Nathan:** Joe, if I could talk about my blog, Motivated Misfits Only real quick.

**Joe:** Yeah, yeah, Motivated Misfits Only.

**Nathan:** Motivated misfits only. That domain will redirect to that blog and that will lead direct straight to the video we've been talking about. You'll be able to watch the video. It's 32 minutes long. And you'll be able to subscribe to it. I have a free report called the good old boys club conspiracy that talks about a lot of the same things that we've talked about on this podcast. And every time I send and make new videos, and a bunch about me actually getting into real estate, I'll be continuing to make new videos and post them on the blog and emailing to you.

But I really kind of found that you have a lot of people that growing up were kind of misfits. You may have experienced a ton of rejection in the past from maybe the opposite sex or maybe not. Maybe you haven't experienced a ton of rejection from the opposite sex but you've experienced rejection in other areas of your life. And 80% of the people that you talk to just tell you to forget about your big goal or your big dreams.

So maybe you want to get into real estate, maybe you want to get into online marketing, maybe you want to break into Hollywood, maybe you want to write a book, maybe you want to do multi-level marketing, maybe you just want to get a high-paying job. You just think differently than majority of the people around you and 80% of your friends and family tell you to forget about that crap and just go do something lame like getting 9-5. And then you've got like another 20% of your friends that are like, "You know what? That's great. You should totally do that," and they might encourage you but



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there's not really anyone giving you any kind of direction or wisdom or actionable steps on how to basically bring yourself out of this situation you're in now with existing hand of cards that you've been dealt in life to wherever you want to go.

And our philosophy is that life is a good old boys club. And here, when you go to like personal development seminars or motivational-type seminars, you hear things like, "You're the average of the five people you most hang out with," or, "Your network is your net worth. It's all about who you know." Everyone knows that. But when you hear that and you're like, "Yeah, that's true," and then you just go on with life and don't do anything about it. I want to take it a step further and really teach people why is it that you're not hanging around with the right people. You don't have a relationship with the right people. You're not in the good old boys club. And that's what this blog is really for. It's for those people.

So I want to start a movement of motivated misfits that are able to really break the status quo and go out and accomplish big things and that's really where my heart is and what I really want to do. I've yet to meet anyone ever that really has everything together. So you think, "Well, I'll wait until I'm successful again. I have money again and successful in real estate or successful info marketer or whatever, and then I will go start this movement." Well, you know what? Screw that. I'm a misfit just like everyone else, so let's just put our cards on the table and say, "This is where I'm at, and this is what I'm going to do. I'm going to use this one currency of my ability to influence people and make friends." And I'm going to teach you how to do it along the way.

**Joe:** I like it. Good for you, Nathan. I'm glad to see you're on the road to recovery. You're not afraid to speak your mind and be yourself, and not a lot of people can do that. Good for you, man.

**Nathan:** Thanks, Joe. Thanks a lot. So anything else? Anything we're supposed to talk about or say or are we pretty much done? Oh yeah, [REIMisfits.com](http://REIMisfits.com) and that's really it.

**Joe:** [REIMisfits.com](http://REIMisfits.com)... If you don't know how to spell misfits, well, welcome to the club, you're a misfit.



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**Nathan:** M-I-S-F-I-T-S.

**Joe:** Yes, REIMisfits. If you don't know how to spell REI, well, I don't think anybody can help you. But [REIMisfits.com](http://REIMisfits.com) and you got to see this video. Nathan is right on the dot when he talks about the good old boys club. And that applies to not just real estate; it applies to a lot of different things. And you got to make sure that you're doing whatever you can, even if you're a girl, to be in the good old boys, the good old girls club. It's really important. So good, Nathan is going to be updating his blog regularly with his progress, his deals, what's going on with his life. I think it's going to be very inspirational and challenging for a lot of us. And I'm looking forward to following you on this journey as well, Nathan, and we're here to support you. We've got your back. We are... I consider you a really good friend, Nathan. I want to thank you for being on this podcast.

**Nathan:** Well, thank you, Joe. Thank you, Alex. It was awesome.

**Joe:** Good, [REIMisfits.com](http://REIMisfits.com). Go to the show notes as well at [RealEstateInvestingMastery.com](http://RealEstateInvestingMastery.com) and get some more, get the transcription of this podcast, get our Fast Cash Survival Kit or just comment. I'm sure this podcast will generate a lot of comments, so let us know what you think. Did you like it? Did you not like it? Make sure that you say things in a nice way.

**Nathan:** Well, they can... I mean, Joe, they can hate. That's cool. You guys can comment something like hateful on it, and you can just share it on your Facebook wall. And if you tell us not to watch or listen to this podcast, we're cool with that. That's fine.

**Joe:** Yeah, there's... Well, I won't get into that. I'll just leave it at that. So thanks, Nathan; thanks, Alex.

**Alex:** Thanks, Joe.

**Joe:** See you guys. Buh-bye.