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Reminiscing on the Reasons Why I Love Real Estate Investing – REI in Your Car

Hosted by: Joe McCall

Hey, what's going on? Joe McCall here, REI in your car podcast. Hope you're doing well. On this podcast, I just want to kind of I'm reminiscing a little bit about why I got into this business, why real estate investing, why wholesaling, why vacant land. And it's really simple. And sometimes, you know, I remember when I heard guys talking about this when I was first getting started, it really inspired me. I was like, Oh man, It kind of opened my eyes to the possibility and dispelled a lot of the myths when I heard other people's stories. Now you can, I don't know, you can call me gullible. I call myself optimistic when I see somebody else doing deals making money. I'm thinking in my mind, I'm thinking are of that idiot can do it. That I can. Right. Some of you guys are on the more skeptical side.

You're like, Oh, if that idiot's doing that, then doing it, then something's wrong because I'm so much better than him. And it's not fair that I know I'm, you know what I'm saying? Like, either optimistic or pessimistic. Your glass is half full or half empty. I don't know. I don't know. But it doesn't matter really. Either way, when I hear stories of people that are having success in the business, I get excited. I'm like, Yes, that's awesome. I can do it too. My kids can do it, too. When I hear stories of people who are doing deals from Europe in the United States and like, Oh man, dang it, what's what's my excuse? Why, if they can do it, if they can do it when they're 20 years older than me or 20 years younger than me or live in another country, why can't I do it?

So. Got me back to thinking. Kind of what I was getting started hearing stories of people and hearing them talk about why they got into the business. And I thought, this is something I want to talk about. So for me, what really attracted me was I wanted a business that was easy to start. Right. You don't have to pay giant franchise fees. You don't have to spend \$60,000 on a college education. You don't even need a college education. This business is very easy to start. You need some simple tools. You need some knowledge in education. You know, sometimes you do get what you pay for, and if you don't want to pay for your education and if you think education is expensive, you know, buying a course or something like that, well then try ignorance, try mistakes, try bad offers and try bad deals that you should have never bought in the first place. But regardless, like. It really is cheap to get into this business, so it's very low barrier of entry. Anybody can do it right. It doesn't matter if you're a man or a woman, young or old. It doesn't matter your



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racial ethnic minority doesn't matter your class, whether you're rich or poor, what you know, which side of the street you come from or whatnot. Right. We're all from different places. I grew up in a trailer park. My dad was a janitor. One of the hardest working guys I know cleaning toilets at McDonald's. That's how he got started in the business, right? I didn't know we were poor and grew up in trailer parks. I used to go and dumpster dive. I used to go into dumpsters and look for toys. Not that my parents didn't buy me any toys.

Again, I just like, well, there's cool things that people are throwing away. And so it's funny, the other day I was doing a webinar and somebody said, Oh, sure is nice. You grew up rich, you grew up with a silver spoon and everything was handed to you. And I, oh my gosh, I know what this guy's talking about. That wasn't me. I was the first guy in my family to go to college. I paid for it all myself with tons of student debt, which was dumb. And yeah, I don't know what you're talking about, dude. Like. Whatever. So it's easy to get started, easy to get into. The other cool thing is the cost to run the business is very, very low. You don't have to do any marketing, paid marketing if you don't want like you don't have to do direct mail, You don't have to do cold calling or texting PPC or Facebook ads and things like that. Google ads, that's what PPC is. You could get started with just if you don't have the money, you can get started with just grunt work and time and making phone calls and driving for dollars or there's a lot of really good free strategies that you could do if your budget is tight.

So it doesn't matter how much money you have, you can get started in this business and do a lot of marketing consistently. So it does help, obviously, if you can spend money on marketing, but if you can't, then you can spend the time. So low barrier entry, easy to get started. You don't have to have a ton of money to run the business. You do need a CRM or a database, you know. But if you don't, you can't afford freedom soft, which is when 97 a month. You can do this with pen and paper, you can do it with spreadsheets, use Google sheets or something like that. I remember I coached a guy once who was homeless living out of his car and we were teaching him how to wholesale houses and he was doing a really unique strategy, flipping leases so he would find landlords who had properties listed for rent. He would say, Hey, if I can find a tenant.

Now, I'm not recommending this. This is what we were doing at the time. He would give the seller an option to lease the property. He would go find a tenant. He would sell that option to the tenant for one month's rent fee, and he would make between 1000 to \$2000. And he started doing two or three of these deals a month living in his car. He didn't have a computer. You know what he did? He would go to the library and would use the computer at the library. And this is back when there were payphones, right? He had he went and bought a. But you remember he used to buy these cards at Walmart or Sam's Club Costco, like a prepaid calling card. And you get, you know, super cheap. \$0.05 a minute or something like that. So



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basically from the payphone, you dial a toll free number, you put in your code. So he would call sellers from payphones using the library computer, finding landlords and just would call them. Within a few months, he started doing multiple of these leases, just flipping leases, and then he was able to get an apartment, buy some lawn furniture to put into his property in his apartment and was super excited. I mean, one of the best testimonials I've ever gotten from somebody. The other cool thing I love about it is you can do these deals virtually from anywhere in the world. You can do it from your backyard. You can do it from a coffee shop. You don't have to go see the houses. You don't have to inspect the houses and properties, especially as they can land. You can't write. You can't go look at these homes, these vacant lots.

You can do this entire business virtually. And I have I've done deals from four or five different countries doing deals while traveling around the world with my wife and our four kids. I've done deals for many different states. In different states. We flipped land in about nine different states. But I've also taken three months RV trips before with my wife and our kids. We can do that because we homeschool and we just have a lot of freedoms. I love the freedom that this business gives me, and that's another huge benefit of this, right? It gives you freedom to do deals from anywhere in the world. All you need is a laptop and a cell phone. And I don't even know if you need a cell phone anymore. You could do these deals from your computer and if you wanted to, you could do them all from a cell phone as well. But it helps to have both, right? Let's see what else. Very little risk and liability. Right. We're not buying these properties. We're just flipping the paper. So if a deal is if you get a property under contract, that's a bad deal. You can you can walk away from it. We're not buying these properties. And with vacant land especially, which is cool, we don't need earnest money deposits. I don't put earnest money deposits. I do three months to close. So these deals, we can close them very quickly. And many times we don't actually buy the property until we know we have a buyer and we've got three months for due diligence on them.

So I could go on and on and on. Tons of huge benefits. Why I love flipping vacant land. It's just bottom line easier. Bottom line, it allows me to spend more time with my family, with my kids. We can do deals. I can teach them to do deals. I wanted something simple that my kids could do with me. I don't have to talk to sellers if I don't want to. So come on, let's get it. Let's get going. Let's do some land deals, huh? Real cool. Free gift I've got for you right now. If you're interested, go to Simple land kit dot com on there. I give you my seller scripts. I give you what I call a land watch heart. Can I show you the best markets to go into and find deals in? I give you some contracts that I use. I even have some software and some spreadsheets in there that help you analyze deals, come up with deals, fill out the contracts for you, different things that you can send to sellers and stuff, and it's completely free.



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There's a few other things I've even forgot about a script for realtors. What else? I think I said my direct mail swipe file. Just go to simple land kit dot com when you opt in to get that will send you some information on it. I'm also going to give you an invitation to check out a class that I did for free. It's a webinar teaching you how to do these deals from A to Z. You can learn how to use the things that I'm giving you in the simple name kit. So go check it out right now. Simple land kit requirements, absolutely free, and we are going to sell it pretty soon. Probably will charge some money for it. I don't know yet. Seven bucks, 27 bucks. It should be 97. But it's yours because I like you guys. All right. We'll see you. I'm at the school right now, ready to pick up my daughter from volleyball practice. Hopefully she comes out soon. School just started a few days ago, so it's exciting for our kids. All right. Appreciate you all. See you. Bye.