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1292 – Go from a Deal Business to a Business That Does Deals

Hosted by: Joe McCall

Joe: Hey, what's up, guys? Joe McCall here. Hope you're doing well. I got a quick little podcast for you and I want to give a shout out to my buddy, Jerry Norton. Jerry Norton, if you've not visited his YouTube channel and seen the videos that he does, he's just a really, really good guy and does a lot of good content on his YouTube channel. I spent some time with him about 4 or 5 months ago in, what is it, in Puerto Rico. We did a seven part video series on how to flip vacant land deals, and they're really good. You should go check them out. If you go to Jerry Norton's YouTube channel, do a search for Jerry Norton, Joe McCall, and you'll see the videos that we did together, seven part series, go check it out.

Joe: But here's the deal. I was listening to him today and just wasting some time on YouTube and looking at a bunch of stuff. It wasn't wasting time, this is really good. But he said something so profound. I'm like, Oh my gosh, that's awesome. I got to tell all my podcast listeners about this and here it is. It's very simple. Your goal shouldn't be to learn how to do your first deal. Your goal should be how to do three deals a month or how to do one deal a month maybe. Right? And I want you to start thinking about what he talks about this in this video and it's so good. Like the goal isn't to do a deal and make some money. The goal is to build a business that does deals and makes some money and you understand the difference there. So sometimes we're aiming too low. We need to aim higher. We need to not just get we need to get out of this. Like how I just want to learn how to do a first deal and that that's good. That's important. But it's more than that because once you do your first deal, then what? You know, many times doing that first deal is just kind of getting you back to to square one's getting back to where you were before because you had invested a bunch of money into a course or into a coaching program or into marketing. Now you do your first year, you're going to get your money back. But what if your goal instead was, all right, how do I do a deal every month or one deal a week, thinking in terms bigger of building a business that can produce income, that can do deals for you. You understand the difference? A huge difference. Very, very important to start thinking bigger. And I just want to challenge you with that. You know, what are the things are you thinking too small right now or are you thinking big? Because I think we could all think a little bigger. And I was just for me personally, I spent some time yesterday talking to a very active investor that's doing a lot of house deals, and I'll be interviewing him soon here on my podcast. And I was just really inspired because this guy is doing, you know, 10 or 11 deals a month and he's literally only working a couple hours a week on his business. And it's just it's a volume game. It's a



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it's a big numbers game now. Yeah. He's investing a lot of money in marketing and VAs, but he's also doing a lot of money and he's doing a lot of deals, making a lot of money. And so he's not thinking small, he's thinking big. And then what he's also doing is thinking, All right, what and how can I set up a business that runs for me in spite of me? How can I set up the marketing that gets done on autopilot? How can I set up people and train people to do my acquisitions and to do my dispositions? And that's what he's done. He's got a team of virtual assistants in the Philippines. He pays them very, very well and these are ladies and guys and girls that are doing the marketing. A lot of cold calling, a lot of texting are doing the negotiating with sellers and making the offers. These are people with really good English and he is then getting these deals under contract and these same VAs are then selling the deals to buyers and they're actually on the phone talking to buyers.

Joe: So it's like scratching my head, like I've done that before myself. Even so, I don't know why I'm surprised about all this because I had VA's two deals for me before. And when we first went to this was probably 10 or 11 years ago, my wife and her four kids, we went to Prague in the Czech Republic. We were there for two months and I had a friend who was from the Philippines and he wasn't a VA. He was more like a friend. He was from the Philippines and he had a whole team of Filipinos working with him. And we did some deals like 3 or 4 deals. During that time I was gone and I never talked to the sellers, never talked to the buyers. He had him and his team just do all the work. He literally got these deals under contract and I forgot about that. Anyway, when I came back. We can we can still do some stuff together, but we kind of parted ways as friends and I've been thinking about that again, coming back to I want to do more deals, I want to grow my business, but the real estate side of my business, right? I want to do more deals, but my bandwidth is limited, right? My time is limited. I spent a couple of three hours today at the golf course, doing some work from there and having some lunch with some friends. But I don't have the time. I don't want to spend any more time in my day on the phone talking to sellers and making offers. Well, what if I just trained other people to do that for me, right? What if I train people to bring me deals? What if I train people to sell my deals? What if I found people that are already doing deals and partnered with them and had them sell my deals for me?

Joe: Here's my point. The things that I'm telling you, I'm challenging myself with these same things right now, challenging myself to think bigger, you know, for them, for for a while I've just been doing 1 or 2 deals a month, spending very little time on this. Right. But what if I invest in some more time for a little bit to get some people trained up and ramp up my marketing and set up the systems, do a little bit of training, find some good VAs. Find some people local here in the US to partner with and it's really ramp things up. And if I set it up right where other people are doing these things, then yeah, you can crush it. So one of the things I've been thinking about in all this is also like and this is something I learned about



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ten years ago, right around the same time I heard that I was in an office for some other real estate investors. And I heard this guy talking about this concept and it really blew me away. And he said, Listen, what you need to do is you need to write down everything you do in your business and ask yourself a simple question. How can I do none of this? How can I get somebody else to do all this stuff for me? That is much bigger thinking, isn't it? That's asking bigger and better questions. I was thinking about, all right, how can I go from just wanting to do a deal to building a business that does three deals a week that makes me money instead of just I want to I want to make some money. I got to do a deal, make some money. Let's start thinking big or else challenge ourselves. Just push ourselves to think bigger, to build a business that does deals for us. All right. Want to challenge you with that today and give a shout out to Jerry Norton for kind of coming up with that phrase. I don't know if he came up with it or somebody, but I heard from him and it's really, really good. So go do it. Start asking yourself bigger and better questions. We'll see you.