1377 – Quick Look at 2024 and What's Ahead in 2025

Hosted by: Joe McCall

Joe: Hey, what's going on, guys? Joe McCall. REI In your car, hope you're awesome today. Actually, as I'm recording. This is Friday. Yeah, December 27th. I don't know. Or 28 or something like that. And I just thought I would do a quick kind of year and review post podcast and talk about maybe what I'm looking forward to in 25. But man, I wish I could just talk to all of you all as you're listening to this. It's been a good year for me. For the first thing that comes to my mind is I'm just glad to be alive and I'm glad to be here. It was a year and a half ago that I had my open heart surgery to replace my aortic valve. I had a congenital to dissect in my aortic valve. I didn't have a heart attack or nothing like that. I just was having some palpitations. And then when I went to the doctor, they're like, my gosh, I can't believe you're still standing, that you're still alive. We need to go into surgery like today. So it was pretty quick, but I'm just glad to be alive. I'm glad to be still here with my family and I'm glad to still be doing podcasts with you guys. You know, some of you have reached out to me in the recent past and, you know, have your own stories of heart issues. And what's encouraging to me and I've been able to encourage other people with this too, is like it's kind of it's a big deal, right, Obviously. But it's kind of not a big deal because these doctors and these hospitals are doing open heart surgeries like they do dozens of them every day. So it's like, yeah, it's a big deal to you, but to them, yeah, in there, done that. And it's amazing. I'm so thankful for our health care system, no matter how much you complain about it. And we you can complain about it legitimately, but thank God that health insurance thank God we have doctors that know how to operate on hearts. So anyway, I'm grateful for that, looking back that I'm still alive, even though it was a year and a half ago, my surgery was actually in 23 and we just finished 24. But it's been a long process. My recovery has been very, very long.

Joe: The other thing I'm thankful for is two things, I think. Number one, and they're related. It's all about deals that I've been doing a bunch of deals, and my students, my clients in the community have been doing a bunch of deals, which I'm even more excited about. I have clients right now in our community that are doing more deals than I am, which is awesome and incredible. One guy in particular is doing like four deals a month on average. These guys are just surpassing me and as they should. You know, for me personally, I spend just a few hours a week on the real estate deal side of the business. If that and the rest of my time, I spend publishing information, you know, creating YouTube videos and podcasts just came out with a book that's going to be you're going to be hearing more about real soon here. And I don't spend much time on the deals side of my business. So when I'm able to

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teach somebody how to do a bunch of deals and they actually do it, well, guess what happens? They do a bunch of deals. And so I think for me, 2024 has been an awesome year of getting testimonials and stories of students and people in the community doing deals. I don't even like calling them students, the members in the community doing deals, and they're far surpassing me, which is incredible. I'm just so excited about that. So like, I've been teaching real estate investing strategies since 2010 or 2011. I started my podcast in 2011 and I've taught a lot of different strategies. It started off with a strategy I called wholesaling Lease Options, where you get a property under contract and you wholesale the lease option. So I taught that for a long time and did real well. That was a strategy that allowed me to quit my job back in two 2009 when I started teaching sandwich lease options and then I started teaching subject to a little bit more. I was doing more subject tos than I was actually teaching. So for years I taught just lease options and then different kinds of lease option deals. And then I taught regular cash wholesaling. Fast forward to 2012, 2014 through 20 1617, I guess I had a program called automated Wholesaling. I did a program with a friend of mine called Small Town. Profit's all about wholesaling in small towns, so I taught regular cash wholesaling for a while and then I taught podcast a bunch of things, bunch of strategies, mainly more from a wholesaling, from an automated virtual kind of standpoint, right? Doing deals while traveling around Europe, traveling around in an RV with family and stuff like that. And then about five years ago, I started creating, started doing a lot of land deals, but then started teaching it a year or two after that and been teaching vacant land pretty much exclusively now for the last 3 or 4 years. But what's amazing now is I am seeing more success stories of my students buying my programs, doing land deals than any time in the past using any other strategy that I've taught in the past. Does that make sense? So it's so much easier to get my clients results teaching them vacant land than houses or anything that I've taught in the past.

Joe: Now, you know, lease options still work. You know, the wholesaling houses, cash deals still work subject to still work, creative financing that still works. That's awesome and amazing for houses, right? But if you want if you were to ask me, what should I focus on? What will get me money? The fastest focus on house is. Your land. It's going to be land 100% and nothing fancy or sophisticated or complicated either. It's just plain old, boring, ugly postcards sending people to a boring, plain old boring voicemail where you call them back and you send them an offer and you send about 30 offers to get one deal. It's as simple as that. It's not complicated. It's not rocket science. You don't get people ask all the time, you know, after they go through my program, I was like, should I do this or that? And I'm like, Well, why don't you just try doing what I taught in the program? But, you know, does it still work? Yeah, yeah, actually really does. So, you know, before you try to reinvent the wheel, just turn the wheel and get on, you know, like. I mean, like, you know what I'm saying is I get on the bus that has the wheels on it and just go do it because it works and it works

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really, really well. So anyway, I'm excited about that because the more I teach this stuff and you see in the seed thing over and over again, but when I have clients and testimonials that are sharing, Hey, I did it and it works and I get to share those client testimonials and it's like the light bulbs go off in people. So it's like I've been seeing 20, 24 is kind of a year of momentum, I think, because they're not just hearing it from me, they're hearing it from people in the community like, my gosh, this works. I did what Joe said and look at these results that I'm having. So that's what I'm really excited about. And I'm just hoping carry that momentum over into 2025 as I continue to do more YouTube content, I'm going to be doing more of that, doing more podcasts. And yeah, so I'm excited.

Joe: And the other thing I've got going on is we just started a few months ago and I'm going to be doing more of this going forward, what I call an apprentice program where I want to do more deals with y'all. And so in the past, I teach, you know, how to do deals, and I still do that. But I started a program recently where, you know what? Instead of me just teaching you or showing you how to do everything, I'm just going to do it for you and I'm just going to give you 60 leads in 60 days. And these are leads that are going to that you can make offers too. So in other words, it's actually going to be like 100 or 120 actual inbound phone calls. And let's say of those, 160 of them are going to be people that actually raise their hands and say, yeah, send me an offer. So that's kind of where I'm headed and where I'm going. But the cool thing about that is it's not exactly coaching and mentoring, although there is some of that in there. It's more let's just hit the ground running as fast as possible and get you actual leads. So let me set up the systems. We'll pick a market together, several markets together, but me and my team just turn on the machine and get the leads coming in. All you have to focus on now is working the leads. When the lead comes in, call them back. Ask them these simple set of questions and send them an offer. And so I've been focusing a lot more in the last few months on that, and I want to continue doing that in 2025 going forward. So I'm excited about that. If you all want more information on it, I just go to Joe mccall.com/apprentice, Joe mccall.com/apprentice. And of all the coaching that I've done in the in the last 13 years or so, this is the program where I'm seeing the most results because I'm just kind of shortcutting everybody giving them my goal with it is to give them a business in a box. And so, you know, you don't have to partner with me on a deal. It's not a business partnership. It's just let's, let's focus on like not all the what ifs, but let's focus on the what next. And I wish I could call it that, you know, I wish there was a sexier name. Call it like the what next coaching program or the what next apprentice program, not the one ifs. It's just boom, Here you go. Here's a bunch of leads. And when you ask me questions, it's cool. But your questions better be about, Hey, this lead came in, what do I offer? How do you evaluate this type of lead in this type of seller error? How do I update the software and also the software? Freedom Soft has been amazing. It's another thing I'm really excited about with 20 in 24 and going forward and 25 is the advances in this

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and the software with freedom soft and how amazing it is now and how much of your business it can just do for you and it automates for you. So it's amazing. It's awesome. And I'm going to be talking more about that in 2025 going forward. Yeah, it costs 187 bucks a month. Yeah, I do get a commission from it, but I use it every day. And my most successful clients that are doing the most deals are using it every day and they're keeping everything organized in there and just turning the button, turning the ignition on and then pushing it and drive and clicking on the accelerator. Does that make sense? I'm looking at my dog right now. We did we did get a dog a week ago, our little golden retriever puppy. So anyway, I'm excited about 24 and we're really excited about 25 going forward and just going to be plugging away doing the same stuff. And I don't have any plans of changing anything, right? Like I'm going to be still doing content on my podcast channel like this on my YouTube channel, trying to deliver as much value as I can, giving away the content for free and selling the implementation and the access. You know what I mean by that? Like, you know, was I today? well that's another thing too I, I'm about ready to release to just to people in my inner circle community. The Joe McCall coach Joe AI bot so it's like I'm allowed to say that for another podcast. Every time I'm so excited about that, I just uploaded all of my YouTube videos, all my podcasts and my courses and all my coaching calls and is trained to answer questions based on all of my stuff books, courses, podcasts, YouTube videos, coaching calls and people in the community will have access to that real soon. But anyway, so I'm going to the contents for free. I mean, with AI today, with YouTube, you know, like the content is free. What people want, what I'm thinking and what I see as implementation is access is like, Hey, help me. What's this deal? Hey, I need I need the money, I need money for this deal. Can or can you just help me set up the systems and just give me the leads? And that's what I'm excited about, about working with folks one on one.

Joe: Another thing that I started doing that's been really helpful and it's been I've been seeing really great results with is I am now doing daily comping calls with my coaching clients in the Apprentice program. So every morning at 8:30 a.m., I'm on reviewing deals, actual leads with folks and that's been super helpful because you don't have to schedule a call with me or be in a large group coaching call with 100 other people and hope that I get your question answered. You know, this is more a small group every morning. I'm just there. I'm working anyway, so I just open up, zoom. You hop in. Hey, I got this lead. What would you do with it? And I'll look at it and tell you what I would offer it. So that's been a lot of fun. That's been a huge needle mover. And even have clients that are on that calls me even if it's not their deal. I look at that, they see how I analyze and evaluate deals and what I would look at, how I would come up with the offer and what offer I would come up with and what I would say to the seller, you know? So yeah, I'm excited about in 25, my coaching and my help with people I'm working with is more focused on the deals, not

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necessarily just more education. It's more like action, more let's learn by doing. I think that maybe could be my theme for 25 Learning by doing what you say. I don't know. Anyway, listen, I appreciate you guys really, I hear is two 2025. I'm excited about the future. I'm not seeing a slowdown at all in the real estate investing world for houses or for land. I'm just super excited about land right now because the opportunity is just as big as it has ever been. All right, guys, That's all I got. I got more, I could say, but I should say four more episodes later on, I just got home or my puppy is asleep in the car right now and I need to figure out how I'm going to well, I'm going to wake her up. So we'll take care of you guys to see you. Bye bye.

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