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1317 – Stress Free Abundance

Hosted by: Joe McCall

Joe: Hey, what's going on, guys? Joe here, REI in your car. Hope you're doing awesome. And it's Wednesday night right now as I'm recording this, sitting in my car waiting for my daughter to get out of his group from our church. And then I'm going to go pick up my other daughter from gymnastics practice and then head home to there's been a great day. It's Wednesday, and Shaun, my good friend Shaun McCloskey does this workshop once a year called the Business Vision Workshop. And it's a lot of fun, truly good. Just kind of sitting back and I've heard, you know, Shaun teach this stuff a million times, but it's always good to be reminded of these things and just really think about what kind of business do I want, what kind of life do I want, right. And starts with that kind of. And one of the coolest exercises that they do in this workshop is sit down and think about, okay, what would your dream day look like. If it didn't matter what you're doing, you're only doing what you loved and money didn't matter. That's what I meant to say. What matters is you're doing what you love. Your dream day job. Like, what is it? Is it talking to sellers all day? Is it talking to buyers all day? Is it not talking to anybody at all? All day sitting in a coffee shop. Is it hanging out with your wife, your kids? For me, I want to work at least 3 or 4 hours a day. I love what I do, so I'm. I'm okay with working 3 or 4 hours a day or more. It means, yeah, I'm okay with working 7. Or 8 hours a day once in a while. Not every day. Right? So then what is your dream day look like? For me, it would be. I don't always do this, but go to the coffee shop, maybe go through slack, caught up on messages, emails, write a couple emails, maybe write a Facebook post or something I'm in because I like variety. I can't be in one place all day, all the time. Then going back to the old office, maybe then, you know, golfing in the mornings. I like hanging out with my wife. I make her coffee every morning. We just sit and talk. I like spending some time reading the Bible and that kind of stuff. So it's a great exercise and you think about it. Okay. So on these 8 or 9 different things in your life in terms of health, fitness, relationships, entertainment, fun, all this stuff in business, where are you at on a scale of 1 to 10? And then. Imagine what I can each of these things. What would a ten look like for you? First, if it's health, you know, a ten might be I'm doing 10,000 steps a day, I'm drinking tons of water and I'm going to the gym and I enjoy it. And I'm, you know, I have six pack abs, right? That, that if that's your ten, then write it down.

Joe: So it's this exercise of like designing what your life, what you want your business to look like. And now rather except let me rewind. It's like writing down what you want your life to look. Like, and then designing a business built around the vision you have for your life. For



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me, you know, I want to spend more time with my family, and I want to be there for them. And I want to do a lot of things I've already done, actually, which is awesome. Like travel the world with my family, with my kids before they get too old and move out of the house, which they're close to doing right now. My boys, that. Kind of cool stuff, right? It's been a great exercise. I really encourage you guys to think about that and I have more to share, but I'll be talking more about this, I think more and more podcasts because it's so important. No matter where you are in your business, what kind of business you have, do you own your business or does your business own you? Is your business kind of the center of your life? And then life just fits in around that? Or are you dictating and determining what you want to do?

Joe: So when you have a vision for your life first and you put it on a calendar, then you can see right there, well, all right, I only have 20, 30 hours a week to work, and you may think you're working 40 hours a week, but you're really not really the productive time that you put into your business. It's probably more like a third of that, maybe 50% of that. That was those 40 hours. So you may think, there's no way I could just work. 20 hours a week. Joe, are you insane? Well, you. Probably already are. You just don't know it. You're wasting so much time, you know, doing whatever in your commute. If you're going into the office or sitting around the watercooler talking, farting around, being unproductive, unproductive, you know, so you already are only working 20 or 30 hours a week. Really? Well, the other thing is you put it on the calendar, then. You also put a dollar amount to this life that you want, right? You know, so everybody's going to be different. Some of you are going to want to own, you know, a log cabin in Vail right off the ski slopes. Or some of you are going to be like, you know what? I'd like to do that, but I'm just gonna rent once a year, a ski and ski out cabin in Vail. And then another part of the year I'm going to rent a condo on the beach in Florida. And then in the other year, I'm going to go to Hawaii, and you can just rent Airbnbs in all these places instead of owning one place somewhere. But everyone has different things. You may want to have a 500 foot yacht. Or you might be like, hey, you know what? I'm just cool with renting a pontoon on a pontoon boat a. Couple times, 3 or 4 times a year at the lake. You get what I'm saying?

Joe: So get a vision for your life. What do you want your life to look like? And then put a dollar amount to that. You may think you want to make ten grand a month because that sounds awesome. And that's what everybody says. You may want to make a million dollars a year because that's what you're supposed to want. But really, do you need to or you just want to because you might have a rock star living high on the hog kind of lifestyle, whatever that means. Only doing 100 grand a month a year, you know, 200 grand a year. You may not really need all of that money that you think you do. And the problem is, if you think you want to make ten grand a month or 100 grand a month, or a million a year or whatever,



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you don't realize yet, like the amount of work and time and energy and stress and overhead and problems and hassle, having a business that that big actually gives you, and it may not just not be worth it. I meet so many people all the time, and these masterminds I go to all the time. Like Joe, I wanted, I thought I wanted to \$10 million a year business, but when I got there, it was just stressful and frustrating and I wanted to throw the whole thing out. I wanted to close everything, and a lot of them did. Or they they've created a beast so big that they have to feed this monster every single month, and it's completely stressing them out. It's just like, would you rather make, you know, a hundred grand a year. And have \$80,000 in expenses? Or would you rather make \$1 million a year and have \$98,000. A year in expenses? Do you see the difference there? Or better put, like, let's be more realistic. Let's say you're making a hundred grand a year and you have \$98,000 a year in expenses, or would you rather make \$1 million a year and have nine? And what did I say? I can't forget my numbers. I'm tired. Let's say, would you rather make 10 million a year and have \$9.998 million a year in expenses? Do you see the difference there? Okay, so I'm all about here's my phrase one of my favorite phrases stress free abundance. I want an abundant lifestyle, right? But I don't want the stress that comes with having a big business.

Joe:

So if I do like I do. This exercise a lot with on my webinars. It's good to go do some deep scientific research here. And let's go look on Google because Google, you know, if it's on the internet, it must be true. And let's look up the average executive salary in the United States. Let's say it's 125 grand, okay, a year we'll double that \$250,000. And then what's the. What's a good. Median priced home in the United States? Maybe it's 300 grand. 400 grand. Okay, let's 400 grand. Let's double that. So you get an \$800,000 house. And what would be like, a really nice payment for payment on a really nice car? Let's just say 1500 bucks a month. Let's say two grand a month for nice. That's a nice luxury car, right? Two grand a month. And then you're taking three \$10,000 vacations a year. I don't know if that's good these days or not, but the 30 grand a year. And so then you work all that out what the payment is. Well, you know, executive salary times two. Then you look at okay back rewind, rewind. They're really, really, really good. The average salary in the in the United States let's say is 80 grand. So double that to an executive salary is 160 grand. This is how I do it. All right. The average house is 300 double that to 600,000. And then a nice luxury car payment and then three nice vacations a year. And you total all that up and you're going to come up with a number. Let's say it's 200 grand or 250, 300 grand a year. That's a lot of money. Right. And then add taxes. Don't forget to add taxes onto that. And you look at that number and then you divide that by the monthly. How much a month is that. And if you look at let's say your average profit on a deal is ten grand, you only need to do 2 or 3 deals a month to get to that number. Okay. Work the numbers backwards from there. You don't need a huge disposition team. You don't need an acquisitions team. You don't need five virtual assistants. You don't need to be spending \$20,000 a month on direct



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mail. You don't need all that fancy software. And you know all the stuff let's say you're doing. Done for you marketing services or you're offering consulting and coaching or you have softwares, you're, you know. And you're thinking, all right, well, I got to do I got to do \$1 million a year because. That's what a successful software company does, which would be like 83 grand a month.

Joe:

But you know what? To live your rockstar, amazing, awesome lifestyle, you only need to make a third of that. And then you work the numbers backwards, like, oh yeah, I only have to do two deals a month instead of two, and or I only have to do X and O, whatever it is, you know, you smell what I'm stepping in, so, like, that's it. A stress free, abundant lifestyle. That's what I want. And that's why I'm going to this workshop. And I think, you know, if you're listening to this podcast, if you can relate to that. I think I've given you enough, like, you don't have to come to this three day event. Just do everything I told you there and save yourself a lot of money. I'm just kidding. You can and should come next time Shaun does this. But anyway, if you're interested, just Google Shaun McCloskey Business Vision Workshop. And I've done videos and podcasts with Shaun before, so you can go to my YouTube channel. Just do a search for Joe McCall, Shaun McCloskey, and you'll see some of the podcasts we've done talking about all this now. Anyway, I hope you're doing well. Guys, I really do appreciate you all. See you, have a good one.