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Real Estate Investing Podcast

Looking For Real Estate Apprentice

Joe: Hey, everybody. How you doing? Joe McCall. REI in your car. What's going on? I am driving right now to the Starbucks. I just dropped my kids off at gymnastics, and I just wanted to get something to wet my whistle while they were there. Anyway, I hope you guys are doing well. I've got something pretty cool, and I'm really excited about this. I've done this before. It's gone really well. I've decided to do it again, and basically, this is what's going to happen.

I am looking for somebody to work with. I want to grow and expand, do some more deals in some new markets. I thought about just going and starting some marketing in a new city, building a team, and doing all that stuff, handling all the calls myself, but I thought, "You know what? I'd rather ... I really like working with my clients and students, so I'd rather work with somebody who already understands my stuff, already understands what I'm about, and understands wholesaling or lease options, maybe even land," and I want to do more deals with somebody like you, somebody who's listening to this. I want to do more deals.

This is almost like an apprentice or a partnering program. It's not exactly coaching. Although, there is some coaching involved. This is more like partnering, and this is pretty cool. Let me tell you a little bit about it, and if you're interested, I'm going to give you a phone number here in just a minute to text. Hold on one second. There's a bunch of horses on the road. Well, you don't see that every day.

Anyway, so the way this is going to work. I want you to send me a text. Tell me a little bit about who you are, and I'm going to ask you some questions. I'm getting a lot of people. I've already posted this on Facebook and sent an email out about it, and I'm getting a lot of people that are responding. I'm only looking to do this with like one or two people, so it's like an interview thing, right? I'm going to ... You send me a little text at this number I'll give you in a minute. I'm going to respond, ask you some questions, have you tell me a little bit more about yourself, and if I feel like we're good fit, we're going to get on the phone. We're going to talk about it.

If it feels like we are a good fit, if I feel like you're somebody who takes massive action, then you're going to come out here to St. Louis, hang out with me in my home office for one or two days, and we're just going to build all the systems and schedule out all the marketing while you're here in my office in St. Louis. Either my home office or my Keller Williams office. We're going to get together, you, me, and my assistant, and possibly Gavin, my business partner who lives in Phoenix, but we're going to get together.

We're going to just get all the systems together, and we're going to schedule out the marketing for the next three months, so that by the time you get home, you'll have some leads to work with, and then what we're going to do is be working closely with you after that on those deals. You'll be in a sense our boots in the ground. You'll be the guy answering ... or girl answering the phones, making the offers, and we'll be with you to coach you and partner with you through the process. Does that sound cool?

I'm actually really looking forward to this. One of the things that I love doing and one of the things I'm actually really, really good at, if I could be so humble to say that, is setting up the marketing, setting up systems, and doing that cool stuff, right? That's something that I can get done in like one day while you're here. Some people, I'm not kidding, that might take months to get set up, but we're going to do it in one day, so what my plan is to get you here. We're going to do some market research, pick not just your own local market, we're going to pick some virtual markets, some other smaller markets around you where you live, so we're not just putting all our eggs in one basket. We're focusing in.

I love small markets right now, and it's not my intention to talk about that, but there's a ton of opportunity in small markets. We're going to do some research. We're going to look at what's in your area. We're going to create a marketing plan, and then we're going to set it all up. The first thing is we're going to be setting up your CRM, which is what's going to be handling all your leads. We're going to set up your texting, your phone system, so you can send text messages. Voicemail works and all that.

We're going to set up the website to handle all the incoming leads for sellers and for buyers, tie that all in to the CRM. Then, what else? CRM, the texting stuff, the voicemail, the website. There's something else I'm forgetting. Oh, yeah, the Automated Mojo. If we decide we're going to do some dialing, which is working amazingly well right now, then we're going to set up the Automated Mojo, and then we're just going to schedule that marketing out for the next three months, so we don't have to worry about it. We're just going to set it and forget it or not forget it because leads are going to be coming in.

The other thing is we're going to get a ... This is what I was forgetting. We're going to get a virtual assistant. We're going to hire a VA, so the VA can update the CRM for you, and send the offers for you, and do the followup for you so you don't have to worry about any of that, right? Then, we're going to get ... probably do some Craigslist scraping, right? We have this software that does some pretty crazy insane scraping and some texting, and so we're going to set that up, so you should be getting some leads as soon as you get home, right? Then, you'll have the systems set up for you as well. It could be ... We're going to be doing Facebook ads. It could be direct mail. It could be just ordering a bunch of post notes and finding someone to distribute post notes.

Our goal would be ... Well, I'm hoping to do a couple deals a month. All right? Are you interested in that? I'm going to give you a phone number right now, and I'm going to tell you a little bit more about who this is for and who it's not for. The phone number ... Hold on one second. Let me pull that up. All right. The phone number. I want you to do ... I want you to text me your name, and tell me a little bit about you, and tell me if you're interested, and tell me why you're interested. The phone number is 888-901-4087. Again, 888-901-4087.

I'll give you that number again in a minute, but tell me a little bit about who you are. Now, who is this for? Who is this not for? Let me just say this is not for somebody that needs extreme handholding. Okay? If you need everything explained to you in like excruciating detail, this is probably not for you. All right?

We were looking for some massive action-takers, people who just take massive action. We're going to be on the phone regularly, helping you with these deals obviously because we're going to split the deal profit. We're going to split the profit on these things, so we want you to succeed, but if you call us like every 30 minutes, this isn't going to ... Well, I'm not looking forward to that, and I don't think you will.

We're looking for somebody who's going to take massive action and doesn't have to have all of the what-ifs answered or eight steps, seven and eight figured out before they start doing steps one and two. Our goal is to get you five leads a day, and if we can't get you five leads a day, then something is really wrong. I'm looking for somebody that's willing to talk to five sellers a day. You got to have some time on your hands. You got to be willing and able to do that. You don't have to be like really super good at sales either. That just comes with practice, and we understand that.

All right, so the way this is going to work. I'm going to invest my time, my resources, my team, my energy, my experience, and knowledge to build all of this stuff for you, so you just don't have to worry about it, and then to support you as you're going through this. A lot of people so far that I've sent this out to have applied and tried to reach out, and they're cool. It's all nice. I love talking to them, but they don't have any money, and it's just not going to work.

I'm not going to pay for the marketing. You can't pay for this out of the future deals that we do. It doesn't work that way. I've done that before in the past, and honestly, what happens, it's a disaster. I'm looking for someone who's willing to invest a little bit of money into this who has some skin in the game. I've done this before where I get paid for consulting out of deals, and it's sad because what happens is usually, nine times out of nine is if somebody doesn't pay anything, they don't have any skin in the game, they don't really take any action, and I spent all of this time, and energy, and resources, and my team to build this stuff out. Nothing happens with the leads. They're not following up. They're not answering the phones. They're not working these leads and stuff like that, and I'm the one left holding the bag.

This is the way it's going to work. All right? There is a fee upfront that's required, and I'm not going to tell you how much it is right now because it's going to be a little different depending on you, and the market that you're in, and the situation, so it's hard to explain, but I want to talk with you on the phone about it first. If we feel like you're a good fit, we'll get on the phone, and we'll talk about what the cost is at that point, but let me say this. About a third of that will go towards the actual marketing, and the other two-thirds, you're going to get back on the first two deals that we do together. Okay? Does that make sense?

On the first deal, you get half of that fee back. It's like a deposit. You get half of the deposit back, and then we split whatever profits after that 50-50. Now, this isn't a long-term commitment. I'm just looking for somebody to partner with on deals, and you don't have to partner with me on the deal. There's no way that I can force you to do it because it's pretty laid-back, low-key. I'm not going to give you a contract and all that stuff to sign, but hopefully, we can do a lot of deals together.

If you've got a lease option, we can partner with you on it. We can help you once you get it under contract to do the marketing for the tenant buyer, get it on Facebook, get it on the websites, and all that stuff, right? If you do a wholesaling deal, traditional wholesaling deal, we'll help market for the buyers. We'll provide the cash if we need the cash to close on it, or transactional funding, or whatever that is, right?

The bottom line. My systems work. My marketing works. I'm looking for somebody to just be the one that helps me with the calls, that meets the sellers if they have to if it's in a closed market, that can just be the one to do the work, and you get to learn as you go with this stuff, right? It's the fastest way I feel to get you the results that you're looking for. You want to get to LA from New York. You could take a car, and you could get there. It's going to take you a while, right? You have to spend a lot of money on gas, and you're going to have to drive a car 5,000 miles or whatever, or you can just buy a plane ticket and get there a lot faster.

If you're interested in this, send a text message to 888-901-4087. Again, 888-901-4087. Tell me you're in or you're out. Tell me what you think, and if this is for you, if you think it's a great idea, I'm going to ask you some questions, and we'll just continue that conversation. If we feel like you're going to be a good fit, then we'll get on the phone and chat with either you and me or you and my business partner, Gavin. Cool? I'm looking forward to it. It'd be cool to hang out with some of you guys here in St. Louis. Maybe we'll go to a ballgame, a Cardinals game, or something, and you get to meet my kids, my wife maybe. I don't know. I'm not promising anything, but I have a home office in our ... and we have a separate carriage house on our property, and so that's where my home office is, but I also have an office in Keller Williams not too far away, so we'll figure that out.

I think it'd be good, man. I think this is the fastest way to get up and going. I'm really excited about this because you don't have to worry about the systems and the marketing, and scheduling all that out, and finding the Vas. We have those systems already built. It's just plug-and-play. It's so easy. Once we figure out the marketing plan and who we're going to mail to if we're going to do mail, what kind of letters we're going to send, what's our message going to be, our voicemail, our websites, tying that all together into the CRM, getting it set up where you can send quick and easy offers, and then we provide the support while you're doing this.

Why am I doing this? I want to do more deals. Okay? This is really more about deal splits for me. It's about partnering with students that I like to work with. This is something that I really, really enjoy. This is going to be a lot of fun, and I'm 100% confident this will work. 100% confident. Cool? All right, guys. Again, I'm going to give you that phone number one more time, 888-901-4087. 888-901-4087. Send a text to that number. See you, guys. Bye-bye.