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## Virtual Profits Workshop Part 1- Finding Your “Why”

Hosted by: Joe McCall

Guest: Gavin Timms

**Joe:** Hey, what's going on, guys, Joe McCall from the Real Estate Investing Mastery podcast. And I'm doing a little video introduction here for the next series of four to five podcasts that we're going to be releasing. About a month ago, my coaching business partner, Gavin Timms, who's the guy you can't see that very well. We did this workbook. We did a workshop where this workbook came from, and it was really, really good. It was an all-day workshop. We called it the Virtual Profits Workshop. And on that workshop all day Saturday event, we did a lot of teaching. We taught people how to find deals, how to talk to sellers, how to find sellers, how to find buyers. We talked about systems and processes and we walked through case studies of actual deals.

**Joe:** It was a really, really good event. And so I said, we've got to release this as a series of podcasts. And so that's what this next four or five episodes are going to be all about. And so I'm not going to record a new introduction for each of them. We'll just probably replay the same intro to those four podcasts. So if you've already heard this before, my apologies, but it was really good podcast and you're going to walk through this stuff in this manual.

**Joe:** And in fact, what I might do in fact, I will do this if you go to [RealEstateInvestingMastery.com](http://RealEstateInvestingMastery.com), [RealEstateInvestingMastery.com](http://RealEstateInvestingMastery.com), I'm going to have my podcast guy David put this workbook. It's a 20, 25 page PDF. I'm going to have him put this on the website for the episodes.

**Joe:** If you go to Real Estate Investing Mastery that's where all my podcasts or and that's where you can get show notes and transcriptions links and things like that. So I want to encourage you to go get this workbook because it's going to be really helpful for you. We actually use this as our agenda for notes. And so there's a lot of things that are really important, points that are kind of like fill in the blank in this workbook. So Gavin and I, we've been working together for almost five years, maybe a little bit more. And he's a great coach. And so he's kind of the main coach in my publishing education side of my business and who's really good. One of the things that we did was we interviewed four different coaching clients that are doing really well, doing deals part time and full time that are just crushing it.

**Joe:** And we interviewed them and talked about what's working now. It wasn't just a way that we can kind of share and brag and get nice testimonials. It really was more educational, like what's working now in the



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industry that people can use. And so I think you're going to find a lot of value out of those podcasts. So, again, we start with what's your big why? Why are you in this business? Why are you doing what you do? And then we talk about the technical stuff of what is it, what are the tools that you need? How do you find the sellers? What do you say to them? How do you make the offers? All that good stuff. So I think you're going to get, I don't think, I know you're getting a lot of value out of these podcasts.

**Joe:** So if you're interested in getting this workbook right here, go to [RealEstateInvestingMastery.com](http://RealEstateInvestingMastery.com), do a search for Virtual Profits workshop. We're going to be calling these podcasts Virtual Profit Workshop. And each of them will have a each of them will have kind of a title or a subject. On the show notes will be a link to get this workbook. Also, if you want to work with me and Gavin, if you want to be our next success story, somebody that's actually doing deals, then I want to encourage you to go to [CoachJoe.net](http://CoachJoe.net), [CoachJoe.net](http://CoachJoe.net). That'll take you to a page that explains the program that Gavin and I have and what we do with folks. It's an application only process, so we don't take everybody. In fact, we turned down a lot of people that just aren't ready for it. And if you're wanting to, though, to get started, if you're wanting some help with getting your marketing set up, your system set up, if you want some done with you and some done for you, I'd encourage you to go to [CoachJoe.net](http://CoachJoe.net). [CoachJoe.net](http://CoachJoe.net) and apply. It's just a simple application.

**Joe:** Tell us a little bit about yourself. Tell us about your goals or situation. Where are you now? Where do you want to be? And we'll get on the phone and see if we can help you. OK, so go to [CoachJoe.net](http://CoachJoe.net) for that. Enjoy these episodes, guys. I know you're going to get a lot of value out of it. I'm hoping that you do. And this might be, I feel like some of the most important podcast episodes that I released in a long, long time. So enjoy them and I will see you guys later. Don't forget to get the show notes, the transcripts, this workbook, all of the links that we talk about. Go to [RealEstateInvestingMastery.com](http://RealEstateInvestingMastery.com), [RealEstateInvestingMastery.com](http://RealEstateInvestingMastery.com). Look up on the search bar, Virtual Profits workshop and you'll find these four or five episodes. We'll see you guys take care.

**Joe:** All right. So let's get started. You know, this isn't about us and about the deals that we've done, guys. We really want this to be about you. And a lot of you can relate to our stories though. We can tell you all day long about the deals we're doing. But I don't know if any of you care. What you care about is how can I do deals, right? How can I make money? How can I find freedom for my family for what I want to do for me, my family? Right. So you don't care unnecessarily about us. Gavin and I though we're still doing deals today and we're going to give you what we're seeing today, working best in this market. You know, there's a lot of uncertainty, a lot of people freaking out and wondering, you know, what am I going to do? What's going to happen to this economy, to the housing market? What about these eviction moratoriums? What



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about all these foreclosures that are coming? Like we just want we want to encourage everybody. You need to chill pill, relax, take a deep.

**Joe:** Because we are coming into an exciting, very, very profitable time in the real estate market, right. I'm always optimistic about the market. I think we're in for really, really good future, whether it goes up or down. All right. One of the biggest reasons why you wanted to call this the virtual profits workshop, because no matter if the market's going up or down, there are always going to be pockets of real estate around the country where there's going to be a lot of deals happening. OK, so if you're stuck, if you live in California or you may live in Portland or whatever, you may be in Washington, D.C. or New York City or L.A. and you're like, it's too hard to do deals here. Or how do I do deals when it's so expensive and it's so competitive?

**Joe:** You have the entire United States open up to you in your backyard, OK? So we call this virtual profits workshop because I remember when the market crashed in '07. 2007 and '08. And a lot of my friends that were doing deals in Florida and California and Phenix and Las Vegas, they were decimated. Right. Huge market crash. But you know what? The ones that survived, you know what they did? They started doing deals virtually in markets like Texas, in markets like the Midwest, in Illinois and Indiana and Missouri and Kentucky and all of that. So there will always be these ebbs and flows, these ups and downs. And so if you're if it's too expensive where you are, you can do deals in cheaper, more affordable markets. There will always, always, always be a demand for affordable housing. And so the great thing about doing deals virtually, is that you can focus on where the demand is.

**Joe:** There's a ton of money sitting on the side right now from investors, a ton and ton of money more than ever before, sitting on the sidelines waiting for the market to drop so they can pounce in and get deals. So I'm excited. And as the market starts dipping as well, you're going to see more creative real estate deals that are going to become easier to do. So our goal on this workshop is to help you position you where when the market dips and even if it doesn't like, how do you position yourself? Where are the pockets of opportunity going to be? And if you need to do wholesaling and you do lease options or creative financing deals, where are those pockets going to be? And don't just limit yourself to your backyard. Don't just limit yourself to your city. You've got the entire US and the easiest deals to do right now. Listen, pay attention to the easiest deals to do right now are virtually in small markets all around the US. We have students like we're going to be talking about them later, our friends, Janice and Russell, elderly, where they're in their 60s in a super hot, ridiculous market in Southern California.



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**Joe:** Right. Not very strong with technology, frustrated with their retirement, start doing deals virtually in other markets. If they can do it, guys, any of you all can do it. Yeah, we'll be talking about that. 60s is not elderly. You're right, Jules. I'm sorry. I'm going to be 60 before I know it. It's not elderly, but if you're in your 30s or 40s, it is sort of.

**Gavin:** Yeah, I mean, you're exactly right. I think we're going to be talking a lot about mindset. We're going to be coming onto that. But it's important. A lot of you in California also tell yourself that you can't do deals. So once you tell yourself that it's never going to happen anyway. So your choices is either just try and stay in the California market to prove yourself right, that you couldn't do a deal because it won't happen. Or you go to virtual where I wouldn't say it's easier, but again, that the house price is like Joe says, more affordable and there's more also cash investors, tenant buyers potentially moving into the markets like that because it is more affordable. And I will say as well that we're in a pandemic right now. We're in a recession. We could be I mean, what's the market going to do?

**Gavin:** And I'll tell you, the way that we run our business is that we run it for today. Right. I only focus on what I can control today. And that's kind of how I do it. Now, does that mean that I'm not looking forward? Of course I am, but I'm never waiting. I'm taking action right now. We have people calling, bringing leads in this morning. We're still making offers. And we're going to continue until something actually happens. And then we need to be ready to pivot and to change. Just like when the lockdown happened back in March, we were very much, very much into marketing, into sellers. Right. We had a ton of buyers. Everything changed. Buyers are now pulling out deals. Buyers are not buying. So what do we do? We find out who is buy it because guess what? Buyers are out there saying I want to buy more.

**Gavin:** Everyone else is running scared. So then we changed it. We said, right, we have five, we literally have five people saying, I'm still buying. One guy had two million dollars and he said, I'm ready to go. So what did we do? We found out where he wanted, what is he looking for? And we started to mark in some areas and we started to heavily follow up in the areas for them zip code within the CRM. And that is how we just did deals just normal through this pandemic. And we're grateful for that. But it's only through choices and decisions that we had to make. And that's what you need to run this market. Like don't wait for what the market's going to do because we might be waiting for another two years. We don't know. So get ready and getting today and start taking action and start making money.

**Joe:** So we're going to talk about your big why, OK, we're talking about mind set in your big win. If you open up your workbook here, open up this workbook and you'll see page one or two, whatever. I forgot to put page numbers on here. I should have done that. Get a pen or if you're on your iPad or just typing it in,



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we want you guys we're going to talk for a little bit here about your big why this is so important. This is fundamental foundational for everything that we're doing here. What is your big why? Why are you here right now and why now? Why is this urgent now? Why not later? Why not just worry about this stuff later? I mean, you got more important things to do here, but pat yourself on the back for being here on a Saturday. We have tons and tons of people here. Pat yourself. I mean, I'm excited. I'm so excited. I'm kind of nervous because we have so many people are hoping we don't break zoom.

**Joe:** But congratulations. I think you are here today because your why is big enough and you don't want to be stuck with where you are. You want the freedom of being able to work for yourself, call your own shots and not have to worry about a company employing you for the rest of your life and hopefully getting a pension or a retirement or whatever you want to be able to find your own deals. So let's talk about that for a minute. Gavin, could we can we talk about your why. Why is it important to focus on having a strong why? What happens when your why is not big enough? Kevin?

**Gavin:** Yeah, absolutely. I mean, this is kind of guys this is one of the probably the most important sessions of today. We talk about the way we talk about the mindset. Everyone wants to push it to the side. Right, because we want to get into what I want to learn the business. The problem is that if you don't understand your why and you don't have the right mindset, then when you get into talking to sellers and making offers, you get the mind goes blank and then you call Trigger because you're not in the right frame of mind. Right. And when it gets hard, you're going to give in, OK? And that's why you have to understand why you're here and why you're doing this. And sometimes it's going to get it's going to be uncomfortable. Right. When you actually think you can't just do a little pass off of what's your why.

**Gavin:** Well, I just want to spend more time with the family. You need to go deeper than that. Right? It needs to be more than that. Well, why do you want to why do you want to do that? Because the kids grow it. All right. You're working 70, 80 hours a week and grow. I don't think you're missing out on the childhood. Right. Or you want to retire. Your parents that have supported you all your life or you want to do help is all you want to invest in all things and help charities or whatever it may be. What you need to understand that it's going to have to be something that is going to make you super uncomfortable. And it's going to have to be kind of you're going to have to go to places that you don't want to think of. Right. And that's when you understand you're strong. Why it's not here just to stay open. Go. This is my why we're not asking people. We do want you to shell out why, but it is going to be offset and it might make you emotional.

**Gavin:** And that's absolutely OK, because that is what you need, because guess what? When you don't want to make them extra two seller calls right. Or you don't want to make that offer or you're scared of



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doing that, you're going to have to go back and say, well, why am I actually here? Why am I actually doing this business? And it's because you want to get rid of the nine to five. You don't want the boss anymore. You want to travel. You want to whatever it is that you're trying to do is why you are here today. Right now, you as Joe said, we have over 500 people watching us and we really appreciate that you have showed up today. So you need to make changes today, right? Don't just show up and think that you've achieved something just because you show it all you actually have to implement. Right. Or whatever it is that we're teaching today.

**Gavin:** OK, then you need to put that into action. And maybe it's only one thing, right? Maybe it's just one thing that one of us says today and one of the sections or one of our clients coming on that's going to be speaking that might resonate. And if you can implement that, then is going to change things massively. So make sure that you understand what that is. Sit back, take a minute, write it down, because it's really going to help you in the long run. And I can't express this enough because this business is going to get hard, right? It's going to get deep. Things are not going to go well. You're going to fail. Right. And that's OK. You have to then fail moving forward and going again. You learn from your failures. It actually is quite concerned. And when we have a client as awesome as it is that gets a contract and closes the deal in the first week. Right. Because their expectations now is falls. Right. They think that's it, that this is how it is every week. No, it isn't.

**Gavin:** So we have to still build with that and make sure that we're keeping it consistent and we're focusing on the steps it's going to get the outcome. So just think guys think about it, write down because and it needs to be in front of you as well. So don't just write it down just for this session. Post it on the wall, put it on the whiteboard, stick it on your computer anywhere where you're going to see all day, because that is what you're here for. And I'm telling you, if you can work through it, you're going to be coming back in months to come is right. Weeks, who knows? And say, you know what, like, I wanted to give up. We've all been there. Joe's been there. We do campaigns, we try things, and we this is waste of time, why are we even doing this? And we have to go back and say, OK, the why is bigger to keep us going.

**Joe:** So everybody write this down in your workbook. If you haven't already, what is your big why? Why are you here right now? Why is this urgent now? Type it in the chat to I think it's important. You only me and Gavin and our two assistants are seeing the chat. All right. So you're not sharing this with the entire world. If you were all seeing this chat, you'd be not listening to us. It's hard enough to talk. Right. But I love this. You know, I'm here because of my retirement age. My wife was forced to retire early. I mean, some deep, heavy stuff, take my business to the next level.



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**Gavin:** And it's good when you get in a position where you can help people. It's amazing, fulfilling to be that. Like, we just bought a house that my mother in law has been able to live in. Right. To help then being a nicer area, have better things. And that's good. That was part of the vision that I had, was to help the family out of people that that might be struggling. So and that was just part of what I wanted to do to be able to do that. So you're all going to have them things. And it's amazing because you can all achieve it. That's the key. If you're willing to really want it, you just kind of want it.

**Joe:** But in a lot of people are asking in this Facebook chat, where is the chat? I don't see it. You have to if you're watching this on Facebook, if you want to get the stuff we're sending out, you need to be in zoom. I put in the Facebook description video, a link to join us in Zoom. So we're going to be giving you a lot of links and resources and prizes. I didn't talk about the ship.

**Joe:** We're going to be giving away the brand-new Apple Watch and the segue, a Segway. A Segway that if you see any of my videos and ads, it's a Segway that I used to ride around. It's almost over. Well, it is well over a thousand dollars in prizes. We're giving away with the books that we just announced later on. I think after lunch we're going to give away the Segway. And at the end of the day, we're going to give the brand-new Apple series six watch away. Cool. So if you're watching us on Facebook and you want to be part of that and to get the links that we're sending out and all that stuff, you need to join us and zoom because that's where we can see the charts and things like that.

**Joe:** Some of you are saying, I don't have the workbook again. Go to JoeMcCall.com/workbook, JoeMcCall.com/workbook, and you can print this out. All right. The next thing I want you guys to type into the chat is this. What is your current let's do this. Write this down. But I want you guys to give us the difference. What is your current monthly income from doing deals? What's your target? Monthly income for doing deals. So how many how much are you making on average a year or a month now? How much do you want to be making? An average month or year right now? OK, and what's the difference? So type in the question in the chat here. What is the difference? Where are you now? Where do you want to be and what's the difference? We want to be able we want you guys to write it down. You can't define the solution unless you can define the problem.

**Joe:** You need to know where you are now, and nobody is going to make fun of you or embarrass you or call you out. Right. It's totally cool. This is all anonymous. Only us four me and Gavin and our two assistants can see this. Where are you at now? It's either monthly or yearly. You guys are pushing these in. Really, really good. All right. A lot of you guys, you don't want to make five hundred million dollars a month. You just want to make ten grand a month. Here's a cool thing, guys. If you can define this where you are now



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and where you want to be, what's the difference here, you guys? It's not that hard, really. I know it's maybe seems hard to you. We're talking about the mindset. You're over here like ten thousand dollars a month is a mile away. That's like forever. But once you get to that, that's easy. And I don't mean to say be bragging or whatnot, but we could do that in our sleep right now. And because we've been there, we realized and that's not that easy. We take a lot of our students from there to here, OK, so it can happen to you. We want you to believe that it can actually happen to you.

**Joe:** So think about you need to write it down. You can't get the solution until you define the problem. Define where you are now. That's why we're asking you guys to do this. Somebody at three grand a month, they want to get to fifteen grand a month. Right. Somebody at zero. Now they want to be at one hundred and fifty thousand a year now. Good. I'm glad you guys are writing this down. When you look at this in a year from now, right. You're going to be like, holy cow, I remember I was way back there and this is what we're doing now. I didn't think that this was possible. Some of you guys are saying, I only want to make five grand a month. That's I'm telling you guys, that is so easy to do. You are so close. You are so close. It's not that hard.

**Gavin:** This is exactly why it led to an exercise like this. You need to understand this before you go in, start trying to do the strategy because otherwise you don't have a plan. And if you don't understand what you're trying to achieve, then it's too wide. It's not focused. So you can't, it's so broad that you get overwhelmed and then nothing happens. You have to narrow it down. When we're talking here and I'm not picking anyone out, people are saying five thousand a month. Ten thousand a month. We're talking one deal a month, talking one deal a month. Right. So it's absolutely doable. And then there's other people that are doing four or five deals I know here. And they want to get to ten.

**Gavin:** So everyone's on their own journey and things will change along the way, I can remember the first five thousand that I made, and it was just like making one hundred thousand, right? It's the feeling of this actually works. And I've made it right now. Obviously, I want to make more than five, but then five, if I can now is consistent. Five. So once I made my first five, can I make five next month and can I make five again? And then it goes to ten and then so on and again building that momentum and going to drive on to get multiple deals.

**Joe:** Yeah. This is so good. You guys see, you may think this gap is huge. You may think, oh man, it's impossible, but it's really not. You're only talking like one deal a month, maybe three or four deals a year, and most of you guys could replace your income. Later on we're going to be giving you a helping you create a marketing plan because you can't control making ten grand a month. You can't control making 20 grand a



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month. But what you can control is the marketing that you're doing is we're going to be showing you that in a little bit. All right.

**Joe:** We want you guys now to type in another question. The last question here on this page, what is holding you back from reaching your target income? What do you feel? A lot of you've already been typing this in here, but this is good. This is we're reading this as best we can. But this is also for you to do you need to have this written down. What is holding you back right now from reaching your income, lack of action, knowledge, waiting for my LLC. Well, I'm glad you wrote that down. If whoever that was, you don't need an LLC to do deals, lack of time, consistency, time constraints, education, what have you guys are saying? Lack of knowledge, lack of time, lack of education.

**Gavin:** Patrick's got it. Not taking action. Right. That's what it should be. We all should be taking action because that's the only way we're moving forward. Someone else just said on a post that caught my attention last night, Joe, they said, you can't steer a parked car, right? You can't steer a parked car. You have to be going forward. You've got to be trying something to be able to move forward, to be able to and go through your desk, through to your destination or through whatever it is that you're trying to achieve.

**Joe:** The right marketing system, strategy, procrastination, finding the right market. Somebody is trying to get their website going. You don't need a website, right? Fear of getting started, fear of market crash. Mindset, fear. We're seeing a lot of that fear. That's good. I'm glad you guys are acknowledging that. Right. Let's be open and honest and I'm glad you guys are acknowledging that, because let's just kick that in the butt and let's. I know it's guys sometimes you just like, what if this works? It's a fear of success, not of failure. It's a fear of success. What if this actually works? What am I going to do?

**Gavin:** Yeah, if we had a client in Huntsville a couple of years ago sending out direct mail and he was hitting he did like a sequence of six hits. And on the fourth hit, this guy called and said, OK, this is the fourth one I've got. So I guess you are serious about buying my house? And he came to me, is that what I do? I said, make an offer. And he actually went in and made a lowball offer hoping. Right. That the seller wouldn't accept it because of the fear of what do I do next? So we went super low and next thing the sellers accepted it and now he's in panic. Well, the good thing was he made like twenty-eight thousand dollars on it, right. Because he went in extra low and he didn't want it. So a lot of you are that. It is the fear and people are going, well, that's ridiculous. But that is a real thing, right? The fear to succeed is the unknown because we're not used to it. So just make sure that's OK. You're going to change that over time. Your mindset will change. You will get more comfortable through repetition.



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**Joe:** This is really good. Some of you are saying my accent is what's holding me back. That's Gavin.

**Gavin:** Try calling the Deep South. No one knows what you're talking about. You'll love it.

**Joe:** OK, the next question I want you guys to answer is how many deals do you think you guys need to do per month to live the lifestyle of your dreams? How many deals do you think you need to do a month to live the lifestyles of your dream, write it down in the workbook and or type it in the chat. This is going to be interactive. You're not just going to sit around and pick your nose when you're one of our workshops. OK, 12 deals a month. No, I think I don't think you need to do that many. That's awesome. If you do. I'm not telling you can't. But how many deals do you think you need to do per month to live the lifestyle? Your dreams get one to five, twelve a month, 10 a month, five five three five two to three three deals with five, three to four, five to ten deals a month.

**Joe:** I love the ambitious goals. Two to four, three to four. Four, five. One or two. Ten, five. OK, guys, this is awesome. We want to encourage you guys. It's not you only need to do one or two deals a month. What if I could show you away? I'm not trying to be hype your sound sales pitch you here or not right. Like what if I could show you way if you just did one deal a month within five years, like a sandwich lease option deal like a creative lease option or owner financing deal. Just one deal a month. Within five years, you could have over ten thousand dollars a month in passive cash flow and over a million dollars in equity on these properties. That's either profits that you cashed in or equity you still have in the deals.

**Joe:** Can you believe that guy's just doing one deal a month? Wholesaling lease options, creative financing or whatever? Doesn't matter. One just one deal a month, guys. Within three to five years, you would be sitting on over ten thousand dollars a month in passive income. From the cash flow of those deals and have over a million dollars in equity, how much equity can you get in the stock market or in a 401k saving, whatever, five percent, ten percent of your paycheck every month? I mean, that's awesome. That's important. You should do that. Right. But there is nothing, there is no other investment vehicle that can get you to those kinds of numbers as fast as real estate. There is no other vehicle. So that's awesome. You want to do 10 dollars a month, but that might be setting yourself up a little too high, a little too close to failure, because that's very there's very, very few people that can do that many deals per month. So let's bring it down to earth a little, maybe a little more realistic if you just did one deal a month, guys. And, you know, if it's a lease option and you flip the lease option, that's three to five grand. It's a wholesaling deal. That's 10 to 15 grand.



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**Joe:** Right. If it's a sandwich lease option, you're looking at 20, 30 grand in profits over the three years. Right. And if you just take one and keep it one per month and that's two hundred three hundred dollars a month on each one, you guys look at the numbers. It's staggering. You could be getting three to five grand up front option deposit money, two to three hundred dollars a month in cash flow for each of these properties and twenty thirty thousand dollars in the back end on the profits. We'll be talking more about how to structure these deals, but I'm glad you guys are writing this down. OK, it's cool that you have those big goals again, but you don't need that many.

**Gavin:** Is that exciting? I want say as well, like when you when you do have the big goals and last year long term. Right. So then if you have got 10 a month and that's the vision, then go ahead and get it. Let's bring you down to medium and short term. Right. And then these I guess the question is for you guys that want ten a month. Right. Are you already doing five? Right. If you're doing five, then. Yeah. Let's push on to 10 if that's what you want. But if you're not 10 is in the long term loan, we need to break it down into activities that we can control. Remember, the things that you control on a day to day basis will give you the outcome. The problem is, is that a lot of you are focusing on five or 10 deals a month or one deal a month, but we're not actually doing the work to get there. And that's what needs to change. My activity today, my team's activity today or however that you are structured, whatever we do on a day to day basis is going to give us the outcome. The outcome will come. So just be thinking about that. Stop thinking about I need a deal. I need a deal. I need a deal is wasted. Energy is wasted time. Let's focus on what we need to do today to get the deal. The deal will happen.

**Joe:** Excellent. OK, now what we're going to talk about, guys, is focusing on your highest revenue generating activities because it's easy to get overwhelmed. Oh, look at this. Somebody just made twenty-nine thousand five hundred dollars on their first deal. A sandwich lease option. Deal. That was your down payment, Kandace? Twenty-nine thousand five hundred dollars. That is amazing. So awesome. You're getting compliments on your accent, Gavin. I think somebody was talking about accent before guys. And listen, we have students that have done deals with really bad, not bad accents, but not good English. Right. And that's OK, because you can find other people to do this stuff for you. You can find other people to talk to the sellers for you. You can find other people to do the prescreening.

**Joe:** So we're going to talk about all that, the highest revenue generating activities. We're going to talk a little bit about this. And this is important to write down. This is a writer-downer. This is going to be kind of the main biggest takeaways. I want you guys to get out of this. You need to focus on your highest revenue generating activities. Does that mean you need to focus a ton of time on building a website, getting your business cards, your logo, your LLC? That stuff's important, but that's not revenue generating activities. We



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want you guys to focus on revenue generating activities if you want to get to one or two deals a month, which is really not that hard to do when you're focusing on your revenue generating activities. OK, this is what you guys need accountability. You need accountability that can help you focus on that stuff. And we're going to give you an opportunity later if you want us to hold you accountable. But if it's not us, then get somebody else, a family member, a brother or sister, a wife, a husband, hopefully get along with them and they don't mind them holding you accountable. OK, so focus on your highest revenue generating activities and you need to be focusing on making offers and write this one down.

**Joe:** Your speed to income is directly proportional to the number of offers that you make. The speed your speed income is directly proportional to the number of offers that you make. Write that down. That's not a blank in the workbook, but it should be your speed. Income Write it down is directly proportional to the number of offers that you make guys write down in the chat. How many offers have you made in the last week? Two zero zero zero zero two four zero zero three zero zero fifteen. Awesome. Whoever that was, this is flying one ten five zero zero zero to five zero zero three twenty thirty-one nine zero zero one one three four. Questionmark zero. Your speed to income is directly proportional to the number of offers that you make. Somebody made eight offers in the last week. That's awesome.

**Joe:** I remember guys, my coach beating me up over the head with this. When I first got started. I would call them to complain like, oh, it's not working. I'm frustrated because you know what you would ask me every single time? How many offers have you made in the last week? Joe, yeah, two four. Like this is we're talking about highest revenue generating activities, this is the most important thing we're sharing today. Your speed income is directly proportional to the number of offers that you make.

**Gavin:** Yeah, and it's super important as well when we actually look at accountability and scorecard is that guys just think about it. If you aren't talking to sellers or someone isn't making offers or someone isn't and you're not following, then you aren't going to make any money. Right. So if you're not making offers, you're not making money. You can be busy doing LLC. So you won't you're never going to need it because you're not going to do a deal. Right. You can be busy with paperwork and contracts, but again, if you're going to make an offer, you're not going to make any money. So, yeah. So to make sure that statement is just probably one of the biggest things today, it really is, because if you're not making them is right and we say how many offers to do a deal, how long's a piece of string? We don't know. All we know is that it's a numbers game. Right. So I challenge anyone. If you can make three offers, minimum a day, 60 offers a month. That's one hundred and twenty offers in two months. You're telling me that you can't do a deal with Follow up and then people follow up with. Yeah, please.



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**Joe:** So listen, your speed to income is not directly proportional to how much time you spend on Zillow. It's not proportional to how much time you research. Like even if you don't. This is what we want to emphasize, guys. We're talking about making offers to everybody, not just the motivated, desperate drop everything. I got to sell my house today seller. You need to be making offers to every seller you talk to. And if it's 11 o'clock at night and you've not made your three offers for the day, just go to Redfin and send offers to the realtors. And it doesn't have to be a contract. We're talking about just sending an email to the realtor saying, hey, I saw this property. Looks like a nice house. Is their price negotiable? It's been on the market for 60 days. Would they consider something in this price range? Like send that as an email or text to realtors.

**Joe:** That's an offer. That's what we're talking about. That's how you make money in the business. So this is part of the workbook. Now, what's the number one rule in real estate? What is the number one rule in real estate? Write it down on the chat on the paper here. What's the number one rule in real estate? Is it location, location, location? Nope, it's not. Those of you on Zoom, by the way, coming on Facebook. That's it, guys. You got it. The number one rule in real estate, some of you getting good answers, but the right answer is make offers, make offers, make offers. That's the number one rule in real estate. And if you guys aren't making offers, you're going to really struggle and have a hard time. And don't think that if you if your goals are to just do one deal a month, you only have to make one deal a month. No, you need to be making three offers a day. And it's not that hard. We're going to show you how to do that as we go through the day here.

**Joe:** But like, we just wanting to again focus you on the highest revenue generating activities. It's not building websites. It's not doing logos. It's not studying going through your courses and books and listening to podcasts. And even if you are a beginner, guys, this is fundamental foundational to everything. You Caroline, you are ready. This is for you. You are ready for this. Guys, you may think I noticed we're saying this like you maybe think it make an offer. That's the number one rule in real estate. I don't have no idea how to make an offer. Relax, it's OK. We're going to show you throughout the day here later on how to make offers. It's really easy. It's really easy. And it doesn't matter if it's a crappy, stupid offer, OK? The fact that you're making offers, it's gets momentum. That's failing forward. That's massive, imperfect action. You can't steer a parked car. You can't build wealth sitting on the fence. Got to step over and start making offers and give yourself permission to make mistakes, isn't it?

**Joe:** I mean, I'm excited when I hear that. Oh, like, I don't have to be perfect. It doesn't have to be like I don't have to have it all set up and all my ducks in a row. And I don't have to understand everything. No, guys, if you wait until you have step seven and eight, figure it out before you start doing steps one and two.



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You're never going to get anywhere if you're going to wait before making offers until you have all your questions answered, all your what if answers answered, all your I's dotted, all your T's crossed before you'll never get anywhere. We want to give you guys permission to fail. We're talking about massive, imperfect action. That's what's going to help you succeed in the business. So just make offers. Even if all you did was took Zillow the zestimate value times seventy percent. And that was your offer. Awesome. That's great. If you're making owner financing offers, take the rent estimate. Right.

**Joe:** And offer owner financing principal only payments of half of that. So give them the Zillow price for owner financing and rent of half of the investment rent. That's an offer. OK, cash offer Zillow time. Seventy percent lease option. We're going to talk about how to do that in a minute, but you can do it with pen and paper guys with free resources on the Internet. You don't have to be a guru. You don't have to go through tons of courses. Is that liberating and free to you guys? Are we're giving you permission to make stupid offers because eventually they will work and eventually, as you get better at it, you start overcoming your fears. You'll start making better and better offer and then you'll find out that the deals come from the follow up. Cool.

**Gavin:** You want to add anything to that, given you've pretty much nailed it. And this is all about taking action, getting over the fear of. Confess, then you'll hone their skills of talking to cell is getting better, make them better, faster office, and then if something gets accepted, you'll be able to analyze the deal faster. And it's just a cycle of learning. Someone just put in the chat, I guess we don't need to be perfect. It's impossible to be perfect in real estate. It's impossible. It doesn't matter who it is. We make mistakes all the time with twenty-five thousand too high. With this with that we got to renegotiate because the situation is different. Every house is different, OK? The condition is different, so it's impossible to get it right. So stop worrying about getting it right because there is no right. That's the key. It's down to opinions. It's down to opinions with your buyers as well. Right. Why is it when we move a deal that one buyer wants to pay us five thousand under what we're asking and one buyer is going to give us our asking price?

**Gavin:** One buyer might give us ten thousand more. Why is that? I don't know why that is. Because whatever they're trying to do with the property that's on them. So don't try and think for them. Just get in the habit of actually doing, because when you're doing you will be successful. But a lot of you don't get out the gate again. Fear, wanting to know everything and trying to get it perfect isn't going to happen. So let's just give it a go. Worst case is you renegotiate worst cases. You can drop the contract. Say that. Sorry, I got my numbers wrong. Blame it on the repairs, which again, we're going to come into later one.



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**Joe:** A couple more things here. You need to have systems to do all of this, but we don't want you guys to get overwhelmed with that. There's three keys to success in this business, three keys to success in this business. And you ready for write this down: marketing, automation and delegation. Oh, come on, Stanley. The man are type that in. He already knew in the chat what it was. You heard me. If you've heard me on any podcast or videos, it's the three things. Write that down. The three keys to success in this business; marketing automation delegation. And we're going to be going through later on at the end diagram. I'm going to show you three circles and how those all fit together. And we're going to ask you to grade yourselves where you are. And each of those three things have different components to them. And if you have two without the other, you're going to be missing something. If you have one without the other two, you're going to be really struggling.

**Joe:** We're going to show you where your sweet spot is and how to get there. Having those three pieces in place. No one is marketing. We're going to talk a lot about this today. The second is automation. It's about systems. OK, we're going to talk about delegation. Some of you talked about your accents and your you're struggling with like how people understand me. What I'm saying here, you with delegation, you have to worry about that, OK? Marketing, automation and delegation. Right. That's now we're going to be spending a lot of time today talking about those three those three things. OK, we want you guys we want to encourage you as we talk about the stuff, we're going to try to keep it super, super simple. You don't think that you have to be the expert, the technical guy or gal that knows how to do everything? You don't have to know how to do it before you do it. And that sounds a little contradictory here. We're going to I use a lot of CRM and technology and I talk I fly through spreadsheets really fast on my videos and I lose most everybody.

**Joe:** But here's the thing. You don't have to be the lease option expert. You don't have to be the CRM database technical expert, OK? You don't need that stuff. You can do deals with pen and paper. That's how I got started. Pen and paper. You can get a VA or one of your kids to be the person that updates the CRM for you. Who or who types up the offers and sends them out. You do not have to be the expert that does it all. So we're talking about marketing. We're going to help you come up with a marketing plan, talking about automation, simple systems and whatever. You can't automate, you delegate. We can talk about this later, too. Sometimes the best automation is a good virtual assistant.

**Joe:** So we think we have to have all these systems and spend all these hundreds of dollars a month for these fancy things. No, sometimes the best automation is a good virtual assistant. We're going to be talking about that. Don't get mad. Get mad. Marketing automation delegates. Thank you, Cornelius. That's awesome. OK, there's a sentence here we want you to write down. I hereby commit. You see this in the



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workbook here. OK, we want you to fill in the blanks. I hereby commit to doing something number of deals in the next 12 months with each deal making the minimum profit of for a total profit of for the year. And the reason why we want you to write this down, some of you already doing this is awesome. Stanley says, I hereby commit to doing thirty to six thirty-six to sixty deals in the next 12 months. Stanley is already doing deals with each deal, making the minimum profit of five grand for a total profit of one hundred and eighty to three hundred thousand dollars for the year. Awesome, Chad.

**Joe:** I'm here by committing to do twenty-four deals the next twelve months with each deal making a minimum profit of five grand for a total of one hundred and twenty grand for the year. Beautiful. Now this can be wholesale deal. This option doesn't matter. We want you to write this down. I'm sure you get the work book by going to JoeMcCall.com/workbook, Joe McCall.com/Workbook. We want you guys to write this down because we want to hold you accountable to this. This is all about accountability. And if you don't write down your goals, you're not going to get them. It's like if you shoot at nuts, how does that phrase go? If you aim at nothing, you're going to hit it. Does that make sense? I know I messed that up.

**Gavin:** Something like that.

**Joe:** But if you aim at nothing, you're going to hit it. Yeah, yeah, that makes sense. OK, that does make sense. That's a good idea. Bam! Drop the mic. OK, so this is important for you guys to write this down. If I hereby commit to doing a certain number of deals, a lot of you guys are saying 12 deals, one deal a month, 24r deals. Good type this in guys, because writing this down, typing it in the chat, there's something I don't wanna say spiritual, but like there's something powerful about that, writing it down, putting pen to paper, because now you have something to be held accountable for. Don't let that freak you out, because this is going to be exciting. It could be as simple as I hereby commit to doing 12 deals over the next 12 months, six deals over the next 12 months with a deal making a minimum profit. And this would be maybe the front-end profit of five thousand. Sixty grand, total profit of 60 grand for the year. How many of you would that make a difference for 60 grand a year that would replace most people's income?

**Joe:** OK, write this down, because this is what we want to hold you accountable for as we go through the day. And if it's not us holding you accountable, it's again, it's somebody, it's another friend. It's another local investor. Stick this on your wall, type it down, write it down. Put it on your computer, put it on your forehead. Like this is what you are shooting for. This is what we're aiming for. OK, all right. Now let's and let's do this. If you aim at nothing, you'll hit it every time. Thank you. That's Ziggler. Thank you, Dana. That was close. But Zeigler's the man. He's probably got it right. If you aim at nothing, you'll hit it every time. A beautiful good. OK, thanks, Dana. We're going to be going through a time when we're answering questions.



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A lot of you guys are typing in questions here in the Zoom chat and we're going to be taking a little breaks here and there, answering these questions.

**Joe:** And Dana and Lauren are kind of tracking those questions for us on a separate spreadsheet. So that's going to be awesome and helpful. What have been some of the key takeaways for you guys so far? Write them down in the chat. What have been some of the key takeaways for you? What are some of your biggest takeaways right now from this? Oh, man, we got a lot of comments in here. Make offers, focus on revenue generating activities, take action. How simple it can be to just do one deal a month. Nice canvas. You got it. And it's not so easy. I'm not alone. If my failure to take massive action, there's a lot of people that are afraid of that. You're not alone. Boom. Somebody's biggest takeaway was this. Just make offers from Redfin. At the end of the day. If you're not done, that's awesome. That's a great takeaway. Your income is directly proportional to the number of offers that you make. Yeah. Make three offers a day, show up, do the work. Don't be afraid to fail, make offers, get back on the horse.

**Joe:** Doing nothing for nothing brings nothing, have goals. You don't have to be perfect. Action. Take action. One deal a month is life changing. Yes. Make offers. It's ok to make mistakes. Draw a line and start doing anything is better than doing nothing. Oh that's good. Cool. Cool, cool. Make offers. Marketing automation delegation. I can do this. Oh my gosh. This taking action. Failing forward send offers to agents. Like if you just had to like at the end of the day make three offers, just send an offer to an agent. Doesn't have to even be a contract. Can be an email. It can be a text. Hey I saw that, that, that property you have on Main Street looks like a nice house. I'm surprised it hasn't sold yet. It's been on the market 90 days. Is that is your client negotiable? Would they accept something in this price range or would they maybe accept something like owner financing? If I can get them that price.

**Joe:** You will miss one hundred percent of the shots that you don't take. If you aim for nothing, you'll hit it every time. Awesome. It's OK to make stupid offers. I love it. Yeah, OK. Now you don't have to write this down for us, guys in the chat, but write down three main action items we want you guys to write down in the workbook. Three main things that you're going to do from this. This is a little section. What are your three main action items? And next, we're going to be talking about finding your next wholesaling or lease options. Do some of these asking when you say make offers, do you mean with a number, either a number or range? Right. That's an offer from in my book. Talking about finding your next deal. Where is it at?

**Joe:** We want to do one deal a month it's not that hard, but where are they? So the big thing we want you to understand is the big goal is to be a deal finder or write this down, not a deal creator. The big goal is to be a deal finder, not a deal creator, because this is important. Guys, write this one down to it's part of the



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workbook, part of the workbook. You can only do deals with blank sellers, motivated sellers. You can only do deals with motivated sellers. We want you guys to be deal finders, not deal creators, because so many times we see people get frustrated with like the seller calls and they talk to the seller. And the seller is open to maybe doing owner financing to lease options, but they want like fifty thousand dollars down and the property's worth two hundred thousand and they're willing to sell it for one eighty. And you become the investor, become the motivated buyer like, oh yes, I got a seller, I got a deal and you try to make it work. And eighty percent of our questions have come to us or like, how do I make this deal work. You can't. What you do is you just make the offer, move on and follow up.

**Joe:** This is why follow up is so, so critical. One time, Gavin, I looked at the past previous twelve months and looked at how many deals we did. Fifty-eight deals in that twelve months. And we looked at of. Those 58 deals, how many of them came from the first phone call? I want you guys to write this down in the chat of those 58 deals that we did, how many of those deals came from the first phone call, those of you that answering? I've heard us say this before. A lot. Some of you are getting it wrong, 10, 20 zero, 20 percent, none, five all over the board. One call for the answer is four. Four of those fifty-eight deals came from follow up. So, Gavin, talk about that for a minute, because if we would have not done any follow up, we would have only done four deals that year.

**Gavin:** Right, 100 percent. And that's what people miss, right? When I say ninety three percent, I think that's what it is. Ninety three percent of the deals that we do come from follow up. That's what it is. I wish it wasn't. I wish it was easy. I wish it was 50 50. Right. But the reality is that it isn't. So why is it that you guys feel that you should be closing a deal on the first phone call because the seller wasn't motivated? Because it's a numbers game, right. We had to make a ton of offers. We talked to a lot of people. We had a lot of leads that came in. And we're just talking about the ones that actually closed. And we're still following up with people from two years ago. Right. Because no means not now.

**Gavin:** If you change your thought process, this is a process that you need to put in place where I call it shadowing the lead. What you do is you engage with the seller, you build rapport and you're going to then go and make your offer. Now, regardless if they think your offer is ridiculous, it's stupid, no chance, whatever that is fine. I'm OK with that. The question that you need to ask yourself is, the next time that we talk, has anything changed now? I'm not saying the next time you talk it's a deal, but has anything changed? Have they gone from being super aggressive to the point to a little softer now? They still want to sell? Well, things were a little softer. OK, that means you're moving in the right direction. For example, the seller says to you, that's ridiculous. This is going to sell, sell, sell within a week. No problem. OK, Mr. Seller, it looks like a great house. I'm sure it. Well, super nice house. Well, do you mind if I follow up with you in a



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couple of weeks just to see how things are going? I'm sure you're going to tell me. So how does that sound?

**Gavin:** Right, done, I'm off the phone. We built rapport. We're not getting anywhere. Two weeks later, is house is still available right now. We've gone from this will sell. This is it. This is what's happening now. Has he softened? So now if the conversation says, hey, Joe, this is Gavin just checking back in, I know you have that property you're trying to sell. I'm sure it's sold by now, right? Oh, no, actually, that's oh, it doesn't seem super confident. I'm surprised it's not sold. Well, I'm I think it will sell. And I thought they were moving a lot faster than they have now. It's not a deal. Right. Well, you see the difference in the in the transition of this and where we're headed.

**Gavin:** So what's going to happen in another two weeks or another thirty days? The reality is that you're going to build this rapport with the seller. The reality will hit his situation and his thought process has changed. And you'll get to get the deal. And that's what you're trying to do when you actually shadow these because you cannot do a deal with a non-motivated seller. It doesn't matter how ugly the house is, whether it's been set on fire, that doesn't matter. You're looking for people, not properties. People have properties that they are going to sell to you to a lease option and a finance deal to you doesn't matter. What the property's doing is all about the owner and what they're doing. And that is what you need to shadow play. You're looking for motivated sellers that have properties that have problems that you're going to solve to get deals done so you can only do deals with motivated sellers.

**Joe:** So why is that important? Because most 90 percent of the sellers are not going to be motivated now. And if you're just in this for the short haul, if you're not in this for the long haul, if you're not in this for three to six, 12 months, you're going to get discouraged because you're like, man, I'm making offers. I'm doing a lot of marketing. And they all say, no, we're only a few have said yes and whatever. You're going to get discouraged if you understand that a lot of times sellers no means not yet. They're not. Write that one down. It's important. I understand. No means not yet. They may not want to sell house their house now. And guess what, guys? Sellers are liars or buyers or liars, whatever it's like. But most people are not going to just come out on that first call and say, yeah, I'm desperate, I'm motivated.

**Joe:** I got to sell my house yesterday and I'm going to whatever. They're going to hide. They don't know who you are from Adam. We just did a lease option deal in a small little town of four hundred and eighty people in Nebraska, OK. Four hundred eighty people. Talked to the sellers are for sale by owner. Now, I don't need to sell it right away. I got plenty of time. He had it for sale, but we thought we were asking him too much. We said, well, you know, you should probably list it with the realtor. We had no idea what was



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going on. Find out a couple of days later because we were following up with him maybe a week or two. He's going to jail in three weeks and his wife's moving out to go to Iowa with her family. All of a sudden, we thought this guy wasn't motivated, but because we followed up with him, found out he was very motivated, all those realtors told him, you have to fix this and do this and change that and get rid of that, clean all this.

**Joe:** And it'll take us a few months to sell it, probably because your price is a little aggressive. I realized I couldn't do that, so sellers are very, very good at hiding their motivation. That's why the follow up is so important. So you can only do deals with motivated sellers. Now, we just don't we want you guys to know that you're not getting discouraged and with accountability in place. Right. We can help you and remind you of this stuff. Whoever is holding you accountable can say, all right, listen, all right, it's OK. You've got your numbers here. Make sure you're doing this stuff every day, making sure offers. Now, we're going to talk about doing deals virtually here because should you do two deals in your own local market or do them in other states? I've already seen comments here of people saying, well, you know, I can't do lease options in Texas and I need to do a minute. You're right. You can't do sandwich lease options in Texas, but you can do lease option assignments.

**Joe:** Maybe you're in Illinois. It's hard to do wholesaling there, right? Maybe you're in California, New York, and it's an attorney state and California is a communist state. I'm just kidding. I got to keep politics out of this. But it's hard to do deals in California because of the fires and because of the high prices and the competition. And I was born in L.A., raised in San Diego, lived in San Francisco. Like I'm very familiar with California, but like, it's hard to do deals there. Maybe you're in Nashville and it's real expensive and crazy in Denver. But like, you can do deals guys in any market in the United States, should you do deals in your own backyard first? Maybe if you can try, give it a shot. But you have the entire United States open behind you and with technology today, with the simple marketing that you can start doing for free. You've got the entire US Open and you may be listening to this from England. We have somebody from England earlier. Right.

**Joe:** But so you can do deals in the US from here. And we're also doing vacant land deals. I just did a vacant land deal in North Carolina. We made a twenty three-thousand-dollar profit. We bought it for ten, sold it for thirty-three thousand. And I've never been there. We hired somebody to go take pictures. We hired a local title company to do the closing. We called some realtors and we thought about listing it with an agent, but we decided not to. So here's the thing. What kind of markets do you go after? How do you pick them? Well, there's one hundred answers to that. But do you have any you might be in Texas. Maybe you just want to go into Oklahoma, maybe. What's the next state over that? Louisiana, Alabama, Mississippi.



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One of those right now. New Mexico. Maybe you're in Florida. You can go into Georgia, South Carolina, maybe you're in the Missouri. You can go look at all the different states around you up there. But maybe you have some family in Indiana. Maybe you used to live in another market. You can look at those markets, OK? You have the entire US open.

**Joe:** And we want to encourage you with one more thing here. Small towns, small towns. Is it a good idea to target small towns? Write this down. Big capital letters, bold. Yes. This is how you spell. Yes, y e. S. Is it a good idea to do deals in small town, maybe backwards? Yes. And guys, I want to tell you something. Small towns are where it's at. It's so much easier to do deals in small towns. What size? Small towns, Renee. I just did a lease option deal in a small town of four hundred and eighty people. That may freak some of you out, but it's not that big of a deal. It's actually easier to do deals in small towns. OK, we just we just do them all the time. And I have friends that are doing deals in small towns and you can like how I know you guys are thinking. Well, what about the buyers? What if I can't find buyers? Who am I going to get to look at the property? What if it needs too much work? What if I overpaid or over made my offer too high? The way we do and we'll show you how to do this with our contracts is you can you have a contingency?

**Joe:** You can you don't have to close the deal if you can't find a buyer, but you can find local boots on the ground. Let me tell you something, guys. There are tons of money, mattress money in these small towns. Right? And there's a lot of people looking for properties that to live in these small towns and there's no inventory, especially inventory, where you can offer it with owner financing at lease options. Guys, that lease option, deal. We did it in Nebraska. We found a tenant buyer before we even finished signing the contracts with the seller. Like we're selling these deals lightning fast. You can get local realtors and build their commissions into your price to find buyers for you. You can go to TaskRabbit, Craigslist, Facebook and find people to take pictures, Facebook marketplace, find people to take pictures and inspect properties for you. You can do mobile notaries in these small towns there, services that we use.

**Joe:** You can hire someone to go drive thirty minutes to meet the seller to get the contract signed. Not that has to be notarized, but maybe they don't have access to a computer and fax machines or who uses fax machines anymore, but they don't know how to sign this contract that you just emailed to them. A lot of people don't even have printers anymore. Gavin, isn't that crazy? So, like, how do you get these things signed? Well, you can hire mobile notaries to go there. You can find some. So we teach that to our students. I'm telling you guys, we go look is another good resource for Mike. Craigslist is just a great place. But you can hire people locally in those markets to put out the signs, to take the pictures. And when you do like them guys, this is why I love this is the biggest reason why I love small towns. No competition, no competition. Ed it's TaskRabbit TASK.



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**Joe:** There's no competition. You're worried about like competition and going to sellers that have a huge stack of postcards on their desk. You guys, when you start sending letters or marketing or postcards or Facebook ads or whatever you're going to do to these small towns, you may be the only call. The only letter. And you can still get data, you can still find all of the homeowners with tons of equity absentee owners of vacancy, the ones with lien's judgments and all these motivated seller list, you can still find those just as easily in the small towns. OK, so is it a good idea to target small towns? Can you do deals from Europe? Yes. I don't know if you can do deals in Europe, but yes, you can. If there's a motivated seller, you certainly can. So is it a good idea to do deals in small towns right down? Why? And if you want to say I'm not going to be afraid of doing small deals in small towns, now we want you guys real quick. It doesn't have to be.

**Joe:** We want you to pick two or three main markets, write them down. You have to give them to us. You can if you want, but write them down in your work. And we're forcing you to do this right now so you don't overanalyze it and overthink it. You get you start getting into your head and like, oh, my gosh, what I need to do, just write down three, two to three markets that you're going to go into. Good. Someone. There you go. Tulsa, Oklahoma City, Nashville, bam, Indy, Nashville, OK, the two different people types in almost the same cities except one. Yeah. Are you doing deals? Small towns in close proximity to bigger areas. Yeah. So like for example, I'm in St. Louis. I would look at the entire state of Missouri. That's what I would do. I have we have a student, Phil, Phil Martin. I've interviewed him on my podcast. Guy's amazing. He's crushing it in Springfield, Illinois.

**Joe:** I think there's twenty somethings. Twenty thousand people in Springfield, Illinois. I did a course called Small Town Profits with Larry Goerens. He lives in Charlotte and he intentionally ignores the big MSA of Charlotte. A lot of hedge funds, big companies are in there buying houses like all the Z buyers and home offers off iPads. But he intentionally goes out two or three counties and is getting triple the response rate on his direct mail. OK, and sellers are just friendlier. They're nicer in these small towns and they're still he's still selling them very, very quickly.

**Gavin:** Yeah. That being said, though, we don't want to be pushing you if you are in a competitive market. That doesn't mean you can't do deals. Right. You probably have to be sharper. You have to have better follow up. You need to be on top of your game more in the competitive markets, because, again, we're trying to eliminate everybody right in the right way. That's what we focus on our team is how can we be the best at what we do? Because deals then will come our way, especially in the follow up game. Why do they want to deal with do a deal with me rather than these are the people in the market? And that's not putting them down. It's just doing the going through the process until again, building that repoll, until it's



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ready to be a deal. The motivation change. Hey, you come in, you pick up the deal and that's how you're then going to be churning them out as the months go down the line. On average for in Alabama, for instance, three to four months on average, it took us six months to do the first deal in Maui. OK, competitive market, Maui, because it's a process.

**Gavin:** I don't go into Maui trying to get a result in thirty days. Now we have to set it all. We get it and follow up. We shadow the lead until it becomes a deal and then they become obviously big because you've got to stop thinking. We've talked a lot about five thousand-dollar deals. We need to start thinking bigger as well, right? Five thousand is a start. A lot of you here, they've got bigger goals or whatever you're trying to do. Don't limit yourself to that either, right? Yes. You can go and do thirty, forty thousand-dollar deals. We're going to be talking with that. I know we've got two of our guys on Chris Y and Chris all the minute about this exact thing. So we're going to drag them over here in the second to kind of build on that one. We're looking at bigger deals and thinking bigger.

**Joe:** Yeah. So the reason why I want you to pick two or three markets is because you can start rotating through them when we're going to have to come up with a marketing plan in a minute. But you can just say, right this week I'm going to go after this area or this these counties or this state. Next week, I'm going to go after these and we're going to be showing you different marketing that you can do. But yeah. So don't be afraid of the small towns. If you're in a big city, start thinking, all right, what are two or three counties outside of the big MSA that I can go after that still have? It doesn't matter. Five hundred a thousand people. Two hundred thousand people. That's you got to have the written down and don't overthink this. Don't over analyze it. As you start doing this, you realize, OK, that's not a good area. This is a great area. I'm going to focus more on this, OK. And you'll start figuring out if you spend more than twenty, thirty minutes researching this. It's way too much time. We're just, it's just massive, massive, imperfect action.