1380 – Meet the Boxing Trainer Who Made $30K Flipping Land in Just 3 Months

Hosted by: Joe McCall
Guest: Zach Wilde

Joe: Welcome to the Real Estate Investing Mastery Podcast. Got a great interview for you today. What if I told you that one of my clients just did eight land deals in the last three months, all while taking care of his newborn baby and working just two hours a day. And get this, he's never even visited a single one of these properties. In fact, he's sold every single deal using nothing but Facebook and Google Street View screenshots. All right. So today you're going to meet Zach. He's actually a boxing coach who is struggling to make ends meet. Just a few months ago, working 70 plus hours a week when he stumbled across one of my YouTube videos. And what happened next is pretty incredible, Pretty exciting. In just the last 24 hours before this interview, he's gotten two more properties under contract and he's doing this in one of the most competitive markets in real estate investing right now across the country for land, and that's Florida. And here's the thing that's really, really fascinating. He's getting tons of motivated seller leads reaching out to him every single day. And he's not even hardly doing anything to do it. So here's what makes Zach's story different. While most investors are out there cold calling hundreds of people spending thousands of dollars on PPC or people whatever, paid advertising, or they're spending a fortune on all kinds of different marketing, plowing through concrete, competing against every other YouTube university wholesaler out there. Right. Zach has sent out and I helped them with this. We actually did this form. He sent out about 5000 postcards total. That's it. And from those postcards, ugly postcards, he's already made over $30,000 in pure profit. So in this interview, Zach breaks down exactly how he's doing these deals. I ask him every single question I could think of thinking in terms of from a beginners perspective, how do you do these kind of thing? How can you inspire and help other people? You're going to see how Zach breaks all of this down. I'll show you the simple Facebook strategy that he's using right now to sell properties lightning fast. This is crazy. Like he's not even using realtors. He's just posting these things on Facebook. And we'll talk about where we're going to talk about his unique approach to talking with sellers that's getting him deals that a lot of other people miss even in a competitive market. Right. And we're going to be showing you something really, really simple and extremely powerful. I hope you guys catch this. Are going to be talking about his follow up secrets that's automatically filling up his pipeline with motivated sellers. So if you've been struggling to make real estate work for you, specifically land investing or wholesaling houses, or if you're tired of working crazy hours

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for minimal profit, you're going to want to watch this entire interview. So let's just dive right into it, okay? What's up, guys? Joe McCall here and I'm with Zach Wilde, the one and only who just told me a second ago before we started button that in the last today was it today or yesterday? You've got two deals under contract.

Zach: Last night and this morning.

Joe: I love it.

Zach: Now I'll make the Joe McCall dude.

Joe: Come on, man. I appreciate I'm excited about this conversation because we just hit the record button. I've been trying to get Zach on to busy guy, dad, a husband, a boxing trainer. We'll talk about that, which is going to be cool. I want to know more about that. But he's also doing a ton of deals and we started working together 3 or 4 months ago. You I think you said, Zach, you flipped eight deals, you flipped like got under contract and sold wholesale, eight land deals in three months. Yeah, I love it. So would you guys listening like to learn what Zach did and how he did it? Yeah I think I think this will inspire a lot of you guys and inspires me. Gets me excited. So cool. Zach, tell us a little quick real quick here about you. What were you doing four months ago?

Zach: Four months ago, I was renting out a boxing gym. I was paying almost two grand a month to rent out this boxing gym to train people. And I was, like, making a little bit like maybe I was making a profit in, like a month, but I was working, like, all the time, you know? But I didn't mind it because I love it. But we had a baby on the way and I'm like, There's something about change. Like, this isn't going to work. And even if it does a break my arm, my mom's gone, like, so that's where I was. And then one day I literally I don't know what it was, man. I was. I was like, literally, I'm sitting in my living room. I'm like, I want to a Joe McCall right now. I want you to type in Joe McCall because I've been watching some of your videos. You were live and I caught the last like four minutes of your lot there. And literally the only part of the live was you're like, You want to join my mentorship? This is how you do it. Go this website, apply and do it. And then I applied and you responded in like 20 minutes and I was like, Do what? Like I was expecting a response in like four day. Not I mean, I get the email, I'm like, Dude, this guy's here. And it was a it was like, you were like, you were like, talking. We're getting we were like, breaking down my. Yeah, like, dude, who is this guy?

Joe: That's a lot of work.

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Zach: Yeah, but I know like, I'm watch it. I'm like, do what?

Joe: Yeah, that's funny because I think I was at a Starbucks. I went, dropped my daughter off at volleyball and I went to Starbucks. I got a bunch of applications and I was just going through them and doing quick little loom videos to send an reply. And so this was a unique program just to give everybody kind of a. Speed on it. It's a unique program where I actually do the marketing for my clients and spend and then bring them leads. It's part of that. So I just love hearing from you. And it's not that often like you, you hardly ever reach out and ask for help or ask questions. You're just a massive action taker. And so you started getting a bunch of leads. We've had some calls, right? But like, you're just busy doing deals, which is amazing and awesome. I love it. Okay. So let's talk about well, you've had you've had some real estate experiences. Haven't you done houses in the past? Wholesale houses in the past.

Zach: So I have what you call a micro flip. So I joined Jamil Damji and micro Flipping. So I had done a couple of deals, micro flipping, like just basically I'll find a wholesaler, they'll give me a deal, and then I'll send it to a disco company that I made a relationship with. And that was that was cool. But I didn't necessarily feel like fulfilled. Like I didn't feel like I was providing a lot of value, you know what I mean? And I had done a couple of deals by myself before that too, like maybe like a few years ago in Ohio. I'm originally from Ohio and Jerry Naughton, you know, he started everybody in there. So I had done like a couple of deals and made like 1000 or 2000 bucks, but it just felt like I was just kind of doing it, you know what I mean? I didn't really, like, understand why, and it felt like a lot of work to do for like nine and then go into there for would just do the four different.

Joe: And let's talk about the comparison of land to houses. Do you find you know land is still competitive quote unquote but is it as competitive as houses?

Zach: Let me tell you, I sent out about so I have a bunch of leads in my freedom shop and I took out we my baby was born four weeks. You got congratulation you know I betray. Thank you. Thank you. I love that guy. I have been trying to work before that. But, like your wife's about to do and you just can't. Like the baby starts crying in the background stuff. So I had a bunch of leads to follow up where I sent out about 200 text messages yesterday to people who I had spoken with before. So far I have like 27 people. I've like 27 people that make offers to do that. No way that happened in the house or nowhere.

Joe: Okay. So you're there's so much so many things I want to talk about here. I'm looking into your freedom soft account and.

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Zach: Look at the messages.

Joe: Just to give everybody a little context here, we have sent to date about 4800 postcards. That's 4800 postcards. That's a lot. But like, we're not talking about tens of thousands, 4800 postcards. And how many deals have you done so far? Like completed deals are completed?

Zach: 80 or so far. I've made a little over 30.

Joe: That's about one deal every 600 postcards. Yeah. That is crazy and gross.

Zach: This is great.

Joe: Yeah. So your total profits, you said about $30,000. Nice. And that's. That's profit before direct mail. So if you subtract direct mail from that going be a little less and then you still got some you just you got to under contract. So your numbers are actually even going to be better than that. We need to kick I'm looking at your numbers here. We need to schedule in order up some more postcards. You know that, right? Yeah. We can't lose the momentum. Can't lose them in that.

Zach: That was one thing I wanted to talk about too. Was turning off your mark, right? I don't do that because like I said, I, I, I took like the last six weeks off, but I wasn't sending out postcards at the same time. No, it's okay. Because I had a ton of people to follow up with. And like I said, I got literally like 27 make that act of people in those text messages that you see. Yes, yes, yes, yes, yes. I still want to sell. Yes, yes. Yeah. It was too low last time. And what's cool is I had made them super lowball the last time we talked. We spent that time. I'm in Florida. I'm like, let me stop being so greedy and just go for like five gay beach that have like 15 right on each deal and do the results have been insanely different. Like it's so easy to get a contract.

Joe: I'm glad you brought that up because when you're in a competitive market and you know, you have to think about in some areas you can be more aggressive and offer lower prices. But in a competitive market like Florida, five grand, it's not as much as you might make. You know, it's not as much as ten grand, but it's better than a poke in the eye with a stick. Like five grand is pretty good money. Yeah, So. Right. A little better. So you've done eight deals and you've so your average assignment fee, are you doing assignments or double closes or what do you do.

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Zach: Dude that's the other part, all assignments. I haven't I haven't I've been doing this so late is the crazy so I haven't done one video. I've gotten all my videos are all my pictures off of Google. Literally I go to Google Street View, take a screenshot with up arrows in it and this is the lot I I'm working. I was now I'm working more like I just started yesterday. I'm like, okay, I'm going to go look pretty full time with this but to get those appeals dude, it worked. Maybe, maybe two hours a day or two, four hour days, maybe I'm talking about most of my day is my son is crying and I'm like, I'll fire. Or before that, my wife was pregnant. And I'm like, hey, like, let me go help with our I could spend time with my family and I've made that money. I've made enough money for us to get by on minimal time and I won't say minimal effort because of course you do have to have but minimal time.

Joe: Yeah. Fine. So you you're doing assignments and. And your average profit is about 3 to $5000 on each deal. Is that right? Okay. How are you selling the deals? Are you. Are you calling realtors or are you calling investors? Are you sending out direct mail, putting it on the MLS? Are you selling them?

Zach: So I sold one deal because there was a guy I saw next door who had just bought a lot about three months ago and I called him. He paid 30. I called him. I'm like, Hey, I'll give you 27. That was my big deal. It was a crane. I bought it for 19, sold down for 27. He was happy. I was happy. Perfect. The rest of them, dude, Facebook, if you say, hey, he's like, this is Facebook. Like, get on Facebook, talk to people. People will hit you up.

Joe: So Facebook marketplace on your Facebook profile business page.

Zach: Marketplace and groups. So I post it. What I did was I joined any city. I have a deal. I join all the groups in anything related to real. And then I just post, hey, I have a vacant lot. You know those like big color. Like instead of typing the text, I'll put it on the color post. I would make in law in this neighborhood. This is the money. No flood zone, no wetland. And people message. I get I mean, this has been like I'm talking about and you have absolutely revolutionized the way I think about like in business because I'm like, okay, I can do this. I'm doing this as of before. I'm not doing it. The lady waiting more. But as of before, I was doing it, that lady. Right, Right. Imagine what I'm getting the videos for each one. Imagine when I'm actually living in Florida and I can go and visit these people. Dude, like you blow my mind. Like.

Joe: You know, if you. If you look at your dollar per hour or your dollar per unit of effort, right? Like there's nothing wrong with making just a quick three grand but not hardly putting any time and effort into it. If you look at an hourly rate, that's pretty good. So this is cool. Now, you had these under contract, so then you just did an assignment and you got a local title

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company and you had the title company did an assignment, assigned your contract to the end buyer. And that end buyer brought their money and closed on it. Right. Awesome. Let's talk about how we found these deals. I'm looking at your stats here. We're at right at about 3% response rate. So in other words, if we send out about 4800 postcards, you got about 137 calls. Now, keep in mind, guys, listening to this 3% response rate may not sound like a lot to you, but if you're doing houses, you're lucky if you get half of 1% response rate, especially in a market like Florida. And we're getting, what is this, five, six times more than that. This is this is phenomenal. But and of those 137 leads, you got six properties under contract. Now, a lead for me is like anybody that calls in because now you've got a phone number. And if you look at this 137, the very last.

Zach: Sorry, sorry to cut you off. I also I think there's like three of them. I didn't actually mark under contract yet within the think within freedom thought. Yeah. Yeah. it would cover one.

Joe: So you've got about nine if you've got 100 and I'm just looking at the numbers here. If you got 137 divided by nine contracts, that's about one contract for every 15 calls coming in on average. We're not promising these numbers for any of you as well. Right. We're not going to tell you which market actually Zach is in. But, you know, what we did is exactly what I teach in the program. We sat down and we looked at, okay, where's all the activity, where all the fish right now? Where are they biting? Where are they looking for property at? Like so we found the most active zip counties, the most active zip codes in those counties. And then we sent them a bunch of marketing. Now we sent them postcards, the postcards, send them to a voicemail. You get a lot of hang ups. You call the hang ups back.

Zach: Yeah, I could either call them back or I'll send them a text. I have like it auto programed in freedom software. If they don't leave a message. I have like a category that I play from under what freedom software automatically message them every seven days. Hey, you called me and you didn't give me your reference number. Did you still want to sell? We keep messaging, but most of those people, they're like. Like me. Well, you learn to take that. That what the good, you know, And.

Joe: Then you get where you still have a bunch of lead status in here is new. These are leads you're still working on. Okay. So when they leave a message, then what do you do?

Zach: Typically, I'll call them awesome. And like they say, text me. I did get one deal. The attack, like I said, texter. I said, you should text me. I said, okay, great. I also offered or like a lower number and she was like, I want $33. And I was like, Sell this for sure. 38 And I like, okay, other than 33,000. And the reason we wouldn't look old right now, he said no. Okay. In

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your email I me the email I sent the contract. She signed up. All right, perfect. We didn't talk on the phone ever. It was all done via text from the postcard.

Joe: Awesome. All right. So when you do talk to them, what is the conversation like? What how long is the conversation? What are some of the things you talk to them about?

Zach: So here's one thing that where I think I'm a little bit different. I think why I'm having so much debt is I put together a. Yeah. I used to sell luxury cars maybe like four years ago. I worked for like. And they always told me to take the profit across all that matters of the profit. Take them through any time. I shortcut the process. Alexis I would be like, I'm about to get this deal. We got to sign in there. Like, I got to think I got to do that. So I got to do that, right? So when I first started, it was just I would call, I would say, Hey, I'll try to get a number out of them, crossed out a bunch of times. And it's different in Florida, right? If you're talking to somebody in Tennessee or something like that, most of these people are like, I don't know, maybe 20 K whatever order. They're like, make me at all or leave me alone. Like, okay, So I would call I would just basically make more. And I got a couple of deals like that. But I started seeing their success when I took them through the process, because the way I'm looking at it is in Florida, I guess we weren't going to talk about my market, but in Florida, these people have 70 people calling them a week. Like every single person I've spoken with says you're the 50th person to tell me that, every single one. So I'm like, okay, I got to differentiate myself in some sort of way. So I put together a just basically a sales process to take them through where I'm having an intro, where I'm telling them who we are, what we do. And I came up with a little bit of a different value proposition just to sound a little bit different from them, but also to have more value to my body. So I let them know, Hey, this is who we are, this is what we're doing. I let them know we're not going to be the highest offer. I'm 100% sure we're not going to do that. But I think you mentioned that. And of course you're the skeptical buyer. So I'm like, Look, I may not even be your guy, but I'm 100% sure that we're going to make you an offer that we're not going to go back on later. I'm going to make you an offer. I'm like, I'm sure you may have even went through a situation where somebody made an offer and then they backed out or they made an offer and then they came back lower. I'm not going to do that. This is going to be a fair offer. It's going to be 100% going to be that come up. And when I take the time to really set the stage, like you said, it's different, man. Like they listen, you know what I mean? Whereas before, when I was just hopping on saying, Hey, I'll give you a 30 day, they're like, okay, another guy leave me alone. And then they so I'm on the phone with them. There's this guy, Eric Cline. Are you familiar with them?

Joe: Name sounds familiar.

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Zach: Yeah, He even wrote that he's a big like wholesaler for house, but he always say love the one you're with. And they would tell me that Alexis too. And what that means is like obviously love the one you're with, but also like, don't be. I used to want to make 50 offers in in a minute. Right now I'm like, let me actually go and let me spend 40 minutes on the phone with this guy because at the end, who else talked to him for 40 minutes? Who else knows where his kids go to school? A legit become friends with these people and then we make a deal or we don't. And if we don't, we still make a deal. And I hope they'll send me somebody later or they'll come back around and say, Hey, you know, I'm going to sell this land. But I think that's what the biggest for which had them right, making an official, calling them as an official person as opposed to, you know, hey, I'm Zach. Can I buy your land? I say, Hey, I'm Zach from Wpg Land. We've been around your area. Can I ask you a couple of questions about this? Just positioning it differently. And they're like, this guy must be serious, for he's calling from a company instead of just a guy, you know? Yeah. So, okay, well, yeah, that's, that's our that's where our combos look like.

Joe: And let's talk about how you calculate your offers. How do you figure out what to offer them?

Zach: So again, you go, everybody follow Joe McCall that I can't I can't praise that guy. I make my first million and be like, Dude, look on. I'm calling you somewhere. But you introduce me to Pebble, which is a great add on for Google Chrome. I use Pebble and I usually the yellow the it really easy to isolate the land last 30 days, 60 days, 90 day. I typically only do the last night. I don't even look at it at the old one unless there's no property. There's one area where six months ago when I got my first deals, I bought it for 30 K and that was and then I sold it for 38. Now you can't get one under 40. And that was that was six months ago. You know, that was four months ago. So I only look at the last three months of data and I used to calculate my offers. And then I just look at it like, I know you mentioned like a percentage. I just look at it like, okay, I know I can make five big eight, ten grand, whatever I know I can make. I'm like, I have what I want to make and I have what I'm okay with regard to what I want to make, of course. But it's rare that people are just like, Yeah.

Joe: So this is cool because you're offering probably more than most people because you already know where the buyers are. They're in Facebook marketplace, they're on Facebook groups. I love that Facebook groups analogy. And I want to ask you about that, how you found those groups, because I think it's important. But you're just doing assignments. You don't have any you're not you're not figuring out factoring in any closing costs. You're not taking any pictures, You're not borrowing any private money. You're just assigning the deal. But you know what you're going to sign for. And so you're subtracting. From that number. What, 8 or 9 grand? Ten grand?

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Zach: Got to get ten. Yeah. And then whatever. I mean, I'll take the. I made her the one deal. It was so funny. I literally made 600 bucks. But I was like, Dude, they kind of bucks. I didn't. That wasn't the plan. You know what I mean? But I was like, you know, speed of money. The guy was really difficult. Like, super that was elected in itself. But like you said, better than a poke in the eye with a stick.

Joe: How do you find these Facebook groups where these buyers are?

Zach: Whatever city I'm in, dude, I just go on Facebook and type in literally the city name in and real estate.

Joe: The city name, real estate. You're not looking for land. You're not like there's a garage sale. Buy, sell trade types of groups.

Zach: Those groups. Yeah, I joined a couple of those too, but I haven't had any success with it with either real estate or just like local, like where people are just talking. Okay, I just poked in there. Hey, you got a piece of land. Anybody want to buy? And I swear ten people hit me up every time I go. Some people hit me up. I remember in one county, this guy, he hits me up. You're exactly. What's wrong with that? With the county. You're why the prices are going up. We all hate you. But somebody else ended up buying that land and they like experience. Nice. It was awesome.

Joe: You know, since you're doing so many deals in Florida, you might also want to look at investor base and anyone else listening to this. If you go to get investor base.com, that is my affiliate link. But when you put in an address and it maybe your property doesn't have an address but you can put in a neighbor's property that has an address, it'll give you an A to one or 2 or 3 mile radius, all of the flippers and the landlords and it'll give you their address, phone numbers and emails so you can text and email and call them and send them a letter. And it's been really, really good. We've been finding buyers from that just and you can do for houses or land and a flipper would be somebody who bought something and then sold it later. So it gives you the address and contact information of the person who bought it and sold it, even though they're not the current owner on record, which is really important. That's you can't go to prop stream or list source to get that. The other thing is you can even get that in freedom's off because once there's a new buyer, you can't it's really hard to go see who the previous buyer was. And then there's landlords and landlords are just buy and hold investors. So, so there's a lot of people that buy land and hold on to it and they're classified as landlords in this thing. But it's super cool because you can get 100 really quickly and easily hundred names and phone numbers and contact

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information of other investors that have bought land or houses recently in your pocket in that little area right there. But I love the Facebook group.

Zach: I'll check that out. Thank you.

Joe: Yeah, you're keeping it simple. I think one of the major keys to your success on the buying side and the selling side is that you're being Zach, you're not hiding behind a company or you know what I mean? Like, some people post properties on Facebook and might even put a picture of themselves or, you know, on the business page and they hide behind a business logo and they make it hard. The things that sell well on Facebook are the ones where it's coming from. Your personal profile or a business page that has your picture on it, right? It doesn't look spammy, doesn't look professional. I think that's important. And then when you're talking to the sellers, you're talking to them. So many people try to get around that. Now you can do deals without talking to sellers, but you'll do more deals faster when you do actually talk to them and you ask them questions and dig deeper on that.

Zach: I think it's important, like you said, like I want to talk to them. They want to get away from me. I want to I want to talk and I need to because, you know, the agreement I use your agreement also, and I always go through the agreement with them because otherwise they're going to read it and they're going to be like, I don't know. You know what I mean? Like, I need to talk to you. That's important. And like you said, like when I'm posting on Facebook, like you said, I'm a me. This guy posted the other day on one of my posts. I was so happy. My name is Dan and he had bought a piece of land in that same area he commented on. He said, Hey, how about Mark, who's actually a great guy? I had no issue transaction. I didn't ask him to do that. Like, and I think that's what the difference is. Like you said, I'm here and I'm doing it.

Joe: Now where are you doing a 30, 60, 90 days in the contract to close.

Zach: 30 with a 30 day extension but I haven't had it.

Joe: Nice. Okay, so when you get a property under contract, you're immediately doing what you're I guess you're going to Google Street View or Google satellite maps, right? And you're getting some pictures and you're posting it in Facebook.

Zach: Yep. So when I first started, I was calling first like I called a lot of people first, but I noticed a lot of people like the buyers. I don't know, they seem kind of annoyed. So I was like, All right. But the ones who wanted, they were like, Dude, thank you. My God. Yeah, definitely. Take this. But my first one I posted on Facebook. Yeah, people started responding and all I

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did literally was either take if there's no photos on like Redfin or Zillow, I just go to Google Street View and I just show them like, okay, this is what I'll tell on this is pictures from Google Street View. Look at it.

Joe: It reminds me of somebody I knew that didn't even have a website. They just had a Facebook page and they would post a property each post and that page would be the information about the property. So they post the pictures in there and then the description and when they would send people in. Formation in Facebook, they would be sending them a link to that post on their page, which Facebook likes that more. And so like you can do, you're less likely to be red flagged or flagged for spam if you're sending them to a link to something in Facebook. And it actually helps with credibility. That makes sense?

Zach: Yeah, that makes sense.

Joe: Cool. You've done some cold calling in the past, right? Talk about do you still like cold calling? Are you still doing it? And what percent of your deals are coming from direct mail versus cold calling?

Zach: So I'd say right now it is probably 70% direct mail. I haven't been cold calling, but I have two brothers and I made them accounts in Freedom Soft. I just buy them both a phone number. And I said, Hey, if you guys want to make some money. Here's a list of all these people and I'll pay you out 30% of the profit. You don't have to do anything except literally make contact with them. I'll handle the rest. One of those deals from yesterday. Welcome. In the past 24 hours. I'm one of my brothers. The one from a direct mail.

Joe: Nice. And now you're also you've got a lot of leads in here. You're following up with these people as well. What is your follow up like?

Zach: I'm finding I just found the follow up text like because it's just like.

Joe: You broke up a little bit. The follow up text is what?

Zach: The follow up text is awesome because I may cause these people, so many people, I can tell when they're just dodging, right? They're just like, I don't want to talk to this guy, but if I text them and say, Hey, my text, I'll say something like, Hey, it's Zach with Wpg Lander, Zach with when we land buyers and we still have an off, we still want to buy that lander. You just don't sell it almost every time. Yes. Okay. All right. Well, back in the game. Let's go. Wow. Now they know I'm not some random spam guy again. They're like, I did talk to that. Remember that? So, yeah, you just, you know, you offered me 15 k less than I wanted.

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Joe: So I'm looking at you have a follow up postcard that's scheduled to go out today. You know how in freedom's soft it makes you do it every day? And this says right here, Hey, you called me responding to my yellow postcard, but you didn't leave a reference number. Do you still want to sell your land in Florida? You can reach me on my direct line at number. Zach Yep, that's it.

Zach: Simple. Simple. Like, what's crazy, man? The reason why I don't call you that much is because I looked at your freedom saw set up like you already did everything. You know what I mean? So I'm, like, going through them like, this is how this work. This is cool. So then I can go in and kind of make it my own.

Joe: Yeah. And you've done it. Yeah. You've customized it really, really well. I'm looking at it here or even you haven't. You just. You even used to be called Joe's Vacant Land workflow. You changed it to Zach's Make it work.

Zach: Well, I made so many changes. I'm like, I like the stars are for my cold callers. I have, like, you know, send out the contract. They didn't respond. I have a follow up for that. I have like any situation I run into, I just make a new category for it and I'm like, okay, let's if they don't respond to the contract, okay, fine. In 45 day, going to hit them back up on 45 days and another and to do so in there and but I'm talking about like what's the creative freedom stuff And I'm going to Rob Swanson. You do? Rob Swanson. I love you, dude. So also did Joe. The way you set everything up like, thank you. Because going from Doc, you sign the Podio to this, that, that it's so tough and having free software to streamline everything, I think that's the only reason why I'm able to work just a couple hours the day I'm 20 something people to respond to the day to make offers but I can get on here, get on Pebble, type it in to my little section where if it's offered a seller, click a button and it's going to send out all the offers are going to be great.

Joe: You're not even doing yet. Well, you aren't. You are putting them into a direct mail sequence. I'm just looking here.

Zach: I have some I did do a couple, but I made a new one with Rob. The one with the check. Yeah.

Joe: Did you have one with the check now?

Zach: Yeah, he made one with the check, so I'm trying that one out because I had I got a lot of responses from the cards. I got a lot of deals for new card. But I want to see. I just want to

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try to trigger something else, you know? I mean, like because I sent that check to myself just to open and see what it feels like.

Joe: Does the check, like show through the window envelope?

Zach: No. Unfortunately, that would be awesome. Yeah. Yeah. No, no. Let's write a bill one show up.

Joe: Okay, So when they open the letter, there's. It looks like there's a check in there saying, Hey, I want to buy your property. Yeah, Why? I didn't know about this. And he. Is this something that he added in or he's talked about her.

Zach: He added and he did a like a podcast or you know, he does like those weekly like things, like videos. He had made a video. This was maybe like six weeks ago. And I'm just trying to right now, but I got that send it to myself and I made mine footage. It's like he puts the offer on it and input like the number. I'm doing mine a little bit different, but it's still like you open at the check and say, I got my.

Joe: Okay, so we're talking about the I see it here. Come on. That looks really nice. How did you do that analysis?

Zach: No. Nice there.

Joe: Yeah. You just put out image of a check in there or something and I'm going to stamp this. Is that all right if I steal this?

Zach: Dude, it's so. Of course, bro. I got it from Rob, so I just made it. I just kind of made it my own, but. Cause like I said, Rob put in the number in there and he's like, We want to buy this. Mine's a little bit different. You can never get. You gave me everything, but I'll take everything from up from here to here to mine.

Joe: Wow. So you're well. So are you going to put the number in there?

Zach: No. So I'm. Send them a blank check. And what I said, alternative blank check into a real one for you.

Joe: Yeah. Says we'll turn this blank check into a real one for you. Come on. Okay, so we're talking about workflow automation. And I want to clarify. You're talking about Pebble. Pebble has a really good CRM. My opinion is just not as good as Freedom Soft, but it's still

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really, really good. And there is no perfect CRM. But the pebble thing you're talking about is a chrome extension at the gym for free. And so when you're at Zillow and you've filtered your properties and you see six of them or whatever, little scrape them and give you an average price per square foot and an average price and all of that. So but now in Freedom Soft, we're talking about workflow automations. Workflow automations is where you change the status of something and it triggers a bunch of automation. So if like you have a status right now called three times to offer no answer, start mail, offer sequence and it goes out to 100 and not 200 days like when you ask for it's really called restart. So it restarts all of that for.

Zach: A major part, though.

Joe: All right. So it creates tasks. It sends a text, it sends emails. You can do labels. You can also add it to your do not call list. If it's like if you status, it is dead, it will do and send out notifications to you or VA or somebody entertain it will stop, follow up and then restart follow up. So like at the end of your sequence you can have it restart and do it all over again. You can also this is amazing. Your this is only 6 to 12 months old, not that long. You can start a direct mail sequence of postcards or letters every 30 days. So depending on the quality of the lead, if it's really cold, maybe every 90 days, but you can have it send out direct mail. And what I like to do is when I send the initial offer, I always send offers, by the way, in the physical mail. It's what I do. But I follow it up. Two weeks later with a handwritten postcard. Hey, did you get my offer? Not heard back from. You'll give me a call if you want me to send it again. And then after that I might send just a one page blind offer, which is like a one page letter and an offer combined. Then later I might send a postcard that gives a range. Hey, I can buy it. Maybe between this and this, and then I've just a boring neutral letter or a postcard and you can have it set up and then after that you can restart it if you want to do it all over again. But the cool thing is it's really easy to some people are concerned about, well, what if they call and or what if the lead mark is dead? Is it going to keep on sending that mail forever and I'm going to be wasting a bunch of money. It's really easy to stop that direct mail and follow up with a change of the status. Or you can go in and see the follow up and stop it really quickly and easily. But I love that you're doing that because, you know, Zach, you you've only been doing this for maybe 3 or 4 months now, but you're going to find as you do this longer, most of your deals are going to come from the follow up.

Zach: And I'm seeing that now. Like I said, like I'll get random check when I wasn't working and I was just like taking care of the baby stuff, I get a check. They're like, your offer is too low. I'm like, I made an offer and I opened it and it was an automated fact that I sat down. I'm like, okay. So then I'm like, okay, well, well, what works for you? Yeah, let's come to an

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agreement. But that happened while I was changing a poopy diaper. Like, yeah, freedom. It's all very old. There's no Joe says there's no perfect CRM, do get freedom soft, you might change your mind. I love everything about me.

Joe: I'll have to send this interview to Rob Swanson. Let me see if I have the questions for you. Now, the. What are you looking into? Are you going to be going deeper into these 1 or 2 markets that you're in in Florida? Or do you plan on just going maybe and wider going into some other nearby markets?

Zach: So I'm going to go deeper. I have one county, Durham in right now where I have probably six people a day. Hit me up about owner. So my next step within this county.

Joe: Do you get I'm sorry, you have six people out here.

Zach: Six people a day who have me up for owner payment. So that's my next step within this county that I'm talking about is to really take over that owner finance game because, you know, it's obviously a hot market for it. So get some private money and then just kind of sit on it charges people monthly instead of trying to find out if I'm finally because there are a lot of people who do that. But I will expand. I will definitely expand. But these two counties, I've been having good success with one of them. I have a lot of buyers in now, and one of them actually, both of them have a lot of buyers now, but one of them is builders. The other one is retail buyer. People just want to buy people who want to do monthly payments or people who just have cash and just buy. Yeah, I like these two counties. I'm going to probably branch into two more, but I don't want to give too wide eyed notice to all the people who are not doing. A ton of deals are all over the place.

Joe: It's important to be focused on and be an inch wide and a mile deep. I love that you're chasing thinking about going after owner financing deals because that's where the real financial freedom comes in. When you can start getting I know what your mortgage payment is. Let's say it's $3,000 a month and when you can get that nut covered. Every single month. It just frees up so much headspace. You don't have to worry about that kind of stuff anymore. And you could do that with, I don't know, ten, 15, small little land deals, right? Maybe 20 little land deals. And you could think about Zach and this is something we can talk about later. I'm going to be doing more YouTube videos and teaching about this, making offers to sellers like after your cash offer and they say no, what have you offered? Bumped the price up a little bit and did owner financing so well, listen, if I could get you more, would you could you take payments over time and now maybe your cash offers 15 grand. Maybe you could offer 20 grand if they did. Owner finance. And if you set it up right, your seller could be the private investor, right? So you pay that seller really good, you give

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them a better price. If they give you better terms and then you turn around and sell it. And if that property, you could sell it to it to an investor buyer for maybe 30 grand, you could probably sell it to an owner financing buyer for 35 grand, maybe even 40 grand with payments over time and just adjust the payment terms like how long and the interest rate and all that so that you get that payment at a certain level, your cash flowing at least a couple $300 a month. The difference between what you're paying the seller and what you're collecting from the end buyer and you can really quickly build a very nice cash flow portfolio of properties without any of the regular tenants, maintenance and headaches and hassles that you get with residential real estate and you'll be shocked. I have so many friends and clients within a year have gone up to 10 to $20,000 a month in monthly cash flow or every single month. And that way if you decide, you know what, I don't want to wholesale any deals, I'm going to take let's go travel for three months through Europe. You know, by the way you shoot. You know, why you should start traveling as much as you can with your kid before he or she turns two years old because you have to pay for their airline tickets. Right. And you can go or you just carry them. Yeah. That's all up to two years old, right? Yeah. Well I mean, yeah, might as well. It's going to be the older they get the harder it is to travel around the world. We travel with all of our kids all over the world many, many times. And we were gone for 2 or 3 months at a time. We went to Prague and lived there, and then we went to an RV. And it's just easier to do it when they're younger. My kids now it's too hard because they're older and they have a lot of commitments and work and sports and stuff. Yeah, yeah. This is so cool. What advice would you give to somebody who's new, who's thinking about land or they maybe already bought a program, mine or somebody else's. They're like, they're just maybe not having the success that you're having and are kind of maybe a little envious. Like, why is that doing all these deals? What would you say to them?

Zach: I would say talk to people and brush up on your sales. Like at the end of the day, people I think people are afraid to ask, you know what I mean? Like, even when I go through a group sometimes and I'm reading through the comments, I'm like, You don't you don't even have a problem. You're just not taking action, Know what I mean? So I think it's just don't be afraid to fail. And also brush up on your stood up and cussed out. I mean, I canceled two contracts, but, you know, I didn't want to do that, but I got it too high. It was my first one. You know what I mean? Don't be afraid of failure. You're going to fail. You're I think what boxing has taught me is like, there's no getting around, getting punched in the face. Even if you win, you get a black eye. Some people get their teeth knocked out, but you win. So you have to be comfortable with going in there and you have to be comfortable not knowing. But then also don't try to act like you know that you're talking. But I think another reason why I think another reason why I got so many deals on like I have a great relationship with my title company because I tell them I'm like, I don't even

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know what that means. Like, what if you know me? You know what I mean? So being like, yeah, this is, I've done this 1,000 pounds. I'm like, Look, I have no idea what that means. I don't know how this process works. I got a deal right now in probate and no, I'm thinking we're good to go. And she's like, We're waiting on the final judges signature. I'm like, What does that mean? Like, I tell my buyer, I'm like, Hey, we're waiting on judges. Final signature. Tell them if you want to pull out of the deal, dude, go ahead. If you want to use your money somewhere else, I get it. He's like, Now do I want these like I wanted? Always just being honest and not being afraid to fail? Because if you. There is no failing, right? You're just learning. Yeah. Forward. And also link up with Joe McCall, dude.

Joe: It reminds me too, of that famous Mike Tyson quote. Right? Everybody has a plan until I get punched in the face. Is that the quote? I thought? Evidence, isn't it?

Zach: Yeah, that's. That's the quote. You got the boy. All right. That's 100% the quote, man. Like you. You got to plan to get punched in the face. But I think that a lot of people are just afraid, do not want to. It's like Eric Cline always says, shop him. He's like, dude, everyone's free to pick up that hundred pound phone, pick it up to it, weighs 100 pounds, would pick it up and call him every. I think I just got to the point where I'm just, you know, I mean, like I'm excited to be on the call, but I'm not like, afraid because I already been cut out, already been told, Hey, leave me alone, F-you. Hey, stop sending me postcard there. You told me and I didn't.

Joe: I know. Now, when you're calling sellers back, are you calling from your cell phone or from freedom soft? So I'm just curious.

Zach: Everything's in freedom. Hundred percent everything. Freedom. Sometimes I talk to my title company on my regular cell phone, but everything else in freedom Soft man Rob dude finished around to tell me the man he. Coming up with innovative stuff every single week. The only thing I would ask him, I used to plug in another CRM, but I used the machine solely because they have unlimited to keep track and I don't use them for anything else. I only use them for unlimited data. Yeah. Dude, can you write if you want to get more people to come on. Unlimited skip tracing. I think batch leads just did that, it's a matter of time.

Joe: Yeah, I've talked to Rob about that too, at least. Come on, give us a better, bigger price discount if we buy a bunch.

Zach: I will hit the streets and sell freedom soft.

Joe: Yeah. It's not a moneymaker, though, I can tell you that.

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Zach: Yeah. Not. I mean, it's a money loser thing. Sure.

Joe: Cool. Zach Now I'm looking at your freedom soft here, and I'm not even touched anything. But you've got a bunch of leads to Denver. Responded to one of your recent campaigns here. You need to get to these and get back to them. I really appreciate you taking the time out of your busy schedule. You got deals you're working on, You got congrats on your on your new baby. I forgot to even ask baby boy or girl.

Zach: Baby boy.

Joe: Hey, send me a picture. I'm not in Voxer. Send me a picture or I will. Yeah, you have my number.

Zach: I definitely will dude. He's the man.

Joe: All right, man. God bless Zach. And we'll see. I'll ask you louder.

Zach: Before we get off one more thing. I've said it 30 times. Dude, I really appreciate you. I really appreciate everything you've done to make me an absolute difference in my life. Like you said four months ago, I'm running out the box in June doing all this stuff, trying to make money, and you know, it's okay. But now I can now I can train people and box and inspire and help you. And you're ready for that? I love it. Not because I'm dependent. I have time to spend my family. My wife stressed out because she, a human being, popped out of her body and she's injured walking around the house. I can say, Hey, I'm just going to go out there and work for like two hours. You got to take a nap. I'll be right back. In that all 100% because of you, I've been a part of some programs. I've done so many things. And not to knock those, but your stuff, dude has been in depth. You made it so insanely simple for me, and I really appreciate it. And if you guys are with Joe, just listen, dude, and just ask questions. And once you ask the question, stop asking questions and go because that's the only way that you're going to learn. I love it. So thank you again. I truly appreciate it.

Joe: Thank you, Zach. All right, everybody, give Zach a round of applause.

Zach: All right. And Joe.

Joe: All right. Appreciate you. Take care, everybody.

Zach: Have a good one. Of course. And talk to you soon. Have a good one.

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