



REAL ESTATE INVESTING MASTERY

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Kris Krohn's Secrets To Doing 1,000's of Deals

Hosted by: Joe McCall

Guest: Kris Krohn

Joe: Welcome. This is the real estate investing mastery podcast.

Joe: Hey, welcome everybody, this is a real estate investing mastery podcast, got a special treat for you today. I got a good friend. And you probably know who he is. He's a giant in the real estate investing space. He probably has the largest YouTube channel. I'm a little envious. He only has 700 and 45000 subscribers next to my 15000. But his name is Kris Krohn, and we've got Kris Krohn in the house. If you've not seen his YouTube channel, you got to go there. He's got almost every day comes out with really good videos. High production value videos. Talking about what's going on today in the market and how you can prosper and thrive in today's market, no matter what direction is going. I've learned a lot from Kris over the years. We're going to bring him on to the show and talk to him and talk to him about kind of how he got started in the business, what he's doing today. He's got some real cool things that he's going to be talking about, and he's got a great book and we'll be talking about this in a minute. Normally, I tell you, Hey, this podcast is brought to you by one of my books. I don't want talk about my books today. I want to talk about Kris's books, and we'll be talking to you in a minute of how you can get them. He's a good, nice guy. I think you're going to like Kris, and I think with that said, should we just bring him on? What do you say, Kris Krohn? How are you, man? Hey, Joe, how are you doing, buddy?

Kris: Glad to be here today.

Joe: Appreciate you being on my podcast. You've been, you've been everywhere. It seems like on YouTube and on Facebook, in the Instagrams. Congratulations to you for just doing so well.

Kris: You know, I appreciate that. Thank you. Listen, it's a simple philosophy. It's just create value and add as much value as you can. And you know, between all of our social, I think right now it's somewhere between three and 10 million views a week. And I love it because most people I'll never meet, but so many go on to actually implement what they're learning or improve their life or make money. And and it's a joy for me, so I love doing it.

Joe: That is awesome. Good for you. So, Kris, some people don't know who you are. Would you mind just giving a brief introduction of, you know, how did you get started in this business?

Kris: Yeah, you know, real estate. I caught the bug only after I had one of the most disappointing moments of my life. I I kind of had my my my life worked out kind of early. Joe, I had decided when I was a kid. After I saw my parents struggle with money, I'm like, I would be a doctor, right? Doctors should make enough money. I should be able to take care of my family and my parents. I had eight other siblings and yet I just felt it was a god thing. This is my job to take care of my parents in their old age, and so I set myself up for that, but got to tell you when I went to college and I started taking chemistry classes, I took organic chemistry and I got a C and then I retook it and I got a C minus and I'm like, Oh my gosh, 10 years of chemistry. And I just realized this doesn't come easy. It doesn't come natural. This is I'm probably barking up the wrong tree and I'm playing it, playing it down a little bit. But it was hugely disappointing and heartbreaking. And I think my world kind of came crashing down. A few months later, though, when I was still a full time student directionless, I was working this job. Full time telemarketing hated it and I came home and I found my wife in tears and she just basically said, Kris, we don't. We don't have money for groceries. Like, literally, she went to go buy our five days worth of groceries, and she she bounced a check had never had that happen before, couldn't pay for tuition, couldn't pay for rent. And in that moment I'm like, Oh my gosh, I am on the wrong path and I need to do something and everyone my entire life, said College, College College. And for the first time, I actually said, You know what? Maybe college is about career training and and having job income, but it's not about making more than that. And so, you know, long story short, I found three people in a very short period time were each made over \$10 million dollars in real estate. And I caught the bug and I'm like, I don't even know what that means, but I'm going to do that. I'm going to do. What year was this? So that was two thousand and three. OK? Twenty two. Yeah. So this is like 18. It's weird. It's eight, you know, since then, I mean, for four years later, I had twenty five properties, graduated college that year, quit my job, had a six figure residual income and it was double in my portfolio every year after it still finished school. You know, I I felt like my sweetheart, my college sweetheart, third day of class, and we were married a year later. And so my not not only my parents saying college is the only path, but my mother in law kind of a little bit of an intimidating, scary person, as I was like, If you don't get a degree and I'm like, fine, I would get a degree just for you how much I've really used it. She'd like to believe that I use it, set me up for all the success. But you know, the truth is college college. I think more than anything was just it's career training, and that's great. We need we need day to day income, but you're never going to create wealth of freedom or et cetera unless you actually branch out through business. That's all real estate is at the end of the day. So I became an entrepreneur.

Joe: I'm curious, Kris, do you have kids? I have four kids. Yeah. How old are they?

Kris: So my oldest is 15 at a 13 year old boy. So two girls, two boys. My youngest is 10.

Joe: OK, so we're all similar ages. I have two teenage boys, 18 and 16, and girls 13 and 10, and we're going through this right now. I'm thinking, Man, should I? You know, I want them to go to school. Maybe, maybe not. Well, have you thought that through like, what are you telling your kids?

Kris: Yeah. So for my kids, I. Basically, my I for the last couple of years, my kids have been out of the schooling system. We bring private teachers into our house. We were even doing this before the pandemic and between me and those teachers and experts, we are basically emphasizing the education that we believe our children need today. And I'm intentionally leaving gaps and stupid holes for things like like trigonometry or other things. I just don't frankly think matter, and I'm preparing my kids for a real world. And so they know Dad says, Hey, you know, you can get good grades and you can go to college if you want. But that's just for career training. And so if you choose a path where college is required, awesome. But also you can work with dad and you'll help you start a business. And my goal is by the time my children are 18, that they're making more money than the average American with their own gig and that they have options. It's not a fallback, and it's not the only way. It's not the only choice. It's simply a choice. It's not good or bad. It's just a way. And it just depends on what you want. Right. I'm not putting any pressure on my kids to take over dad's empire.

Joe: Yeah. Well, that's cool. You know, if they wanted to go in a career where they needed trigonometry, they could learn that in college or just pay someone to do it for them and pay somebody.

Kris: I mean, real estate taught me a philosophy. When I got to twenty five homes, I got flustered because I was at that time, just barely still just graduating. But I was still a full time college student with 18 credits for a semester. I was still full time, you know, full time job, and I had my full time job and I was pulling my hair out. At that point, I divorced this notion. My dad taught me as a German immigrant where he always taught me, said, Son, if you want something done right, you've got to do it yourself. And I'll never forget. I always said, Dad, you should expand and grow your business. And if you want it done right, you got to do it yourself. And I just remember one day I said, You know what? Screw it, if you want it done right, don't ever do it yourself, period. And I live. I live my life now. A lot of people think I'm a realistic guy, but more than anything, it's about systems and I love delegating.

Joe: Yeah, and that's awesome. It's good to hear my two teenage sons. We've flipped some vacant land together, flipped 25 30 vacant land, vacant lots of different parts of the

country together. And it's cool. You know, they know that they can fall back and do real estate. If they want that, they want to go into college and pursue that route, they can as well, because that's cool. That's good and we homeschool our kids as well. It's something that it's not that maybe well, I used to say it's not that we're anti-public school, we're just so pro home school. But these days, honestly, I'm a little anti-public.

Kris: Are you kidding me? Like, who are these teachers? What are the backgrounds? What are they really teaching? What is their belief system? You know, I walk into a school system and, you know, school is free. I'll see a teacher that's, you know, 200 pounds overweight. And I think myself, what are you teaching my child? And by the way, this is not to be rude, but this person is going to have an influence and an impact on my child and they're going to project Hector projector. They're going to project their belief system. And I'm sorry, but I'm not OK, just allowing my kid to be exposed to any old belief system until they're adults and they've had a chance to really form know, I think, a much healthier belief system.

Joe: Yeah. Well, good on you for having four kids. It's awesome.

Kris: Thanks. A lot of work.

Joe: Yeah, it is. It's worth it, though. So where do you live, Kris?

Kris: So I live in Utah. We are about an hour south of Salt Lake City Airport. Tiny little community up in the mountains. And it's very, very peaceful. You know, I'm in my studio today about 30 minutes away, so I come to the studio on Mondays. And you know, for me, I mean, Mondays is usually a recording day, Tuesdays and Thursdays. I work, you know, and build businesses. Wednesday is my wife's day. Friday is my kids day. Saturdays, my day, Sundays, gods day.

Joe: It's awesome. Yeah, thing. So your only work in working three days a week, it sounds like

Kris: 20, 25 hours is kind of my jam. That's where I'm like, Ooh, that's my sweet spot when I feel like I'm filled with meaning and purpose and I'm doing good things, you know? But I feel like for any person to really feel fulfilled, all the money in the world and poor health doesn't do it. All the health in the world, no money doesn't do it. And all the money and all the health in the world without meaningful loving relationships doesn't do it. So I for me, I got to spend time on my my key relationships, my health and then, you know, the wealth. And I feel like when I have growth in all three of those areas, that's what I'm happiest.

Joe: Yeah, you're you're promoting right now a workshop called Having It All the secret to having it all. I want to talk about that in a minute. Give people information or link and how to get that. But I want to rewind back to when you're getting started, you're doing deals while you're in college. So I'm assuming you didn't have great credit. You didn't have a ton of money right now and you're still buying deals. I've seen you teach about lease options. It's one of my favorite strategies of is what were some of the ways that you were buying houses while still in school?

Kris: You know, my first house was literally a, you know, I just got a really good deal on a house that I bought for me that had a basement apartment and the whole goal was, I'm throwing \$400. That was the cheapest rent in our college town at that time was probably \$400 a month holding out and that four hundred dollars, I was like, OK, people say, that's your biggest expense, how do I eliminate it? So I spent a year and I saved up five grand, and I put that as a down payment three percent down payment on a single family home that had a basement that I rented out and covered the mortgage. So, you know, the first thing I did was just eliminate my biggest expense. And then I'm like, Wow, that's kind of amazing. And because I bought with equity. Four months later, the bank gave me a home equity line of credit, and then the equity in that house bought my next house, which was my first lease option at a \$600 month cash flows of between two houses, my net worth was over 100k. I was living for free and I had six hundred dollars a month of positive cash flow. And then I use the equity in that house to hack the third, and I did this for the first few homes until when I actually wanted to buy my first house. I could. I'm like, Shoot. I got to wait for the equity to season and I'm not saving enough money for a down payment. I mean, 20 percent down payment. 50 grand. No college. I don't have that. And that's when I discovered. That's when I discovered partnering. And that has become strategic. Partnering has been my favorite form of real estate investment period. To this day.

Joe: Talk about that. What is strategic partnering?

Kris: You don't think about it, right? I mean, for any deal to really go down often in real estate, you have these natural partnerships that form. There's the active investor that's doing all of the work fine in the deal, researching the market, they're going to manage it, et cetera. And then you have someone who's putting up the money, right? There's some kind of passive investor. And so my father in law is like, Hey, I'll put up the money. Your track record now in these three deals, I put up the money, you do the work and let's split everything 50 50. And so that worked out great on the first home and then the fifth home and the tenth home. And I remember being a senior in college and I was off track. I'm like, I got to get to 25 homes by the time I graduate and I only have nine homes, how do I go faster? And I was like, Shoot, I need more father lost. And that's when I realized, Wait a second, there's people out there with money that don't want to get hands dirty, hands on in real estate. And so now I showed, you know, there were four people that

have been kind of admiring my my real estate that they saw me doing as a young kid. And I took them all to lunch and I'm like, Hey, here's my home's here's my our allies and all four of these individuals that week with four separate lunches all said, I'll partner with you guys for buying a home every day. About time I graduated college, I buy 25 homes and then double that the next year. So for me, I love bringing opportunity and money together in the middle, and there's always a slice of the action for the person that can do that. So I guess you could say that as much as I love real estate, I love people more and I love the people element because for every house there's money and money is really people. And so if you can put people with money and houses together or deal together with really awesome ROI, no one has an excuse anymore. Anyone listening here can break out and start becoming a more successful investor that isn't saying, Oh yeah, I'm limited by my credit. I'm I'm limited by the money in my bank.

Joe: Yeah, well, that's so good. Talk to the beginning investor now. Who's listening to this and thinking, that sounds awesome now? How do you find the money? How do you find the person? Father in law that you can partner with? How do you what are some of your tips for that?

Kris: You know, I've done now 5000 single family homes, a billion dollars worth on this one strategy that I'll share right now. Wow, I, I learned, Joe, that three is a very significant number. When I did my first house, my father in law that became my eventual partner, I thought I was crazy. He's like, Wait, you just you don't know what you want to be when you grow up, and so you want to buy a house on a college town, how would you do that? I bought my second house. He was just confused. Like, Are you guys getting a divorce? I bought my third house and at that point he just wrote me off as kind of weird. And it was here, you know, he was the one that came back to me and said, Dude, I had a dream. I was on my anniversary celebrating my anniversary with my wife and all this, and I thought, Wow, maybe we should do real estate. What have you? What are you up to? What are your numbers? And I told him, Well, it's weird that you bring that up now because I'm trying to buy my fourth house and I don't have the money for it. After he saw the ROI, he's like, Oh my gosh, this kid is kicking the trash out of my forehead, Kyra, I'll give the kid the money. And so I do think Joe, first of all, the hardest part of what I'm suggesting is you got to get a track record. And for most people, that's three. Anyone can get lucky once anyone can get lucky twice. Once you do something three times, I feel like you break that belief barrier and people start becoming open. Yeah. So I created a program called a maverick program. I'll partner with anyone in the world that they bring me a partner and that partner, that individual with money, wants to partner and do deals with me that I take my 50 percent cut of all my profits. And I equally share it with that person. And that's been my my fastest track to helping newbies get off the ground, like leverage my track record and, you know, hook me up with the people that I can do deals with and I'll cut you in. And so that's a way

Joe: That is awesome because, you know, with you're with what you've done with social media now, you've just just crushing it with that. You probably do not have any problems finding people to partner with on deals.

Kris: No, I have several partners. Every week, you know, multiple a day that will actually people all over the world that will partner up with me and do deals and and we've just baked it into a really cool system with, you know, really attractive ROI. And a lot of you know, it's really weird, you know, 20 years ago, Joe, I think people are really interested in learning. And I would say that the number of people that want to learn how to do real estate has shrunk, but the number of people that want to be given a fish instead of how to fish has grown. And I think it's the heart of the millennial and Gen Z mindset that's coming. And so a lot of people, they're really attracted to the Hey, Kris, can I partner with you and can you just do it for me? And let's split everything equally. You know, do it yourself or looks at that. And like, Kris, what a rip off. I put up half the money. Yeah. And I have to share half the profits with you, but you find someone that. That isn't a do it yourself. This is a do it for a year and that person says, Are you kidding me? I get half of the profit and I get rid of one hundred percent of the work. I'm in, right?

Joe: So that's awesome. OK, so can you talk about oh, we're getting some. Hey, look at, you know, this guy? Hey, Jerry Lawton,

Kris: Oh no, no, no. Nor is a study. Norton is off planet right now. That guy's in his. He's doing special tax strategies overseas. Dude, how's Puerto Rico?

Joe: Jerry Norton is the Beast. I got to be strong this. I'm in great company right here. Chris Cronin, Jerry Norton, two of my favorite guys on YouTube. That's awesome. Hey, Jerry, how are you doing, man? So I wanted to ask you some questions about what you're doing on YouTube and kind of why did you? I suspect I know the answer. You're wanting to do more deals in that. So why were you? What got you into YouTube? What got you into the social media world?

Kris: You know, I had a buddy approached me and said, You're always doing these life seminars, but you really should just put it up on YouTube. And so I was like, fine. And so we spent a couple of years just put some videos up and not a lot happened. And then all of a sudden a video really took off and started getting millions of views, and everyone all of a sudden want to partner with me. And I was carrying a symbol in a rainstorm collecting water. I didn't have a bucket and I'm like, Shoot like this could be done intentionally. And I've got two intentions with social today. You know, every day my team uploads over 100 pieces of content on all platforms, from TikTok and Twitter to you name it. And it's really just trying to meet people where they're at. And it's a it's a massive model. You know, I pay hundreds of thousands of dollars a year to just put this out there to the world, and two things come from it. Number one is there's the millions

that I'll never meet who are better in their lives with the information, and that is my prime reason. I love a guy like me, always has people that want to invest and do deals, and social media is not the most effective conversion model. The majority of the masses are going to get value and they're going to go do their own thing. And I love that, that really, you know, anywhere, anytime I travel anywhere in the world, people are always running up and telling me about how they watch me now, the deals they've done. And that brings me just that lights me up because guys like you and I were in it for the impact too, right? Oh, totally. And so, you know, I'll never meet the real impact. No, I just know that it is gargantuan. However, there's also then, you know, sliver of people that will find me through all that social and they'll get in touch with my company and they'll learn the options. And some say, you know, I want to do it myself, teach me how and others will say, do it for me and let's partner up. And and so we've got a system for just helping all of those people as well.

Joe: Yeah, there's a lot of people that I coach people sometimes about, you know, they want to get into social media, they want to do, they want to get the big followings on Instagram. And one of the things I tell them is, listen, maybe you should think about starting local. You know, if you're if you're an investor in Miami and you're wanting to do more deals, what would your advice be to somebody like that? You know, there are real estate investor and they're wanting to get their big on Instagram or they're wanting to get into YouTube. How can they leverage that? Is it possible to leverage that social media following in a local market like that?

Kris: One hundred percent. Let's just say that you live in Florida and you do deals in Florida, but you have social media, which means global, right? I mean, for me, sixty seven percent of the people that follow me are U.S. based on that, a third are global. And I just always put it out there like, I'm always doing deals and I have them vetted and I've got a track record, you know, on a billion dollars worth, you know, so if you want to team up with me on some deals, you know, here's the application of the form of the process that you go through. And so anyone with a social media following can find, I think, you know, for guys like me or for investors, guys like you find it, finding deals is very, very easy when you're plugged into that network. And also you could do the other you could literally talk to the investor and say, Hey, if you got a deal out there, bring it to me to underwrite and let me look it over. And if it's good, I'll find the people's money and I'll syndicate. We'll put this deal together. I mean, so you socials are really great strategy for bringing a big world together into a really small one.

Joe: Oh, it's great for finding buyers and sellers and investors. Yeah, all the time. When I'm doing coaching calls, I will find somebody who and I got a bunch of people on a YouTube or something like this or in Zoom. I find somebody that's got the time but doesn't have the money. Somebody who has the money doesn't have the time. So they get that right. And yeah, so you know, there's opportunities all around us if we just kind of open up our

eyes and look at it, right? Yep. 100 percent, OK, you've been doing some promotions recently on a have you can have it all the secrets to having it all or is that something you're doing this week or next week?

Kris: Or it's actually Thursday this week? I've got a I've got a free special meeting. It's Thursday. I've got 17000 people registered so far for it. And you know, there's something happening in the world that most people aren't aware of. If you follow the media, it's doom and gloom and unemployment is up and blah blah blah. And I'm looking at I'm like, Are you kidding me? And the last two years we saw a 10 percent global increase in millionaires. We have a new rich that has emerged and you know, depending on your mindset, you're either not looking for opportunities because you're like an ostrich with your head buried in the sand, or you realize that big problems equal bigger solutions and you're going to be rewarded tenfold if you're on the solution side. So I love problems because I always ask myself, what what solution am I equipped to bring to the marketplace like right now? Look at this problem. Pre-pandemic, we were missing two million homes in America, two point one that was according to Forbes and Wall Street Journal. Now, with the pandemic, you have a lot of people that are going from want, need to want, and we have. According to USA Today, two weeks ago, five point two eight million missing homes, single family just became the hottest and most popular sector for the next seven to 10 years. And if builders build as fast as they can, they'll hardly keep up with inventory. It'll take them seven to 10 years before they catch up. That bodes well for price increases, but at an alarming and at alarming rate that they won't be able to uphold. You know, we're going to see I'm predicting that the national median is going to where where it was sitting around 250000 is now going to break a half a million dollars right now, sitting at three hundred and seventy K. And that means that there's an opportunity in single family. You know, out of three hundred and twenty four markets, I only invest in the top three to five markets. So, you know, last year I averaged like thirty eight percent annual ROIs. Right now we're doing, you know, double that disclaimer, not investment advice, right? Look at the terms and conditions. No promise or guarantees all the important legal stuff, but we're slashing and slashing it. I believe that in our next century, this is the fourth turning every fourth cycle's juicy, just like Great Depression. We are pre Great Depression with some of the best times in real estate and then in seven to 10 years when we actually hit that supply demand ratio. We're going to run out of demand for people needing homes. There will be an excess supply. We're going to have one of the biggest glut in the markets return of homes back to the banks because people don't want. Why would someone want to hold a half million dollar mortgage on a home that just dropped back to what the national median should have been lost multiple six figures in value? And then it's an opportunity to buy up, you know, so as a countercyclical investor, the next 15 years is gold. You can do in the next 10 years what you couldn't do in 30 years in real estate. It is it is an amazing, an amazing time right now. So have it all. You know, the reason why I got that free event coming up and I've got a brand new book called Have It All. It's the five financial choices

that wealthy people make to get rich in five years or less, and it smells a little bit like get rich quick. But the truth is, I don't know wealthy people that get rich over 30 or 40 years, the majority of them. They learn how to hack higher. Our allies, like double digit real estate, triple digit business, quadruple digit ownership of business and all of a sudden, there's a lot of money to make in a short period of time. But I believe it's five core investments to get there. So I'm going to teach people this idea that listen, if people value on my life like, Hey, Kris, you have nannies and cooks and household team people that run your life and chauffeurs. You people to drive you around and you're just buying a private jet right now. And like, how is it that you have that lifestyle? Is it just because you're a successful real estate investors? Like, No, it's because I'm the master of our why? And it's because I don't diversify through just certain investments. I diversify my our allies so that my money knows how to put out double, triple and quadruple digits. Because compound interest single digit is boring IRAs for in case I never get anywhere. But if you can compound a double digit or a triple or quadruple digit once you start talking about tens of millions of dollars really fast, I think people need this information. That's why we have a 10 percent spike in millionaires, and no one's talking about that. So that's what I'm going to do.

Joe: Yeah, but I love that perspective, too, because it is doom and gloom. It gets depressing if you watch. I love your perspective on yeah, because you watch the news that is doom and gloom. And when you can look at what's really going on in the market today, there's a lot of opportunity, isn't there and more more than ever before. Oh yeah, a ton of opportunity. And you can make the most you can whine and complain, or you can make the most of what we're in. And it also doesn't matter what direction the market is heading in many ways, right? Because you make your profit when you buy. OK, so how can people get more information about that seminar workshop that you're doing?

Kris: You know, honestly, if you if anyone watching will go to Kris Krohn, it's spelled a little weird. It's Kris with the K, it's Krohn with a K. And if you'll just look me up on your whatever your favorite social media consumption platform is, LinkedIn doesn't matter what it is tech talk or whatever. If you look it up there and just go to my links and bio, you'll certainly see the event, but you'll also see that I give all my books away for free. I do ask you to cover the shipping and handling for a few bucks, but basically I just have a especially on YouTube. I just I'm just always giving stuff away because I believe that the financial knowledge that we should have gotten in junior high and high school, it's not out there, it's not as readily available. They can find out with your podcast. So I have a lot of free tools on on all of my social gear. But if someone wanted to attend that event, they're also going to be able to find it there on any of those links.

Joe: Yeah, I just went to YouTube, did a search for Kris Krohn. You have a channel with only seven hundred and forty four thousand subscribers.

Kris: That's my that's my so that's my small social media channel.

Joe: So you're the first video you have. The latest one is called Have It All Live special meeting. There's a link there, and if somebody goes there, it'll. Take you to a page, you're doing it live. November 30, Thursday, November 18, but if somebody is watching this later, are you going to still have a way to get access to that?

Kris: Or what I would do is that that event is actually the kickoff of my brand new book. And so they'll see to have it all book everywhere and anywhere. I've written five books. This is the book that I'm really, really proud of because the message is not in the marketplace. It is a fresh and different perspective on a study of the wealthy and how to accelerate wealth. And it's a very simple like fifth grade math, simple mathematical equation that people will follow. They're going to create wealth not in a lifetime, not in the decade, but in a few short years.

Joe: And is this a book you're going to put on Amazon or is it book that?

Kris: Yeah, it'll be. Yeah, it'll be everywhere, but it'll be on all of my channels. It'll be on Amazon. We already recorded the audio book and the Kindle version, and so basically November 18th is the launch of it. But after, you know, that book can be consumed everywhere.

Joe: Speaking of books, talking about this one a little bit the straight path to real estate wealth.

Kris: So it's a great book. Thank you. That is a shoot. That's the first book ever wrote. It actually shares my experience coming into real estate and asking my mentor tricky question. I said, Hey, I see you doing all these strategies in real estate, multifamily and flips and and and, you know, apartment complexes, et cetera. You know, seller finance the land, what which strategies best. And the answer ended up being more complicated, and it ended up being based on a person's bias because a very profitable strategy can also be a really risky strategy. So I basically came up with the core philosophy. I said, OK, out of the top 30 strategies, which one requires the least time, the least effort, the least risk, what makes the most money, what works an up and down market and what creates a service? And the short term buy and hold a single family homes on a lease option ended up revealing itself as the most profitable, by the way, if anyone's leases as a rentals. This strategy pays, on average, two and a half times more money than a rental, and the book reveals how. And so the book is really a how to guide us of how you convert rentals to lease options or how you find homes on this option, or how you buy homes on these options with sometimes very little or no money out of pocket whatsoever.

Joe: I just did a Kris Krohn style video of me walking while the camera guy was following me and I did it. I've done three of them so far. I mean, I've done I've been doing podcast reviews for a long time. It's usually me on my studio or me and my chair with my iPhone, right? But this one was professional. I had a camera guy following me and I was miked up and I walked past my first wholesaling deal that I ever did. It was 13 years ago in a small little town. That was the first time I'd ever been to that house 13 years later, but I just did one on my first lease option. Not that I ever did. And this is a house they used to live in, and I remember Kris reading a book by a guy. I forget his name right now, Robert Sherman, I believe, and secrets of a millionaire landlord. And I had a real bad experience with the property that I owned. Before that, I turned into a rental was a nightmare, but he had a chapter about lease options and how that man, this is really interesting. So I did a lease option on that house. I had a tenant buyer in there for seven years. Chris, who never called me, wants to fix it. Yeah, never. And in fact, when I got the house back, it was in better condition than it was when I lease optioned it from me. I love lease options. It's a great way to buy houses. It's also a great way, maybe better way to sell your houses or lease your houses. It's it's a great strategy.

Kris: Well, that's so that's that's this book right here. That's a great book for someone that is a do it yourself or on all my social. There's a link also for something called Krohn Consortium. Every year I publish a track record on my most recent thousands of homes that I've done, and this is for the passive investor that says, Hey, show me, show me your last several thousand homes. And what's that strategy? How do you how do I live in Georgia and buy a home in a hot market that's out of state without any worry, fears, doubts and how to manage the right way that it just starts printing money for me? And I believe, you know, for me, Joe, I believe everyone's got to get taken care of service like so for the hands-on person, I think the lease option in their backyard is the best strategy possible for the person that really is into their career or has their in their lane and it's working for them, then you should get passive right now. I think I tabulated it last week with my CFO. I own over four hundred and thirty eight companies, and all of those companies are diversified across multiple industries. There's a lot of real estate in there, but there's a lot of tech and restaurant and other kind of stuff, and I have a belief you should get your 10000 Malcolm Gladwell hours and put it in your lane, and you should invest outside of your lane through partners, through people that have their 10000 Malcolm Gladwell hours. And that's a hack. That's how you get ahead. Some people, they make the mistake of kind of going into a new industry without any experience and they put up capital. And if things don't go well, you know, you bet the farm and you lose. So I'm always looking to hack emerging markets, new industries. I just got to find the expert that's killing it. And then I invest with them through them, and I do that essentially that same thing for people that want to be in real estate. But. Really want to be hands off.

Joe: Yeah, yeah, we got a few more minutes with Kris. Guys, if any of you have any questions, type them right now into the Facebook or the YouTubes. I'll post them up here for Kris to look at. You got another book there, Kris. What is that?

Kris: This is my mindset book. It's called Limitless and this book came out. I think four years ago, after I had made millions in real estate, I started realizing that my belief system was determining how much growth I could resiliently uncover. And and so, you know, we all have limiting beliefs. I can't do that. I'm not smart enough. That's too difficult. I'm not worthy. Right? I'm not good enough these ideas that hold us back. And so I wrote a book after spending a couple of million dollars on coaches over a decade. I basically created a system for hunting down your limiting beliefs and destroying them and replacing them with really empowering beliefs that would always allow you to grow to your next level. My belief is everyone should double their income in their networks every year. And for some people, it's like, I could never believe that, well, you're you're operating under a limiting belief that hold you back. And if we can crush that and hold space for something bigger, the universe is already teed it up. It's available. But if you can't perceive it, you'll never be able to get it. And so this book is really about reframing your perception, and it's a part of my background in psychology where I love to help people uncover their blind spots. And if you overcome those men, it's first of all, you feel amazing as a human, as superhuman to overcoming that garbage, but also your results just transform.

Joe: So you do get some use out of your college degree.

Kris: I did. Yes, I did.

Joe: Cool. So your main website is Kris Krohn.com If you're listening to the audio podcast, Kris K R O-H and Chris Krohn, just Google, you'll find him. Search him on YouTube. Instagram. Couple final questions for you, Chris, here. What are some besides the ones you just showed us there? What are some of your favorite books that you're reading right now?

Kris: Oh, shoot! Right now I'm reading atomic habits, and that's a fantastic book for how you take bad habits and basically make the cubes invisible and how you take good habits and make them more obvious. And so I really believe that our ultimate destiny where a person ends up is just a byproduct of the things that you do every day. Not quarterly, not annually, not weekly, daily. And so I always ask people, Hey, evaluate your daily habits and just ask, What is it you're doing every day? Are you doing something in all the things that you claim are important to you? Can you see action leading to growth on a daily basis in all those areas? And if you can, you're going to love who you become and time? There's a lot of people that push a lot of that off for some day and eventual and some day will never arrive if you're not finding a way to implement it every day. And so I like habit hacking. So it's a fantastic book. Atomic Habits. That one's been really good. As

part of the biggest one I'd speak to. I seemed to go back and forth between personal development books and then financial books, and I do believe that that leaders are readers and I love like taking someone's life work and thinking, wow! And three, four, five six hours I can consume that and take the biggest nuggets of their entire life. And if I can do that every week or a couple of times a month, I'm going to put ideas that currently aren't in here and that enables me to get more that I could never get otherwise, because otherwise the mind is just operating on yesterday's knowledge and can only produce more yesterday stuff. Nice.

Joe: Kris, somebody listening to this is going to be like, I want to invest with Chris on a deal. How can they? What's the best way to reach you there?

Kris: You know, again, I think that you can probably light it up on any of my social channels. If you get any of my books, you'll get a chance to connect with a member of my team and you can talk to about it where I will say we're a little bit picky on who we work with because I'm giving you my cell phone. You're connected with me. We're doing deals together. And you know, right now, I don't have time for anyone that isn't really serious and committed. And so I actually tell my partners, if you're going to partner with me, you've got to come out to one of my three or four transformational mindset events in our first year together. Because if we do this over years, the goal is to build a multimillion dollar portfolio. And you know, that means that I'm not probably a good fit for a lot of people out there, but for those that really trust track, record or watch countless videos of mine and have actually died dug in on on what I've done. You know, I'm a fit for some people, so I just need to talk to my team and kind of go through a qualification process. Nice.

Joe: We've got another Chris here that says, You're very inspirational, Kris. Great name.

Kris: Also, Chris, I appreciate that. Thank you,

Joe: Sheryl. Absolutely agrees, of course. Jerry Norton, Sam Money, health relationships. So good. Here we. Hey, Sheryl. So listen, this has been awesome. Kris, sure. Appreciate you being on my podcast. I want to wish you the best of success. People can find you anywhere on YouTube, Instagram, Google, so we'll get his books. Go get his books, guys. And thanks again, Kris. I want to wish you the best of success, man.

Kris: Show you as well, my friend. Thanks for having me today and everyone. Good luck. Rock it out. You got this one live. Crush it!

Joe: All right, we'll see you guys. Everybody take care. Thanks again. Bye bye.