



REAL ESTATE INVESTING MASTERY

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Real Estate Investing Podcast

IMPLEMENTATION AGENDA

Hosted by: Joe McCall

- Joe: Hey everybody, welcome to Real Estate Investing Mastery Podcast. This is Joe McCall and I'm with Gavin Timms. So, this is a special REI In Your Car episode. What's going on?
- Joe: Glad you guys are here. Gavin is here in St. Louis with me and we are just on our way to an implementation workshop - a get-together, to build systems, do marketing, talk to sellers, make offers, do deals. We've got three or four clients and their business partners coming into town today. You've heard me talk a lot about it. You've seen these emails and we are looking to do more deals and grow into new markets.
- Joe: One of the things that Gavin and I are doing is we're taking these new clients and kind of like partners. It's not a coaching exactly. It's just like we really want to do deals with folks and so they're flying here to St Louis and we're setting up all their systems and running, scheduling out all their marketing, hiring the virtual assistance, you know, all of that good stuff while they're here. And then by the time they get home they'll have things set up and running leads ready to talk to offers ready to make.
- Joe: I'm excited about this and I just wanted to. I wanted to read to you guys the agenda of what we're doing and if you guys are interested in this, I want to invite you to apply to come to our next one. We're doing these three or four more times in October, October 1 and 2, then October 22nd and 23rd, I think. If you're interested, go to CoachJoe.net.
- Joe: What we're planning on doing today is first, reviewing everybody's goals, like what are their goals for these one or two days that they're here, what are their goals for their business? One thing that's really important that we dive deep into with people is, what is their current real estate experience like? What kind of education have they had? What kind of business do they have, the kind of deals that they had done, what kind of business do they want to have?
- Joe: We talk about goals, what kind of revenue goals that they want to have. What kind of deals do they want to do? Wholesaling or lease options? You really need to decide. You can't do both, in



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my opinion, at least when you're starting off. You really have to be hyper-focused on one. Once we come up with that, we got a revenue, we got the type of deals we want to do, we create a marketing plan. The marketing plan is kind of the centerpiece and the most important thing that we do here over these two days that we're together because we're going to be setting up the systems and the marketing to implement that marketing plan. So, the biggest part of that is being hyper-focused and picking a market, picking a market that is not just kind of generic or general like Atlanta, Georgia or something like that.

Joe: We're going to look at 5-10 zip codes. That's going to be our target market. Once we have that, we're going to do a couple of things because we do at least two different types of marketing. We're going to pull the list. Then we're going to skip trace that list. We're also going to have a virtual assistant we use; her name is Nicole. She has these ninja powers. She can go in and scrape hundreds, thousands of ads on Craigslist and Zillow and get these phone numbers. So, we're going to get her going right away to scrape lists for these folks. So, by the end of the day or first thing in the morning, we'll have the system set up where we can start texting the lists as well.

Joe: After that we're going to hire a telemarketing VA. This is VA that is going to make the initial cold calls on Mojo, Mojo sells. And then the next thing we're going to set up is the actual Mojo setup system. We're actually going to practice that. So, when we do Mojo, we're not making the initial cold calls ourselves. I'd rather pull out my fingernails than do that. We're going to get VA's to do it who already have cold calling experience, who already know what to do and we're going to give them a real simple script. So that's going to be something that I'm excited about. Gavin sets that up, he's really good at it. Sheila, my assistant also does that. And so, we're gonna set up Mojo for them and then get them VA's who can start making calls. In fact, I we were talking about Gavin having some of our current VA's listening to some of their calls and seeing it actually going on today?

Gavin: Yes, absolutely. So, my VA's are going to be available today. I'm going to be at the workshop and well, not in person but online, so people can see exactly what we do. So, it's coming from them and it's pretty amazing that the things that they can do, that they can actually run the business for you and they think for you and it's just managing them as well. Like people say, oh I've had experience with VAs. It's all about treating people right. And not that people don't treat VA's right, but it's just making sure that they feel part of the team and they can make decisions. That's the key because they work so much harder for you. You're still paying them, you know,



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five, eight bucks an hour. But when they can make decisions and actually feel like the part of the team, the value and the experience that I get from them is just incredible.

- Gavin: So, we're going to be looking at that and how to do that. And the whole goal of this is like, why would you even do this? It's because we know in the business, what makes money and that's been on the phone. So, if we can provide something that allows you to be on the phone, make offers and follow up, you will make money in the business. It doesn't matter what market you're in and what strategy are you doing. It's just, it's kind of a fact, in my opinion, that if you do what you're supposed to do, which is the money generating activities, which is what this allows you to do, you will make money in the business and as much of it as you want.
- Joe: Yeah, that's right. We're really going to be focusing on the basics, being brilliant at the basics and talk about this all the time of focusing on your highest revenue generating activities. So once the simple stuff is set up and running, they don't have to worry about it anymore, right? They can just not worry, but they can actually just go out and start talking to sellers, making offers and stuff like that. So, then we're going to make sure that phone systems are set up. We use sometime number or call rail or Skype, we're going to make sure that's all set up.
- Joe: There's a new tool that I'm excited about that we're going to be looking at is called PropStream and I'll be giving you more details about that soon. But PropStream is this service that you can pull this from and you can do really good data analysis and you can also do data stacking. Some of you know what that is, and you can get a lot of information on properties all over the country and pull lists for just like five percent of what it would normally cost you if you were to go to list source or real quest and buy the list yourself, that's pretty killer.
- Joe: Then we're gonna start sending texts to sellers. We're going to start talking to sellers, analyzing deals, making offers while we're here. That's our agenda for the two days. I'm going to go actually this way and I'm excited about it. We'll probably go see a Cardinals game tonight. We'll see. I'm going to let everybody vote, but I might override their vote if they say no. Maybe we shouldn't do it, maybe we shouldn't do a vote because the Cardinals are playing the Dodgers tonight and the Dodgers are creeping up on us in the wildcard playoff race. So, it's important that we annihilate the Dodgers and so we will probably go to a Cardinals game tonight. I don't know. We'll see. But, it's going to be fun. I'm looking forward to it and if you guys are interested in doing this with us too, I'm excited.



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Joe: Gavin, I know I asked you this all the time because the numbers keep on changing, but in the last four weeks or so, how many deals have we closed in Alabama and Mississippi? And how much, how much profits approximately do we have on the books?

Gavin: Well, I can tell you right now that scheduled to close, we got 157,000 scheduled to close over two markets. We're just waiting for the closing dates. But we're consistently doing closings in anywhere between 5 to 13 or 14 deals a month.

Joe: Five to 13 deals a month. And we're doing how much direct mail? Well, we did the test run of a couple thousand, right? We got one deal out of that.

Gavin: That's a good point. And we'll be talking more about this, but the same process applies. Yeah, we did send some direct mail as a test. We have got one deal from it, but since the direct mail hit, it's been five weeks. So, it's five weeks of follow-up to get that lead with leftover. We've made over probably six, seven calls to the seller. We've contacted him, gave him voicemails, will actually spoke with him probably four times before we got the contract. And that one's set to close, I think the 7th of October.

Joe: That's awesome. So, one of the things we'll be talking about a lot with these folks is setting up systems to get this follow-up done, making sure that it gets done, doesn't fall through the cracks because the follow up is important. All of these deals that we're doing come from follow up. It's on average a couple months between first touch and contract and it's usually four or five touches on average to get a deal. And all of these deals that we're doing, except for the one we did with the tests trap of direct mail has been through cold calling with straight up cold calling, pulling lists, skip tracing them using the software that we have. That's pretty amazing. We're actually looking at a second one that's supposed to do even more, but we'll let you know more about that. But this one's working well. Maybe we don't need to change it. Might lose a little momentum if we do that. So, we probably won't. I dunno.

Joe: So anyway, if you guys are interested in doing this with us, if you're interested in partnering with us, doing some deals, coming to a place where you can just set aside some concentrated time to focus on your business, getting the systems in the marketing setup, getting the virtual assistants hired and all of that good stuff. I'm using our resources using our team of folks. Then go to CoachJoe.net. That's a page. It will tell you some more information about what we're doing, what you will be doing, what we will be doing, and if you're interested, cool. If not, no big deal.



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This isn't for everybody. There is a fee to sign up, but that fee, we don't care about it. It's like a deposit and you get back that money, you get that money back on the first two deals that we partner on it, split deals, split profits on.

Joe:

So, you get half of that feedback right off the top and then we split whatever profits remaining after that. 50 slash 50. So, you know, if you just do what you're supposed to do, you should do a couple deals. I get that feedback pretty quickly anyway, it's application only. We talked to everybody that applies and it's not for everybody. We probably only accept 10, 15, 20 percent of the people that apply. Don't let that discourage you though, like we still want to talk with you because maybe there's a good fit. The markets are first come first serve basis as well, so we don't stack people in multiple markets anyway. CoachJoe.net, check it out and I'm excited. We'll give you more updates as we progressed through these next couple of days. We're doing another small group of folks soon, but anyway, we'll see you guys later. Thanks a lot. Bye bye.