

\$1,000,000+ in Revenue on Only \$30K in Marketing

Real Estate Disruptors Podcast

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Host: Steve Trang

Guest: Tyler Austin

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- | | |
|--|---|
| 1
00:01:08,310 --> 00:01:08,340
Steve Trang: [Music] | a mission to create 100 millionaires. If you guys have |
| 2
00:01:15,570 --> 00:01:18,090
Hey everybody. Thank you for joining us for today's episode | 10
00:01:39,300 --> 00:01:41,190
been following me on social media, then you know that we |
| 3
00:01:18,090 --> 00:01:21,390
real estate disruptors today we have Tyler Austin with Florida | 11
00:01:41,190 --> 00:01:43,830
just finished building out our classroom. We're going to be |
| 4
00:01:21,390 --> 00:01:24,660
Cash Real Estate. He flew from Destin, Florida to talk about | 12
00:01:43,830 --> 00:01:46,800
holding sales training and Masterminds there. You want to |
| 5
00:01:24,660 --> 00:01:27,720
how he hacked his way to a million dollars in revenue on | 13
00:01:46,800 --> 00:01:49,980
close more deals. Please apply at disruptors.com to see if the |
| 6
00:01:27,720 --> 00:01:31,230
just \$30,000 in marketing spin. If this is your first time | 14
00:01:49,980 --> 00:01:53,370
class will be a good fit for you. If you get value today, |
| 7
00:01:31,230 --> 00:01:33,540
tuning in, I'm Steve Trang, founder of the OfferFast Homes | 15
00:01:53,400 --> 00:01:56,820
please tag a friend below share this episode right now. That way |
| 8
00:01:33,540 --> 00:01:36,780
app The only MLS for off-market wholesale properties, and I'm on | 16
00:01:56,820 --> 00:02:00,300
we can all grow together. And this is a live show. So please |
| 9
00:01:36,780 --> 00:01:39,300 | 17
00:02:00,300 --> 00:02:02,880
ask your questions for Tyler to |

answer. You ready?

18
00:02:03,000 --> 00:02:04,470
Tyler Austin: I'm ready, man.
Super ready.

19
00:02:04,530 --> 00:02:06,780
Steve Trang: All right. So one
thing we talked about before we

20
00:02:06,780 --> 00:02:10,320
even talked about the show was
hacking your hacker?

21
00:02:10,470 --> 00:02:10,920
Tyler Austin: Yeah.

22
00:02:10,949 --> 00:02:12,569
Steve Trang: What What is that
hacking thing about?

23
00:02:12,960 --> 00:02:16,020
Tyler Austin: Yeah, so it's
always kind of crazy. Because a

24
00:02:16,020 --> 00:02:18,990
lot of people say like, what did
you do before, you know real

25
00:02:18,990 --> 00:02:21,690
estate? I'm like well, I mean,
the easy way to say it is I was

26
00:02:21,690 --> 00:02:24,750
a hacker, right. But to get like
delve even deeper in that, like

27
00:02:24,780 --> 00:02:27,840
I was a SCADA hacker. So I would
do things like...

28
00:02:27,870 --> 00:02:28,560

Steve Trang: A what hacker?

29
00:02:28,620 --> 00:02:31,500
Tyler Austin: SCADA. So SCADA
stands for.... Well shoot, I

30
00:02:31,500 --> 00:02:34,470
forget now essentially think of
power plants, right cars, things

31
00:02:34,470 --> 00:02:37,650
like that. Yeah, man. I don't
remember the acronym is, it's

32
00:02:37,650 --> 00:02:38,910
funny. [SCADA -- Supervisory
Control And Data Acquisition,

33
00:02:38,910 --> 00:02:40,350
systems that control industrial
computer operations] But yeah,

34
00:02:40,350 --> 00:02:41,520
so my biggest thing was was
planes and things like that.

35
00:02:41,520 --> 00:02:45,660
Right? So I, I focused on trying
to figure out if anybody was

36
00:02:45,660 --> 00:02:48,300
able to toy with things that
they're not supposed to toy with

37
00:02:48,330 --> 00:02:50,820
that would jeopardize either
missions or lives, essentially.

38
00:02:51,270 --> 00:02:53,880
Steve Trang: Yeah. For what
organization are you worrying

39

00:02:53,880 --> 00:02:55,170
about jeopardizing people's
lives?

40
00:02:56,160 --> 00:02:59,040
Tyler Austin: A lot of different
organizations. I saw, yeah, I

41
00:02:59,040 --> 00:03:01,350
worked in the government. And,
yeah, so...

42
00:03:01,620 --> 00:03:05,700
Steve Trang: Okay, so you're --
that's the hacker part. Yeah. So

43
00:03:05,730 --> 00:03:08,760
I guess that was what got you
into real estate.

44
00:03:09,000 --> 00:03:11,280
Tyler Austin: So what really got
me into real estate is that

45
00:03:11,280 --> 00:03:15,390
hacker job was a 50% travel job,
right? You know, I was looking

46
00:03:15,390 --> 00:03:18,840
to get into real estate a little
bit earlier on into, you know,

47
00:03:18,840 --> 00:03:23,160
my career and initially, I was
trying to find like a duplex,

48
00:03:23,160 --> 00:03:26,130
you know, so I can rent one,
live in the other type of

49
00:03:26,130 --> 00:03:30,000
scenario. And it just never
happened. could never find it

50
00:03:30,000 --> 00:03:32,850
and ended up buying a house.
Thankfully, like broke even on

51
00:03:32,850 --> 00:03:36,270
it; it was terrible. When it
went in the if when the summer

52
00:03:36,270 --> 00:03:38,190
melted, my whole basement
flooded.

53
00:03:38,250 --> 00:03:38,700
Steve Trang: Oh.

54
00:03:38,820 --> 00:03:40,110
Tyler Austin: So worst
experience ever. I was like,

55
00:03:40,110 --> 00:03:42,240
man, if this happens to my
rentals, like, that's when I

56
00:03:42,240 --> 00:03:44,190
really like I was looking at
buying rentals in North Dakota

57
00:03:44,190 --> 00:03:47,460
at the time. I was like, that's
not going to work. So we end up

58
00:03:47,460 --> 00:03:49,800
getting down to Northwest
Florida, you know that Destin

59
00:03:49,800 --> 00:03:50,310
area...

60
00:03:50,970 --> 00:03:53,100
Steve Trang: Your initial you're
trying to do this in North

61
00:03:53,100 --> 00:03:53,280
Dakota?

62
00:03:53,280 --> 00:03:54,450
Tyler Austin: Yeah, I was trying
to do in North Dakota.

63
00:03:54,450 --> 00:03:56,010
Steve Trang: And that was your
primary where everything got

64
00:03:56,010 --> 00:03:56,310
ruined.

65
00:03:56,340 --> 00:03:59,160
Tyler Austin: Yeah, yeah, it was
my primary and I was really not

66
00:03:59,160 --> 00:04:01,320
looking really like I didn't
know about wholesaling and any

67
00:04:01,320 --> 00:04:04,890
anything about the time.
Technically, I was bird dogging

68
00:04:04,890 --> 00:04:06,990
because there was an agent I was
working with and any time I

69
00:04:06,990 --> 00:04:08,670
would I would go, I was
basically going into the

70
00:04:08,670 --> 00:04:11,130
duplexes, and I was reaching out
to the homeowners to try and buy

71
00:04:11,130 --> 00:04:13,500
their duplex because it seemed
like they were renting them and

72
00:04:13,500 --> 00:04:17,040
I wanted to live in it. Some of
them wanted to sell, but none of

73
00:04:17,040 --> 00:04:19,770
them wanted to sell to where I
could have my rent cover my

74
00:04:19,770 --> 00:04:22,710
mortgage. So for those people I
just pushed off to an agent and

75
00:04:22,710 --> 00:04:25,860
he gave me a gift card and that
was that. So I guess technically

76
00:04:25,860 --> 00:04:28,710
that's like a really cheap
wholesale. I couldn't imagine

77
00:04:28,740 --> 00:04:33,000
receiving a gift card for a deal
nowadays, but that was like the

78
00:04:33,000 --> 00:04:36,840
very beginning. But once I
realized when the flood happened

79
00:04:36,840 --> 00:04:39,450
in my houses I was like Dude,
like this whole remote thing for

80
00:04:39,450 --> 00:04:42,630
rental wise, not going to work.
I stopped that. I had just got

81
00:04:42,630 --> 00:04:46,230
out of the military. I just had
a kid, there's a lot going on

82
00:04:46,230 --> 00:04:49,080

then so thankfully, you know, we got down in Northwest Florida

83

00:04:49,080 --> 00:04:52,170
and that's really when my government career started

84

00:04:52,170 --> 00:04:57,960
kicking up. And, and after that, we, you know, I got tired so I

85

00:04:57,960 --> 00:05:00,450
started re-researching how to get rentals and all this stuff

86

00:05:00,450 --> 00:05:02,730
to kind of get my money somewhere. Ran into the

87

00:05:02,730 --> 00:05:05,190
wholesaling thing; I was like, that stuff's not real, like,

88

00:05:05,190 --> 00:05:07,560
there's no way that it's legal because I was thinking I need to

89

00:05:07,560 --> 00:05:12,450
be an agent, all that typical, you know, jargon. And, you know,

90

00:05:12,480 --> 00:05:16,590
very quickly, I learned that it wasn't, you know, illegal.

91

00:05:16,830 --> 00:05:17,160
Steve Trang: Right.

92

00:05:17,190 --> 00:05:20,700
Tyler Austin: And, you know, for doing local networking and stuff

93

00:05:20,700 --> 00:05:24,240
like that, and yeah, and then that first, like, quarter of

94

00:05:24,240 --> 00:05:27,720
kind of learning and educating we did like \$250,000. And, and

95

00:05:27,720 --> 00:05:28,770
then it was off to the races.

96

00:05:29,070 --> 00:05:31,200
Steve Trang: So let's talk about that first deal. So you had this

97

00:05:31,200 --> 00:05:33,990
moment, you know, you're you're, you're leaving the military.

98

00:05:34,110 --> 00:05:34,410
Tyler Austin: Yeah.

99

00:05:34,440 --> 00:05:36,150
Steve Trang: You're looking at this wholesaling thing, which it

100

00:05:36,150 --> 00:05:37,320
looks like a total scam.

101

00:05:37,410 --> 00:05:37,800
Tyler Austin: Yeah.

102

00:05:37,830 --> 00:05:39,000
Steve Trang: When was this approximately?

103

00:05:39,900 --> 00:05:42,960
Tyler Austin: So when I was leaving, that was 2015.

104

00:05:42,990 --> 00:05:43,860
Steve Trang: So 2015.

105
00:05:43,920 --> 00:05:44,250
Tyler Austin: Yeah.

106
00:05:44,280 --> 00:05:45,960
Steve Trang: How long till you got your first deal?

107
00:05:46,230 --> 00:05:50,190
Tyler Austin: So I didn't start like I didn't learn about okay.

108
00:05:50,220 --> 00:05:53,160
Actually, you asked about the whole learning about

109
00:05:53,160 --> 00:05:57,420
wholesaling. That wasn't until like 2017. Okay, cuz I got out

110
00:05:57,420 --> 00:05:59,550
in 2015. That's when I was trying to do the rental stuff.

111
00:06:00,150 --> 00:06:07,710
Moved down to Florida again, and it's about 2017. And didn't do

112
00:06:07,710 --> 00:06:10,500
anything with with learning about it. Decided to start

113
00:06:10,500 --> 00:06:12,990
actually focusing on it about May 2018.

114
00:06:13,440 --> 00:06:13,800
Steve Trang: Okay.

115
00:06:13,830 --> 00:06:14,130
Tyler Austin: Yeah.

116
00:06:14,130 --> 00:06:15,750
Steve Trang: So fairly, fairly recent,

117
00:06:15,750 --> 00:06:20,340
Tyler Austin: Fairly recently. And, you know, I jumped in

118
00:06:20,340 --> 00:06:24,660
really full feet, I had an AmEx card. And I was supposed to be

119
00:06:24,660 --> 00:06:27,240
using it to like get Hilton Honor points for my travel, you

120
00:06:27,240 --> 00:06:30,510
know, and all that good stuff. I just had a \$10,000 limit, on it,

121
00:06:30,510 --> 00:06:32,850
because I had terrible credit and my debt to income was

122
00:06:32,850 --> 00:06:37,860
ridiculous. And I just maxed it out for the \$10 grand on direct

123
00:06:37,860 --> 00:06:41,640
mail, and didn't get anything, got a lot of direct mail

124
00:06:41,640 --> 00:06:42,360
returned to me.

125
00:06:42,630 --> 00:06:45,510
Steve Trang: Oh. So you could say you didn't really know what

126
00:06:45,510 --> 00:06:45,810
you were doing.

127
00:06:45,810 --> 00:06:47,820
Tyler Austin: I didn't know anything I was doing, no. So I

128
00:06:47,820 --> 00:06:50,460
was like, dude, I need there's no way you can do this. Even if

129
00:06:50,460 --> 00:06:54,360
I did get a deal, I had read on a blog post probably on Bigger

130
00:06:54,360 --> 00:06:56,670
Pockets or something is like the average deal size between \$7,000

131
00:06:56,670 --> 00:07:02,310
and \$12 grand. I would not be able to catch up. So. So yeah, I

132
00:07:02,310 --> 00:07:06,360
ended up basically taking a break for three months or four

133
00:07:06,360 --> 00:07:12,330
months. And just I being what I did, I was very, you know I'm

134
00:07:12,330 --> 00:07:15,750
very analytical. So I built out a whole Google website, I

135
00:07:15,750 --> 00:07:19,770
documented everything I knew about like, you know, the the

136
00:07:19,770 --> 00:07:22,290
wholesaling what the different parts are, I was okay. There's

137
00:07:22,290 --> 00:07:25,050

like these four quadrants, acquisitions, dispositions

138
00:07:25,050 --> 00:07:29,490
marketing administration. Let me just figure out which one I can

139
00:07:29,490 --> 00:07:33,330
have someone do while I'm traveling. I automated all that.

140
00:07:33,540 --> 00:07:36,600
So I kick back up with a full time Acquisition

141
00:07:36,870 --> 00:07:41,400
Specialist/Dispo, I paid her 20% for both to do both jobs, and

142
00:07:41,490 --> 00:07:45,390
cold caller and Administrative VA, and then started marketing,

143
00:07:45,390 --> 00:07:48,300
turned everything on again. And then deals just started coming

144
00:07:48,300 --> 00:07:48,840
in as I was...

145
00:07:48,840 --> 00:07:49,470
Steve Trang: Marketing how?

146
00:07:49,860 --> 00:07:52,830
Tyler Austin: So we were doing cold calling, but the way we

147
00:07:52,830 --> 00:07:56,940
were doing it was really focused. So we were essentially,

148
00:07:58,260 --> 00:08:00,900

essentially, we were taking,
like, like cell documents on

149

00:08:00,900 --> 00:08:05,130
Google Sheets, and I was using,
it's not an add on anymore, I

150

00:08:05,130 --> 00:08:07,560
think it's turned into Power
Editor or something like that.

151

00:08:07,980 --> 00:08:12,540
And I was cleaning them up. And,
and then basically taking any of

152

00:08:12,540 --> 00:08:14,550
the high equities and tax liens
so essentially the stacking

153

00:08:14,550 --> 00:08:16,830
thing, I don't really like that
word, but the stacking thing.

154

00:08:17,610 --> 00:08:19,890
And I was having my
acquisitions, when there was no

155

00:08:19,890 --> 00:08:23,700
leads coming in from our cold
caller, she was niching in and

156

00:08:23,700 --> 00:08:28,770
just dialing those manually,
through Call Tools, and leaving

157

00:08:28,800 --> 00:08:33,480
voicemails on every single one,
like organic voicemails to the

158

00:08:33,480 --> 00:08:37,470
person type scenario. And that
kicked up, you know, over

159

00:08:37,470 --> 00:08:40,920
\$100,000 in just doing that, and
what was funny about it, is kind

160

00:08:40,920 --> 00:08:44,280
of like I talked about, like
active and passive kind of

161

00:08:44,280 --> 00:08:47,400
marketing. And that's kind of
like both at the same time.

162

00:08:47,670 --> 00:08:50,190
Because with the voicemail,
that's who ... we never ... out

163

00:08:50,190 --> 00:08:52,380
of those deals that we closed
doing that all of them were

164

00:08:52,380 --> 00:08:53,250
calling us back.

165

00:08:53,280 --> 00:08:53,610
Steve Trang: Yeah.

166

00:08:53,640 --> 00:08:56,550
Tyler Austin: And so then we
learn about RVMs and stuff like

167

00:08:56,550 --> 00:08:59,490
that, which we don't do anymore
because of Florida legislation

168

00:08:59,490 --> 00:09:02,520
and whatnot. But yeah, it was a
little mixture of everything. It

169

00:09:02,520 --> 00:09:06,240
was pretty much outbound though.
I stopped doing direct mail. I

170

00:09:06,240 --> 00:09:10,500
was very scared of it. Yeah. You
know, spending that and then not

171

00:09:10,500 --> 00:09:12,870
doing that. And then that was
that like, first kind of intro,

172

00:09:12,930 --> 00:09:19,470
you know, timeframe and then 20,
2019 was was a whole 'nother you

173

00:09:19,470 --> 00:09:24,390
know, ballgame of learning and
education and in revenue. Yeah.

174

00:09:24,570 --> 00:09:27,450
Steve Trang: Got it. So you took
the data that you have that you

175

00:09:27,450 --> 00:09:31,470
pulled, and you're stacking it
in Google Sheets.

176

00:09:31,500 --> 00:09:32,580
Tyler Austin: Yeah, Google
Sheets.

177

00:09:32,610 --> 00:09:35,280
Steve Trang: And then you're
having your cold caller call

178

00:09:35,280 --> 00:09:38,520
that list and leaving organic
voicemails, and you said that

179

00:09:38,520 --> 00:09:39,660
turned into \$100 K in revenue.

180

00:09:40,170 --> 00:09:43,830
Tyler Austin: Yeah, so actually,
my cold caller never really

181

00:09:43,830 --> 00:09:46,860
picked up too much. Like, we
don't do very many cold call

182

00:09:46,860 --> 00:09:50,430
deals. I think in 2018, we only
did about 15 deals from just

183

00:09:50,520 --> 00:09:56,070
straight cold calling. Like with
a dialer, bulk dialing. Most of

184

00:09:56,070 --> 00:09:58,980
our revenue comes from that,
like, plucking them out -- I

185

00:09:58,980 --> 00:10:03,570
call it the Go/No-Go process.
And it's like we go through --

186

00:10:03,780 --> 00:10:05,550
being that I was a hacker,
right, it was something that we

187

00:10:05,550 --> 00:10:09,720
do is called OSINT, Open Source
Intelligence. And it's all about

188

00:10:09,720 --> 00:10:12,510
the science of like finding
people online through things

189

00:10:12,510 --> 00:10:15,360
that are not breaking in through
a backdoor or something like

190

00:10:15,360 --> 00:10:18,480
that. So we set up a process to
use that same kind of tactic

191

00:10:18,480 --> 00:10:21,780

that I would use to find and you know, people before we would do

192
00:10:21,780 --> 00:10:24,420
engagements to real estate, essentially.

193
00:10:25,350 --> 00:10:28,110
Steve Trang: So you were bringing intelligence gathering

194
00:10:28,590 --> 00:10:29,160
to real estate.

195
00:10:29,190 --> 00:10:29,610
Tyler Austin: Yeah.

196
00:10:29,910 --> 00:10:30,270
Steve Trang: Got it.

197
00:10:30,300 --> 00:10:33,720
Tyler Austin: Right. I mean, and and basically that that's,

198
00:10:33,720 --> 00:10:36,240
that's where that that first \$100 K came from. It was like we

199
00:10:36,240 --> 00:10:38,370
were digging in, it's like, we know this person is tax

200
00:10:38,370 --> 00:10:42,120
delinquent. We haven't spoke to them yet. That's our fault, not

201
00:10:42,120 --> 00:10:44,550
their fault. We just need a yes or no. And that's really what a

202
00:10:44,550 --> 00:10:46,680
Go/No-Go is, it's like digging

in until you get a "yes" or a

203
00:10:46,950 --> 00:10:50,700
"no." So we have a whole process, a whole flowcharts. In

204
00:10:50,760 --> 00:10:53,820
ways like if we have an email, what is our pipeline? If we have

205
00:10:53,850 --> 00:10:56,430
a username, what is our pipeline? What if we have just a

206
00:10:56,730 --> 00:10:59,370
first and last name, what is our pipeline? In real estate, we're

207
00:10:59,370 --> 00:11:02,580
really, really fortunate that it's a lot of public record

208
00:11:02,580 --> 00:11:05,400
data, we have first names and last names, we have a mailing

209
00:11:05,400 --> 00:11:07,350
address, we have property addresses, we can skip trace to

210
00:11:07,350 --> 00:11:11,640
get numbers. And if you have just that base information, you

211
00:11:11,640 --> 00:11:13,620
can pull on a lot of strings to find somebody.

212
00:11:13,890 --> 00:11:14,190
Steve Trang: Right.

213
00:11:14,190 --> 00:11:15,720

Tyler Austin: And that's what we focus primarily on.

214

00:11:16,110 --> 00:11:17,160
Username for what?

215

00:11:18,000 --> 00:11:23,700
So with usernames, I mean, a really good example is, let's

216

00:11:23,700 --> 00:11:27,240
just take a username for Facebook, right. Facebook, you

217

00:11:27,240 --> 00:11:30,990
have your your profile name, but then that that you can name, at

218

00:11:30,990 --> 00:11:35,460
least older accounts, you can name a, like your forward slash

219

00:11:35,460 --> 00:11:38,640
URL, right? And generally, that's going to be the same as

220

00:11:38,640 --> 00:11:40,650
someone's Instagram handle. That's going to be same as

221

00:11:40,650 --> 00:11:44,820
someone's Twitter handle. Those handles are generally also the

222

00:11:44,820 --> 00:11:48,480
beginning of people's emails, right? They're generally used in

223

00:11:48,480 --> 00:11:52,170
a lot of different ways. So if you have a username, you can

224

00:11:52,170 --> 00:11:55,290
take that
username, you can populate it back to find old

225

00:11:55,290 --> 00:11:59,400
photos, then you can download photos do EXIF data. Really,

226

00:11:59,400 --> 00:12:02,220
it's about as someone's not being found through the numbers,

227

00:12:02,250 --> 00:12:05,370
the only way to find them them is by location geographically,

228

00:12:05,370 --> 00:12:08,280
and then dig into that location and find out somebody else that

229

00:12:08,280 --> 00:12:09,150
might know them. Right.

230

00:12:09,660 --> 00:12:11,610
Steve Trang: So just real quick, because you mentioned it real

231

00:12:11,610 --> 00:12:12,990
quickly. EXIF data?

232

00:12:13,050 --> 00:12:17,040
Yeah. So EXIF data is -- for all those that have phones, right,

233

00:12:17,040 --> 00:12:21,420
turn your GPS locations off. EXIF data is essentially,

234

00:12:21,930 --> 00:12:25,650
imagine it like footprint, right? For photo, right? Yeah,

235
00:12:25,860 --> 00:12:28,890
EXIF data, and it's getting more
and more and more advanced.

236
00:12:29,100 --> 00:12:33,420
They're adding even more stuff
into it. If you could imagine,

237
00:12:33,420 --> 00:12:35,400
like back in the day, would
you'd spin your cameras and you

238
00:12:35,400 --> 00:12:37,860
take a photo, and then you got
to take the reel somewhere.

239
00:12:38,160 --> 00:12:41,340
Imagine if every time you press
that, your fingerprint

240
00:12:41,340 --> 00:12:44,760
essentially went with it and
attached to that real. That's

241
00:12:44,760 --> 00:12:49,620
really what it is your location,
GPS coordinates. I mean, it's

242
00:12:49,620 --> 00:12:49,650
...

243
00:12:49,650 --> 00:12:50,250
The weather.

244
00:12:50,280 --> 00:12:50,790
Tyler Austin: The weather.

245
00:12:50,790 --> 00:12:51,300
Steve Trang: The time.

246
00:12:51,510 --> 00:12:54,330

Tyler Austin: Everything with
phones, now. They literally will

247
00:12:54,330 --> 00:12:55,320
put everything on there.

248
00:12:55,350 --> 00:12:56,850
Steve Trang: I mean, just think
about whenever you post anything

249
00:12:56,850 --> 00:12:59,640
on Instagram. It says your
location, it says the time.

250
00:12:59,640 --> 00:12:59,970
Tyler Austin: Yup.

251
00:13:00,060 --> 00:13:01,860
Steve Trang: Like there's a
reason why they can pull the

252
00:13:01,860 --> 00:13:02,880
time and all this stuff.

253
00:13:02,910 --> 00:13:03,570
Tyler Austin: Right? 100%.

254
00:13:03,570 --> 00:13:04,500
Steve Trang: And put it on
Instagram.

255
00:13:04,860 --> 00:13:06,900
Tyler Austin: And a good another
good use, how about usernames,

256
00:13:06,900 --> 00:13:09,870
right? How can we use usernames?
Think about the age demographic

257
00:13:09,870 --> 00:13:13,440
of which we buy properties from,
where are they at online? If

258
00:13:13,440 --> 00:13:14,730
they're in their 40s or 50s?

259
00:13:14,760 --> 00:13:16,080
Steve Trang: You're not telling
me they're going just emailing

260
00:13:16,080 --> 00:13:16,710
their AOL.

261
00:13:16,770 --> 00:13:19,230
Tyler Austin: Yeah, emailing
their AOL, right? You know, 40s

262
00:13:19,230 --> 00:13:21,750
50s, if they're in the 60s or
above, it's a little bit harder,

263
00:13:21,750 --> 00:13:23,130
but right AOL accounts.

264
00:13:23,130 --> 00:13:23,250
Steve Trang: Yahoo.

265
00:13:24,060 --> 00:13:28,770
Tyler Austin: Think about Yahoo,
dating websites, right? A lot of

266
00:13:28,770 --> 00:13:32,040
things nowadays, email doesn't
matter. A phone number does,

267
00:13:32,070 --> 00:13:32,430
so...

268
00:13:32,430 --> 00:13:33,630
Steve Trang: You're not creating
dating profiles?

269
00:13:34,470 --> 00:13:38,430

Tyler Austin: Create dating
profiles, right? A phone number?

270
00:13:38,790 --> 00:13:41,430
Let's just take for example,
Voxer. Right. Vox is a really

271
00:13:41,430 --> 00:13:45,180
popular tool now, right? How
does Voxer know who you are?

272
00:13:45,210 --> 00:13:47,490
It's based off your phone
number. So if you can, you can

273
00:13:47,490 --> 00:13:50,070
invite anybody to Voxer. So if
you go and you're trying to

274
00:13:50,070 --> 00:13:52,290
reach somebody create a Voxer
account. If they just so happen

275
00:13:52,290 --> 00:13:54,390
to have the boxer app, you can
message them and send a voice

276
00:13:54,390 --> 00:13:57,180
message right from Voxer now.
Like so little things like that,

277
00:13:57,180 --> 00:13:59,460
that are just looking at the
tools of which we use daily in

278
00:13:59,460 --> 00:14:03,120
our lives, then using them,
right, to reach somebody, you

279
00:14:03,120 --> 00:14:06,990
know? Facebook messaging is the
most minor of that thing,

280
00:14:06,990 --> 00:14:09,120
finding them on Facebook and
sending them a message but...

281
00:14:10,110 --> 00:14:11,190
Steve Trang: But that's where
most people start.

282
00:14:11,220 --> 00:14:12,630
Tyler Austin: That's where most
people start. That is one of

283
00:14:12,630 --> 00:14:16,350
the, it's actually like, the
fifth thing that we do in our

284
00:14:16,350 --> 00:14:16,890
process.

285
00:14:17,130 --> 00:14:19,320
Steve Trang: I'm saying like,
for most people, like if they

286
00:14:19,320 --> 00:14:20,700
wanted to go non-traditional.

287
00:14:20,970 --> 00:14:21,420
Tyler Austin: Yeah.

288
00:14:21,630 --> 00:14:22,950
Steve Trang: Step one be
Facebook Messenger.

289
00:14:22,980 --> 00:14:23,640
Tyler Austin: Right. Yep.

290
00:14:23,700 --> 00:14:26,370
Steve Trang: Where are you
pulling their username?

291
00:14:27,450 --> 00:14:30,030

Tyler Austin: So username, just
depends, right? It depends on

292
00:14:30,030 --> 00:14:31,950
what you're starting with.
Right? If you're starting with

293
00:14:31,950 --> 00:14:35,820
an email, an email is the very
first thing. Now I have, because

294
00:14:35,820 --> 00:14:39,300
of my background, I have a whole
virtual machine all for OSINT

295
00:14:39,360 --> 00:14:43,020
that I plug and play. I have
scripts and stuff like that. But

296
00:14:43,020 --> 00:14:46,140
like if you were just to do it
right off the bat, you know,

297
00:14:46,140 --> 00:14:49,260
taking if you have an email,
right, then take an email, you

298
00:14:49,260 --> 00:14:52,680
know, throw it in Google, put
your quotations plus Instagram,

299
00:14:52,980 --> 00:14:55,500
right? And you're going to try
and find their profiles. I was

300
00:14:55,500 --> 00:15:00,480
digging in. I did a training on
it like two weeks ago. I was

301
00:15:00,480 --> 00:15:02,460
like, well I don't want to like
use a seller, and I don't want

302
00:15:02,460 --> 00:15:05,670
to use one of the people in the
training. So I use myself. And I

303
00:15:05,670 --> 00:15:08,880
found Pinterest profiles from
when I was looking at photos of

304
00:15:08,880 --> 00:15:11,910
tattoos six years ago that I
just randomly spun up cuz I

305
00:15:11,910 --> 00:15:14,820
didn't have it. I pulled out the
EXIF data and found my home

306
00:15:14,820 --> 00:15:19,260
address from when I was in North
Dakota. You know, I did the same

307
00:15:19,260 --> 00:15:23,130
thing with my phone numbers, and
when I was vanilla, more vanilla

308
00:15:23,130 --> 00:15:27,090
than I already am, right? Like
in real estate, my BBB profile

309
00:15:27,090 --> 00:15:29,550
had my personal cell phone
number on it, right? It had my

310
00:15:29,550 --> 00:15:33,720
home address on there. And I
found through using even simple,

311
00:15:33,750 --> 00:15:38,490
you know, Google hacking tactics
to to one result from just

312
00:15:38,490 --> 00:15:42,570
adding in three keywords in the

right way, brought up that

313
00:15:42,570 --> 00:15:45,570
information. So we have a whole
process that can be automated

314
00:15:45,570 --> 00:15:47,430
through our VA to do that.

315
00:15:47,520 --> 00:15:49,230
Steve Trang: Yeah, and that's
the reason why when we were

316
00:15:49,230 --> 00:15:52,740
talking about hacker hacking
your way, yeah, that's how you

317
00:15:52,740 --> 00:15:53,340
hack your way.

318
00:15:53,370 --> 00:15:54,090
Tyler Austin: Yeah, hack my way.

319
00:15:54,090 --> 00:15:55,770
Steve Trang: So I love it. One
thing we talk a lot about in

320
00:15:55,770 --> 00:15:58,950
sales training is getting the
guard down.

321
00:15:59,010 --> 00:15:59,400
Tyler Austin: Yeah.

322
00:15:59,430 --> 00:16:01,290
Steve Trang: Right. Because
like, as when you get a cold

323
00:16:01,290 --> 00:16:03,870
call, you don't know who it is,
your guard's up, and so on. So

324
00:16:03,870 --> 00:16:04,770
we want to get their guard down.

325
00:16:04,860 --> 00:16:05,220
Tyler Austin: Yeah.

326
00:16:05,670 --> 00:16:07,800
Steve Trang: You're approaching
people through non-traditional

327
00:16:07,800 --> 00:16:08,130
means.

328
00:16:08,310 --> 00:16:08,670
Tyler Austin: Mm hmm.

329
00:16:08,700 --> 00:16:10,590
Steve Trang: How is their guard
when you're when you're first

330
00:16:10,590 --> 00:16:11,190
reaching out to them?

331
00:16:11,670 --> 00:16:13,860
Tyler Austin: You know, it's
actually, it's interesting,

332
00:16:13,860 --> 00:16:16,470
because a lot of times we end up
never reaching the homeowner,

333
00:16:16,860 --> 00:16:20,940
until we go through a sibling or
something like that, right?

334
00:16:20,940 --> 00:16:26,430
Generally, at if you can write,
you can use a trusted person to

335
00:16:26,430 --> 00:16:28,890
do the introduction. So that's

what we try to do most of the

336
00:16:28,890 --> 00:16:33,870
time. But their guard typically
is actually really okay to be

337
00:16:33,870 --> 00:16:37,950
honest with you. Because, think
about it. Like, the stigma of

338
00:16:37,950 --> 00:16:41,100
receiving a cold call versus
receiving a message on Facebook,

339
00:16:41,100 --> 00:16:44,970
like, wherever they're at the
most is where they feel most

340
00:16:45,000 --> 00:16:46,770
most
comfortable. It really no
matter who it's from.

341
00:16:46,800 --> 00:16:47,250
Steve Trang: Interesting.

342
00:16:47,280 --> 00:16:47,940
Tyler Austin: Right? Like...

343
00:16:47,940 --> 00:16:49,470
Steve Trang: But like, if you
were to send me a boxer and be

344
00:16:49,470 --> 00:16:50,370
like, what the hell is this?

345
00:16:51,030 --> 00:16:52,980
Tyler Austin: Right, you might
say, you might think that right?

346
00:16:53,490 --> 00:16:55,830
I could see, you could see that

right? The Voxer thing is a

347

00:16:55,830 --> 00:16:57,660
little bit extreme. That's kind
of like...

348

00:16:58,440 --> 00:16:59,310
Steve Trang: Or a Marco Polo.

349

00:16:59,340 --> 00:17:01,680
Tyler Austin: Or a Marco Polo.
Yeah, you know, things like that

350

00:17:01,680 --> 00:17:06,360
are getting out there. But, you
know, we haven't experienced,

351

00:17:06,420 --> 00:17:11,220
I've experienced way more hate
from standard cold calling with

352

00:17:11,220 --> 00:17:13,890
it popping up as a block message
and things like that, than I

353

00:17:13,890 --> 00:17:17,250
have through traditional means
of making the introduction. You

354

00:17:17,250 --> 00:17:19,080
know, it's just like in text
messaging now, they're saying,

355

00:17:19,080 --> 00:17:21,720
don't say "Would I like to buy
your house?" Ask questions,

356

00:17:21,720 --> 00:17:25,230
like, you know, "Are you looking
to get your grass cut?" Right,

357

00:17:25,230 --> 00:17:29,310

the very intro conversation to
break the ice. So, you know, you

358

00:17:29,310 --> 00:17:31,500
just use those simple sales
tactics and everything that you

359

00:17:31,500 --> 00:17:32,910
do. And, you know.

360

00:17:33,240 --> 00:17:35,520
Steve Trang: I was, you sent me
your presentation from a couple

361

00:17:35,520 --> 00:17:38,010
weeks ago, I just kind of just
stream through it real quick.

362

00:17:38,040 --> 00:17:38,370
Tyler Austin: Yeah.

363

00:17:38,670 --> 00:17:39,990
Steve Trang: One thing he talked
about was tear. Tear.

364

00:17:40,680 --> 00:17:41,910
Tyler Austin: Yeah, Tear.

365

00:17:41,940 --> 00:17:43,140
Steve Trang: Yep. You want to
elaborate on that?

366

00:17:43,500 --> 00:17:45,600
Tyler Austin: Yeah. So it's a
method I call the Tears

367

00:17:45,600 --> 00:17:49,950
Reduction Method. Essentially, I
was thinking like, how can I

368

00:17:49,950 --> 00:17:52,590
create a process that's

complicated and break it down.

369

00:17:52,590 --> 00:17:54,450

And the best way to do that is to have something you pickup and

370

00:17:54,450 --> 00:17:56,400

carry, right, I think that's something everybody should do

371

00:17:56,400 --> 00:17:59,970

with their teams and any complicated role or task. So

372

00:17:59,970 --> 00:18:02,790

essentially, the Tears Reduction Method is is the the method of

373

00:18:02,790 --> 00:18:06,510

which will reduce the tears of you like just losing deals,

374

00:18:06,540 --> 00:18:11,310

right? It's to tears side by side, in the middle is a

375

00:18:11,310 --> 00:18:14,700

diamond. It's also an infinity symbol, kind of weird. But yeah,

376

00:18:14,700 --> 00:18:16,680

in the middle with the diamond, essentially, that's where your

377

00:18:16,680 --> 00:18:22,380

new campaigns lie. So you kind of go around this, this tear in

378

00:18:22,500 --> 00:18:27,240

each section, moving around that tear, is a new task or a new

379

00:18:27,240 --> 00:18:29,940

thing that you need to do in your marketing. The left hand

380

00:18:29,940 --> 00:18:32,040

side of it of the Tears Reduction Method, I'm happy to

381

00:18:32,040 --> 00:18:34,920

give the link for everybody to have in the show notes or

382

00:18:34,920 --> 00:18:39,240

something, is essentially creating new campaigns. The

383

00:18:39,240 --> 00:18:42,930

right the right tear is going through those campaigns and

384

00:18:42,960 --> 00:18:47,820

updating your data. So that you can actively market through a

385

00:18:47,820 --> 00:18:50,880

list of prospects. And as your marketing through them, you're

386

00:18:50,880 --> 00:18:54,660

properly tracking and annotating on your data, removing out the

387

00:18:54,660 --> 00:18:58,800

garbage, and then it comes back around to that diamond in the

388

00:18:58,800 --> 00:19:03,690

middle where the new campaigns lie. So, as an example, intake

389

00:19:03,690 --> 00:19:08,100

new data into your company, do what I call the 4W method,

390
00:19:08,220 --> 00:19:10,980
right? That's tagging,
essentially figuring out making

391
00:19:10,980 --> 00:19:12,870
sure you're saying where it's
from when you bought it, all

392
00:19:12,870 --> 00:19:16,020
that kind of stuff. As you go
around that, there's cleaning up

393
00:19:16,020 --> 00:19:18,750
your data, because that's
another big thing. The reason in

394
00:19:18,750 --> 00:19:21,240
the very beginning, by the way,
that the first \$250,000 from

395
00:19:21,240 --> 00:19:22,680
2,500 records, right?

396
00:19:23,850 --> 00:19:24,510
Steve Trang: That's incredible.

397
00:19:24,540 --> 00:19:29,910
Tyler Austin: Yeah. After I,
after I sent all that mail, I

398
00:19:29,910 --> 00:19:32,910
was like, dude, this, I'm not
going to continue hitting

399
00:19:32,910 --> 00:19:36,630
everybody. I just, I just took
an absentee list, and that's

400
00:19:36,630 --> 00:19:39,300
what we marketed to. And then we
got a free tax delinquent list,

401
00:19:39,300 --> 00:19:41,280
and that's what we marketed to.
And then we started pulling in

402
00:19:41,280 --> 00:19:44,340
evictions, but in that I had
wrote some Python scripts to

403
00:19:44,340 --> 00:19:49,380
clean up that data. And later
that, that methodology of clean,

404
00:19:49,380 --> 00:19:52,740
incomplete Trust Company
numbers, no numbers, and

405
00:19:52,740 --> 00:19:56,790
tracking that and having my VA
do that turned into the Tears

406
00:19:56,790 --> 00:20:00,750
Reduction Method. Which is how
every... our whole marketing

407
00:20:00,750 --> 00:20:03,750
cycle just funnels around that.
Yeah. It's hard to explain

408
00:20:03,750 --> 00:20:05,040
without the visuals to it.

409
00:20:05,040 --> 00:20:09,300
Steve Trang: Sure. But I mean,
we talked about this last, last

410
00:20:09,300 --> 00:20:13,080
month. We're talking about, when
you had me on your show, after

411
00:20:13,080 --> 00:20:16,650
talking about one of your

biggest frustrations is the

412

00:20:16,650 --> 00:20:19,350
proliferation of data, with no
effort to clean it up.

413

00:20:19,500 --> 00:20:19,950
Tyler Austin: Yeah.

414

00:20:20,340 --> 00:20:21,480
Steve Trang: You want to
elaborate on that?

415

00:20:21,540 --> 00:20:23,850
Tyler Austin: Yeah. I man, I
could go on foreve;, we're gonna

416

00:20:23,850 --> 00:20:24,450
need more time.

417

00:20:25,230 --> 00:20:25,260
Steve Trang: [Laughs]

418

00:20:25,650 --> 00:20:28,200
Tyler Austin: Like, I think one
of the biggest disservices that

419

00:20:28,200 --> 00:20:32,160
we have in the real estate
industry is the data industry.

420

00:20:32,880 --> 00:20:35,100
And don't get me wrong, I love
skip tracing; it's one of the

421

00:20:35,100 --> 00:20:38,700
most powerful things we have.
But it's also... both of those

422

00:20:38,730 --> 00:20:42,990
are designed to make you do
more, right? Spend more money,

423

00:20:43,020 --> 00:20:47,130
do more here, do more there. You
can buy... A question I always

424

00:20:47,130 --> 00:20:51,420
ask people is like when they buy
data. After they did the first

425

00:20:51,420 --> 00:20:53,280
campaign and tell me all this
data, I need to buy more data

426

00:20:53,280 --> 00:20:54,810
this didn't know these people
want to sell. I'm like what do

427

00:20:54,810 --> 00:20:57,240
you mean? Like, well, how many
people did you actually speak

428

00:20:57,240 --> 00:20:59,670
to? How much data do you have?
Like, well, I just downloaded

429

00:20:59,850 --> 00:21:03,780
10,000, or even had 5,000 from
this service or that service,

430

00:21:03,780 --> 00:21:07,530
Right? Like, okay, great. And
how many leads you get, like

431

00:21:07,530 --> 00:21:13,170
five leads? Okay, cool. So
there's still 9,995 people

432

00:21:13,170 --> 00:21:13,530
notice people...

433

00:21:13,530 --> 00:21:14,610
Steve Trang: You know those

people need to sell.

434

00:21:14,640 --> 00:21:15,030

Tyler Austin: Right.

435

00:21:15,090 --> 00:21:16,080

Steve Trang: And you only talked to five of them?

436

00:21:16,110 --> 00:21:18,270

Tyler Austin: Yeah, like, why would you do that? That doesn't

437

00:21:18,270 --> 00:21:20,130

make any sense. Especially if you're using like Tears

438

00:21:20,130 --> 00:21:23,010

Reduction Method, you have that like the Go/No-Go list, and

439

00:21:23,010 --> 00:21:26,370

there's, you know, 30 of those people that you know are in

440

00:21:26,370 --> 00:21:29,490

terrible situations, and you're just like, "Oh, I couldn't reach

441

00:21:29,490 --> 00:21:32,250

them." Like, what the heck does ... what does that even mean?

442

00:21:32,640 --> 00:21:36,180

That's like, like, somebody's going to combat and be like, why

443

00:21:36,180 --> 00:21:38,220

hill's kind of high like, I don't really feel like going

444

00:21:38,220 --> 00:21:41,700

over it because I know that on the other side of it. You know,

445

00:21:41,730 --> 00:21:46,950

it is a combat zone. Like as a CEO, your only service is to

446

00:21:46,950 --> 00:21:50,430

learn and educate and figure out how you can do expansion, right,

447

00:21:50,430 --> 00:21:54,570

of your company, reduction of costs, and increase in revenue.

448

00:21:54,900 --> 00:21:58,200

Like those that's like your job. And if that entails

449

00:21:58,200 --> 00:22:01,650

understanding how to contact 10,000 people, or how to

450

00:22:01,680 --> 00:22:05,430

maintain that the proper way, then that's what it entails. You

451

00:22:05,430

--> 00:22:08,640

can't use the excuse, like, I don't understand you. You ripped

452

00:22:08,640 --> 00:22:12,060

that off when you decided to be an entrepreneur, you know, like,

453

00:22:12,090 --> 00:22:12,630

so, yeah...

454

00:22:12,630 --> 00:22:13,680

Steve Trang: So you're passionate about it.

455
00:22:13,710 --> 00:22:15,090
Tyler Austin: I'm super
passionate about it, you know.

456
00:22:15,090 --> 00:22:17,790
You have to, you have to
understand what's going on with

457
00:22:17,790 --> 00:22:20,280
all that data, because it is ...
the two most important things in

458
00:22:20,280 --> 00:22:23,190
your business: data and people.
Without those two things, there

459
00:22:23,190 --> 00:22:25,860
is nothing right? You need one
or that you need both.

460
00:22:25,860 --> 00:22:28,410
Realistically, you could have
just have people, but then

461
00:22:28,410 --> 00:22:31,680
you're gonna have to go like
door knocking. Right? If you ...

462
00:22:31,680 --> 00:22:35,100
even still there, there's a data
centric around that right?

463
00:22:35,100 --> 00:22:38,310
Tracking who did you door knock?
What did they say? They tell you

464
00:22:38,310 --> 00:22:39,930
to F off? Did they not? Things
like that.

465
00:22:40,110 --> 00:22:42,060
Steve Trang: So then you're

finding in your own personal

466
00:22:42,060 --> 00:22:45,870
experience that your own
experience in the military

467
00:22:45,870 --> 00:22:48,960
helped you ask better questions,
once you got into this business?

468
00:22:49,890 --> 00:22:52,500
Tyler Austin: Yeah, I think so.
Um, I think ...

469
00:22:52,890 --> 00:22:54,330
Steve Trang: Because you started
off just doing direct mail,

470
00:22:54,330 --> 00:22:56,370
because that's what you knew.
That's what you heard. Maybe you

471
00:22:56,370 --> 00:22:58,260
saw in the video, you watching
some form, whatever.

472
00:22:58,380 --> 00:23:02,490
Tyler Austin: Yeah. And I and I
still love direct mail. But the

473
00:23:02,490 --> 00:23:10,140
reason why is because because of
that. Sometimes in the world of

474
00:23:10,140 --> 00:23:14,460
like in red team type hacking,
where you're you're trying to do

475
00:23:14,460 --> 00:23:16,620
an engagement where you do
breaches, right? It's things

476

00:23:16,620 --> 00:23:19,380
like that, or if you're trying
to get in contact with guy over

477

00:23:19,380 --> 00:23:23,310
here, but you know, that this
individual is the way to him,

478

00:23:23,340 --> 00:23:25,770
you know, much like, you know,
networking and things like that

479

00:23:25,770 --> 00:23:25,890
right?

480

00:23:25,890 --> 00:23:26,400
Steve Trang: Trust Triangle.

481

00:23:26,430 --> 00:23:28,260
Tyler Austin: Trust Triangle. We
haveit fantastic, right?

482

00:23:28,260 --> 00:23:28,500
Steve Trang: Yeah.

483

00:23:29,220 --> 00:23:32,160
Tyler Austin: You know,
sometimes it's easier to attack,

484

00:23:32,340 --> 00:23:36,540
you know, the weaker link,
right? And then from there, do a

485

00:23:36,540 --> 00:23:43,080
bridge over. So knowing that I
love direct mail still, because

486

00:23:43,080 --> 00:23:47,070
direct mail is another way just
to make that handshake to the

487

00:23:47,160 --> 00:23:51,150

mailbox. So when it came to
sending direct mail was just

488

00:23:51,150 --> 00:23:53,340
because yeah, I thought that was
the easiest way to do it

489

00:23:53,340 --> 00:23:58,500
passively. And then the military
experience really delved into...

490

00:23:58,860 --> 00:24:01,020
really it was not so much my
military experience, because I

491

00:24:01,020 --> 00:24:04,140
was ammo troop in the Air Force.
I just built bombs, and I did do

492

00:24:04,140 --> 00:24:08,070
some stuff afterwards. But like,
it wasn't anything that would

493

00:24:08,070 --> 00:24:11,550
have prepared me for, except for
maybe like throwing a

494

00:24:11,550 --> 00:24:14,310
sledgehammer. It was the
government work after that

495

00:24:14,340 --> 00:24:19,770
really was a big thing. I think
more than anything, it's, it's

496

00:24:19,950 --> 00:24:24,240
the taking any experience that
you have and then figuring out

497

00:24:24,240 --> 00:24:27,150
where your strengths are and
then applying them into you know

498
00:24:27,180 --> 00:24:29,850
what you're passionate about.
And I found out that I was

499
00:24:29,850 --> 00:24:34,470
really passionate about helping
people and when I closed the

500
00:24:34,470 --> 00:24:37,440
deal and I received a hug from
my 86-year-old lady and she said

501
00:24:37,440 --> 00:24:40,860
open make a million dollars on a
house (I only made \$30,000). I

502
00:24:40,860 --> 00:24:43,320
say only but that was, you know,
I made \$80,000 a year as a

503
00:24:43,320 --> 00:24:45,390
government person and that's
like where I was capped at,

504
00:24:45,600 --> 00:24:48,180
that's it. You don't really go
above that unless you know

505
00:24:48,210 --> 00:24:53,160
something crazy happens. But in
the in the government that does

506
00:24:53,160 --> 00:24:56,760
doesn't exist right now. Like
you don't get you know pats on

507
00:24:56,760 --> 00:25:00,990
your back for for doing what
you're supposed to. You know, so

508
00:25:01,050 --> 00:25:03,300
I went in like two days, later

quit my job, and I was okay, how

509
00:25:03,300 --> 00:25:04,800
can I take this and leverage it?

510
00:25:05,190 --> 00:25:08,610
Steve Trang: So walk me through
this, you know? [Yeah] People

511
00:25:09,000 --> 00:25:11,430
here all say all the time, this
is the toughest market. And I've

512
00:25:11,430 --> 00:25:14,070
gotten that feedback as well
from other people and other

513
00:25:14,070 --> 00:25:18,060
Masterminds. So if you were in
my market, and you were to

514
00:25:18,090 --> 00:25:19,050
replicate this,

515
00:25:19,080 --> 00:25:19,470
Tyler Austin: Yeah.

516
00:25:19,620 --> 00:25:21,540
Steve Trang: What would be the
first step in trying to

517
00:25:21,600 --> 00:25:22,470
replicate this.

518
00:25:22,590 --> 00:25:25,470
Tyler Austin: So not really in
preparation for that question,

519
00:25:25,470 --> 00:25:28,380
but I had a feeling that that
question, that's a common

520

00:25:28,380 --> 00:25:30,420
question, right. Like I asked
that question that people all

521

00:25:30,420 --> 00:25:32,550
the time because I think it's,
it's super powerful, right?

522

00:25:32,550 --> 00:25:34,110
Because it helps the people that
are just getting going

523

00:25:34,170 --> 00:25:37,110
understand or anybody who's
trying to do a new tactic. So

524

00:25:37,110 --> 00:25:40,620
what we did you know, because I
got here on Sunday is...

525

00:25:40,680 --> 00:25:41,910
Steve Trang: Oh yeah, you were
texting me like you were trying

526

00:25:41,910 --> 00:25:42,390
to do intel.

527

00:25:42,420 --> 00:25:44,640
Tyler Austin: Yeah, exactly.
Like, we were gathering intel is

528

00:25:44,640 --> 00:25:47,490
like, okay, where's the areas
around here? You know, and what

529

00:25:47,490 --> 00:25:49,860
I like to do when I enter into a
new area I've never been before

530

00:25:49,860 --> 00:25:52,500
is like, just get a landscape of
what's going on? What blew my

531

00:25:52,500 --> 00:25:55,740
mind is that the house like our
AirBnB is like a \$550,000 house.

532

00:25:56,040 --> 00:25:58,290
And it wouldn't be nothing but
like maybe a \$250,000 house

533

00:25:58,290 --> 00:26:03,720
where I'm from. And I'm like,
your all's markets crazy. But,

534

00:26:04,230 --> 00:26:08,190
but yeah, so we're driving
around, and Jordan, right? He

535

00:26:08,190 --> 00:26:09,960
was here a second ago. We're
like, we're driving around and

536

00:26:10,200 --> 00:26:12,750
we're trying to figure out like
me, I can't really tell what is

537

00:26:13,050 --> 00:26:15,240
like needing flipped and what's
not needing flip because they're

538

00:26:15,240 --> 00:26:20,550
very houses around here are
very, uh, I don't know, like

539

00:26:20,550 --> 00:26:21,240
cookie cutter.

540

00:26:21,510 --> 00:26:23,160
Steve Trang: They're very cookie
cutter. They're newer.

541

00:26:23,250 --> 00:26:23,730
Tyler Austin: Right.

542
00:26:23,730 --> 00:26:23,790
Steve Trang: Yeah.

543
00:26:23,940 --> 00:26:26,190
Tyler Austin: Yeah. And so I was like, okay, that looks flipped.

544
00:26:26,190 --> 00:26:28,980
I can tell that's a flip. This one's not, so I started

545
00:26:28,980 --> 00:26:32,550
realizing like certain things like, like the fascia might not

546
00:26:32,550 --> 00:26:34,680
have paint on it, or the windows, like little tiny

547
00:26:34,680 --> 00:26:37,920
things, right? So we drove past and there's this mailman and

548
00:26:37,920 --> 00:26:40,680
your mailman walk door-to-door here, which is kind of crazy

549
00:26:40,680 --> 00:26:40,890
too.

550
00:26:40,920 --> 00:26:41,700
Steve Trang: Depending on the part of town.

551
00:26:41,790 --> 00:26:45,120
Tyler Austin: Okay. So, so, you know, he's like, "Hey, come

552
00:26:45,120 --> 00:26:47,850
here, right?" And we're there driving around more like, right

553
00:26:47,850 --> 00:26:50,310
after I messaged you, actually. And in that timeframe, this

554
00:26:50,310 --> 00:26:54,330
mailman sent us 10 properties that he knows are vacant, and

555
00:26:54,330 --> 00:26:56,370
they're still on my phone, and we're gonna be setting something

556
00:26:56,400 --> 00:26:58,500
up, we can do some D4D stuff. I don't know, we're gonna see

557
00:26:58,500 --> 00:27:01,680
what's gonna happen. My pain, the fee, the Scottsdale market,

558
00:27:02,130 --> 00:27:05,310
but no. So like, you know, if you can do that you can build a

559
00:27:05,310 --> 00:27:07,170
relationship. That's a really, really good start.

560
00:27:07,230 --> 00:27:07,530
Steve Trang: Yeah,

561
00:27:07,560 --> 00:27:09,450
Tyler Austin: Right, especially with somebody who knows area

562
00:27:09,450 --> 00:27:13,350
really well. And then the next thing that I would do is I would

563
00:27:13,350 --> 00:27:16,260

take, of course, find the hottest market that you have.

564

00:27:16,770 --> 00:27:19,590
And I have a methodology I call the 3V motivated seller

565

00:27:19,590 --> 00:27:23,130
framework: Value, Vexation, Viability. When you intake data

566

00:27:23,130 --> 00:27:25,860
in your business, you want to focus on those three things.

567

00:27:26,040 --> 00:27:29,220
What is the value? Value is two things, right? Value is,

568

00:27:29,550 --> 00:27:32,340
obviously in the property, they have to have value for you, the

569

00:27:32,340 --> 00:27:35,070
seller, but value is also something to maybe you as a

570

00:27:35,070 --> 00:27:38,910
buyer, right? You need to look at it like it's a value. Value

571

00:27:39,480 --> 00:27:42,360
in the property is really easy. You can have a \$50,000 property

572

00:27:42,360 --> 00:27:45,150
has paid off \$50,000 equity, great, but if it was in an area

573

00:27:45,150 --> 00:27:47,790
that no one's gonna buy in, then obviously, it's useless. Right,

574

00:27:47,790 --> 00:27:50,250
so the value component wouldn't pass you got to figure that out.

575

00:27:50,940 --> 00:27:53,880
Vexations are things that are distress points, right, like D4D

576

00:27:53,880 --> 00:28:00,210
that the mailman giving us those. And then Viability is a

577

00:28:00,210 --> 00:28:02,880
couple different things. It's it's is the property too far

578

00:28:02,880 --> 00:28:05,310
gone, that nothing could be solved, except for something

579

00:28:05,310 --> 00:28:09,750
governmental, like tax auction wiping off a mortgage, right? Or

580

00:28:09,780 --> 00:28:12,840
is it that you need to know more people or players in your market

581

00:28:12,840 --> 00:28:15,900
reaching out to your team coming to your office and networking,

582

00:28:15,930 --> 00:28:19,290
right, things like that. So viability and viability doors

583

00:28:19,290 --> 00:28:21,390
and you know, your core advisors getting good attorneys getting

584

00:28:21,390 --> 00:28:23,640
good title companies, people

that you can lean on if you need

585

00:28:23,640 --> 00:28:27,150
information, the first... that
value component, though, also

586

00:28:27,150 --> 00:28:29,280
has equity. And the only way
that you can find properties

587

00:28:29,280 --> 00:28:32,070
with equity is generally through
some sort of data source, right?

588

00:28:32,100 --> 00:28:35,070
Or you could do something else.
That's the easiest way. So I

589

00:28:35,070 --> 00:28:37,170
always say you should go out,
go, you know, go to wherever you

590

00:28:37,170 --> 00:28:40,740
want, and get 2,500 records that
fit in that first value

591

00:28:40,740 --> 00:28:43,980
component. The next thing you
should do is you should go grab

592

00:28:44,430 --> 00:28:49,020
the free, you know, vexation
that you can get: auctions,

593

00:28:49,020 --> 00:28:52,740
foreclosures, auctions, (by
acutions I meant tax delinquent

594

00:28:52,740 --> 00:28:55,590
foreclosures), driving for
dollars, things like that,

595

00:28:55,980 --> 00:28:57,690
right? And then you're going to
merge those together, you're

596

00:28:57,690 --> 00:29:00,360
going to segment those out,
right, and there's going to be

597

00:29:00,360 --> 00:29:08,460
four buckets. Equity, vacant,
ouchies is what I call them.

598

00:29:08,460 --> 00:29:10,770
It's basically fixations I just
like calling ouchies cuz I have

599

00:29:10,770 --> 00:29:15,180
a four year old and five now.
Gosh, so equity, vacant ouchies,

600

00:29:15,240 --> 00:29:20,370
and what's possible equity,
vacant, ouchies? Like I think my

601

00:29:20,370 --> 00:29:23,730
last bucket for whatever reason,
someone that's watching this

602

00:29:23,730 --> 00:29:25,710
that knows like, I can't believe
he doesn't know that anyway.

603

00:29:25,860 --> 00:29:28,110
Yeah, your four buckets, right?
You said essentially

604

00:29:28,110 --> 00:29:31,530
segmentation. So for anybody
that's familiar in marketing, in

605

00:29:31,530 --> 00:29:33,450
general, because that's where we
are right? I think I just seen

606
00:29:33,450 --> 00:29:35,670
you post on my Instagram is
like, you know, we're talking

607
00:29:35,670 --> 00:29:37,650
about this, like, we are sales
and marketers. That's what we

608
00:29:37,650 --> 00:29:37,860
do.

609
00:29:37,920 --> 00:29:40,110
Steve Trang: Oh, yeah. Every
industry is a sales and

610
00:29:40,110 --> 00:29:40,830
marketing industry.

611
00:29:40,890 --> 00:29:43,290
Tyler Austin: You have a product
and that product is just a

612
00:29:43,290 --> 00:29:49,350
property right? and treat your
data like you would treat your

613
00:29:49,650 --> 00:29:53,040
like email campaigns. Right?
Anytime email campaigns are sent

614
00:29:53,040 --> 00:29:55,410
out in a marketer. They say,
okay, this person clicked on a

615
00:29:55,410 --> 00:29:57,780
link, go ahead and add a tag to
them, segment them out, so that

616
00:29:57,780 --> 00:30:00,840
way you can send proper
marketing to them that might

617
00:30:00,870 --> 00:30:03,750
react, maybe change the title or
increase conversions. That's

618
00:30:03,750 --> 00:30:06,150
what you're doing is to segment
out that data, and then take

619
00:30:06,210 --> 00:30:09,030
whatever one you're most viable
on at that given moment, not the

620
00:30:09,030 --> 00:30:11,640
hype equity bucket, because the
equity is just the people that

621
00:30:11,640 --> 00:30:14,550
are on equity and that's it,
nothing else. Take the one that

622
00:30:14,550 --> 00:30:16,680
you're most viable on, whether
it was because you sat down with

623
00:30:16,680 --> 00:30:18,810
a probate attorney or you sat
down with a tax attorney, and

624
00:30:18,810 --> 00:30:23,730
you learn that in and out. And
Go/No-Go and dig in super deep

625
00:30:23,790 --> 00:30:28,860
into those 30, 40, 50 people.
Right. And if you do that, if

626
00:30:28,860 --> 00:30:33,150
you become, you know, the king
of tax delinquent properties in

627
00:30:33,150 --> 00:30:35,370

your market, even if there's
someone else trying to do the

628

00:30:35,370 --> 00:30:37,740
same thing, we will still be
able to make a multiple six

629

00:30:37,740 --> 00:30:39,630
figure company like at minimum.

630

00:30:39,720 --> 00:30:41,400
Steve Trang: Yeah, there's you
ever watch the episode of Carl's

631

00:30:41,400 --> 00:30:41,970
Phil Bogle.

632

00:30:42,570 --> 00:30:43,170
Tyler Austin: I don't think so.

633

00:30:43,200 --> 00:30:46,740
Steve Trang: Yeah. I mean, he
was the king of stalking people

634

00:30:47,070 --> 00:30:51,090
say, Oh, yeah, he would go and
find them in the bars. Like,

635

00:30:51,090 --> 00:30:51,600
Tyler Austin: Dang.

636

00:30:51,600 --> 00:30:54,870
Steve Trang: Like find out like,
you know, like, this dude's mom

637

00:30:54,900 --> 00:30:57,030
is the person you're trying to
get hold of? Yeah, so just go

638

00:30:57,030 --> 00:30:57,870
drink at that bar.

639

00:30:58,350 --> 00:30:59,220
Tyler Austin: Find the mom.

640

00:30:59,370 --> 00:31:01,380
Steve Trang: He'd talk to the
guys, like "Hey, you know." And

641

00:31:01,380 --> 00:31:03,180
it's like, you know, your mom's
got the situation, I'd love to

642

00:31:03,180 --> 00:31:03,660
help her out.

643

00:31:03,720 --> 00:31:04,260
Tyler Austin: Yeah.

644

00:31:04,350 --> 00:31:05,310
Steve Trang: He's the king of
stalking.

645

00:31:05,460 --> 00:31:07,050
Tyler Austin: That's amazing.
I'm gonna have to watch that

646

00:31:07,050 --> 00:31:10,770
one. But yeah, that's, that's
essentially it, right? I mean,

647

00:31:10,830 --> 00:31:14,310
really digging in. And then as
you get more marketing right

648

00:31:14,310 --> 00:31:16,590
into your business, as you get
more revenue, you know, time is

649

00:31:16,590 --> 00:31:19,440
money, money is time, they both
play a huge part. So if you

650

00:31:19,470 --> 00:31:22,080
aren't a W2, and you don't have
time, you have to spend more

651
00:31:22,080 --> 00:31:25,980
money generally, or spend more
time, right. And because time is

652
00:31:25,980 --> 00:31:29,100
money, and money, when I say
that we talk about like

653
00:31:29,100 --> 00:31:32,220
prosperity, right? Those hours
that you have with your, with

654
00:31:32,220 --> 00:31:34,920
your family after the
afterwards, maybe those aren't

655
00:31:35,190 --> 00:31:39,240
worth the money, right? Like
from your feelings perspective,

656
00:31:39,240 --> 00:31:43,740
right, the prosperity wise. So
so maybe you need to spend more

657
00:31:43,740 --> 00:31:47,190
money, you know, either way. But
figure out what you are what

658
00:31:47,190 --> 00:31:49,110
what bucket, you fit in there,
whether you have time or you

659
00:31:49,110 --> 00:31:53,250
have money, right, and then
focus in on that small bucket.

660
00:31:53,280 --> 00:31:58,080
And then as you do it, add in,
you know, the rest of the, you

661
00:31:58,080 --> 00:32:00,900
know, oh stack, that's the
fourth bucket! Equity, stack,

662
00:32:00,930 --> 00:32:04,950
vacant, ouchies. You know, focus
on the rest of that, that

663
00:32:04,950 --> 00:32:07,260
segment of ouchies, and then
focus on the stacks, and then

664
00:32:07,260 --> 00:32:10,320
focus on the vacants. And then,
after all that's said and done,

665
00:32:10,710 --> 00:32:14,100
now you can focus on that other
like 2,000 people that just have

666
00:32:14,100 --> 00:32:14,580
equity.

667
00:32:14,850 --> 00:32:15,000
Steve Trang: Yeah.

668
00:32:15,000 --> 00:32:15,720
Tyler Austin: Equity is...

669
00:32:16,350 --> 00:32:17,070
Steve Trang: It's the lowest
priority.

670
00:32:17,100 --> 00:32:18,450
Tyler Austin: It's, it's the
lowest priority. It's like,

671
00:32:18,720 --> 00:32:22,380
people get all hot and bothered
about
equity for some reason,

672
00:32:22,380 --> 00:32:25,230
when it's just like, if you
think about equity, it's it's a

673
00:32:25,230 --> 00:32:29,010
qualifier, to say that it's
easier to do a deal. That's it.

674
00:32:29,490 --> 00:32:33,150
And you can fix not having
equity by having more viability,

675
00:32:33,210 --> 00:32:38,400
people like, you know, the sub 2
king over here, Right? And, and,

676
00:32:38,820 --> 00:32:40,710
and you could solve it that way.
But if you don't have no

677
00:32:40,710 --> 00:32:43,050
viability to handle that yet,
then focus on the people that

678
00:32:43,050 --> 00:32:43,680
you do have.

679
00:32:43,860 --> 00:32:44,220
Steve Trang: Right.

680
00:32:44,640 --> 00:32:45,000
Tyler Austin: Yeah.

681
00:32:45,420 --> 00:32:47,910
Steve Trang: So I want to do a
transition here.

682
00:32:47,970 --> 00:32:48,270
Tyler Austin: Yep.

683

00:32:48,360 --> 00:32:50,700
Steve Trang: So you were just at
a camp with our incredible

684
00:32:50,700 --> 00:32:51,030
friend.

685
00:32:51,360 --> 00:32:51,960
Tyler Austin: Yes.

686
00:32:52,140 --> 00:32:52,890
Steve Trang: Let's talk about
that.

687
00:32:53,370 --> 00:32:54,000
Tyler Austin: Would love to.

688
00:32:54,300 --> 00:32:54,690
Steve Trang: Yeah.

689
00:32:54,840 --> 00:32:55,530
Tyler Austin: Carrot camp.

690
00:32:55,710 --> 00:32:56,100
Steve Trang: Yep.

691
00:32:56,460 --> 00:33:00,660
Tyler Austin: By far... Number
one, Trevor Mock is one of the

692
00:33:01,200 --> 00:33:06,300
most, one of the... he's a huge
inspiration for me, right? And

693
00:33:07,200 --> 00:33:09,900
what he has over at Carrot Camp
and like, the kind of

694
00:33:09,900 --> 00:33:13,980
environment that he's created,
is, is really a beautiful thing.

695

00:33:14,010 --> 00:33:21,150
Right? It um, it is like, you
know, it's kind of funny,

696

00:33:21,150 --> 00:33:24,690
because last night, we went out
to dinner, and we had this

697

00:33:24,690 --> 00:33:28,350
dessert you can either choose? I
don't... not purposely, there

698

00:33:28,350 --> 00:33:33,210
was carrot cake. And there is
bread pudding. And I used to

699

00:33:33,210 --> 00:33:35,490
never love bread pudding. Now
this is like seems like it's out

700

00:33:35,490 --> 00:33:39,600
left field. But there used to
never love bread pudding had at

701

00:33:39,600 --> 00:33:42,540
one time when I was doing an
engagement in Arkansas at this

702

00:33:42,540 --> 00:33:44,940
bar called like beer brewery or
bear brewery or something.

703

00:33:44,940 --> 00:33:46,590
Steve Trang: Probably not the
best bread pudding on the

704

00:33:46,590 --> 00:33:46,980
planet.

705

00:33:47,040 --> 00:33:49,620
Tyler Austin: Actually, it was
freakin' fabulous. It was it was

706

00:33:49,650 --> 00:33:53,400
amazing. I was like, Oh my gosh,
I have to have more of this. And

707

00:33:53,400 --> 00:33:56,070
so now anywhere I go, I usually
if they have bread pudding, I'm

708

00:33:56,070 --> 00:33:58,800
gonna try it. Yeah, I had this
bread pudding there. And it

709

00:33:58,800 --> 00:34:03,990
was... it was the most simple...
they didn't have raisins, they

710

00:34:03,990 --> 00:34:07,830
didn't have chocolate in it. It
was just bread and some sort of

711

00:34:07,830 --> 00:34:11,400
-- I don't know like Heaven
sauce -- that was mixed in with

712

00:34:11,400 --> 00:34:15,120
it, right?. And I took a bite of
it, and I was like this isn't,

713

00:34:15,120 --> 00:34:18,720
like, this is now my number one
favorite. But the simplicity of

714

00:34:18,720 --> 00:34:22,500
what it was, right? It wasn't
super, wasn't filled in and

715

00:34:22,500 --> 00:34:24,990
mixed with a bunch of other
things. They ... they're really

716

00:34:24,990 --> 00:34:29,550

good at just taking what it was beautiful at. And that's a good

717

00:34:29,550 --> 00:34:32,850
representation of what [Carrot] Camp is, right? It's not a

718

00:34:32,850 --> 00:34:36,210
mixture of all these other faddish things in real estate

719

00:34:36,210 --> 00:34:39,330
over here, all this other stuff here. What it is, is like that

720

00:34:39,330 --> 00:34:43,560
perfect, you know, bread pudding, right that I that I

721

00:34:43,560 --> 00:34:48,540
needed in that week period, to kind of just sit there and

722

00:34:48,540 --> 00:34:51,600
listen to some other amazing people doing what they're doing

723

00:34:51,600 --> 00:34:55,110
in their business. But on top of that, really helping me

724

00:34:55,110 --> 00:34:57,120
understand some of the things like what Trevor has done to

725

00:34:57,120 --> 00:34:58,680
build like such an amazing community.

726

00:34:58,710 --> 00:34:59,040
Steve Trang: Yeah.

727

00:34:59,880 --> 00:35:06,690
Tyler Austin: And more than, than all of that, its impact of

728

00:35:06,690 --> 00:35:09,810
which is created through business, right? Like, I've

729

00:35:09,810 --> 00:35:11,790
always been super focused on, like, doesn't really matter how

730

00:35:11,790 --> 00:35:16,020
much money I make, you know, I'm capped off personally. And the

731

00:35:16,020 --> 00:35:20,460
rest of that goes somewhere else, right. And I, what I

732

00:35:20,460 --> 00:35:23,040
realized is that I haven't been doing that very effectively,

733

00:35:23,310 --> 00:35:27,930
because I have enough money to make a good impact, right, in my

734

00:35:27,930 --> 00:35:31,140
local community. And this whole time, because my wife is still

735

00:35:31,140 --> 00:35:33,720
active duty, this whole time, I've been telling myself that my

736

00:35:33,720 --> 00:35:37,200
local environment could always change, right, it might go

737

00:35:37,200 --> 00:35:41,190
somewhere else. So I've been just like, reserving and having

738
00:35:41,190 --> 00:35:43,800
stuff come in, you know, giving
back to the real estate

739
00:35:43,800 --> 00:35:46,140
community, but not giving back
to the place where I'm living.

740
00:35:47,280 --> 00:35:49,410
And at Carrot Camp what I
realized through Trevor's

741
00:35:49,410 --> 00:35:54,090
experiences is that it's never
too early in your business

742
00:35:54,090 --> 00:35:58,590
career to start feeding in to
your environment, both your

743
00:35:58,590 --> 00:36:01,710
physical environment in the
people that bring you up.

744
00:36:01,800 --> 00:36:04,890
Steve Trang: Yeah, yeah. And I
love Trevor, I mean, I've only

745
00:36:04,890 --> 00:36:07,260
interacted with him with a few,
just a few times, but

746
00:36:07,620 --> 00:36:12,210
incredible, yeah, character,
incredible giver, and he just

747
00:36:12,210 --> 00:36:12,810
want to help people.

748
00:36:12,900 --> 00:36:13,350
Tyler Austin: Yeah.

749
00:36:13,470 --> 00:36:15,030
Steve Trang: Yeah. So what were
some of your biggest takeaways

750
00:36:15,030 --> 00:36:15,600
from Carrot Camp?

751
00:36:17,760 --> 00:36:20,640
Tyler Austin: Well, one of the
coolest things that we did is

752
00:36:20,640 --> 00:36:24,930
like, we set challenges. So
like, my challenge is, locally

753
00:36:24,930 --> 00:36:28,380
in my community, I've started
well, Christina is working on

754
00:36:28,380 --> 00:36:31,680
it, for me, finding a good
location for us to start an

755
00:36:31,680 --> 00:36:34,500
entrepreneurial meetup. Not real
estate focused at all, just

756
00:36:34,500 --> 00:36:36,630
entrepreneurial, right,
especially since we have a

757
00:36:36,630 --> 00:36:40,320
really huge military background,
with three or four military for

758
00:36:40,320 --> 00:36:44,880
military bases being in that
central area. To, to

759
00:36:44,880 --> 00:36:48,120
essentially, if people are

holding back, not wanting to

760

00:36:48,120 --> 00:36:50,460
start something, and they just
have like this little bit of

761

00:36:50,460 --> 00:36:52,830
spirit in them that they feel
like they are wanting to do

762

00:36:52,830 --> 00:36:55,230
something different, that they
can come. And they can speak to

763

00:36:55,230 --> 00:36:58,380
me and kind of my experiences
transitioning out in 2015, to

764

00:36:58,380 --> 00:37:02,760
kind of where I'm at now. And in
fostering that locally in the

765

00:37:02,760 --> 00:37:05,490
community, and then trying to
give back as much as possible.

766

00:37:05,490 --> 00:37:07,860
So that was like my number one
giveaway, or my number one

767

00:37:08,190 --> 00:37:13,230
takeaway was to take action
sooner than later. Because, you

768

00:37:13,230 --> 00:37:16,530
know, we see what happened, you
know, where Kara's at now and

769

00:37:16,530 --> 00:37:20,790
where Trevor's at now in the
business. But you don't see all

770

00:37:20,790 --> 00:37:24,360
the other things that Trevor did
to kind of get to build that

771

00:37:24,360 --> 00:37:29,130
community. And that took, you
know, years to accomplish. And I

772

00:37:29,130 --> 00:37:32,460
haven't even started yet. Right?
All because, and I've been in

773

00:37:32,460 --> 00:37:37,260
Fort Long Beach now for almost
three years, four years, three

774

00:37:37,260 --> 00:37:39,510
years. You know, if I would have
started three years ago, when I

775

00:37:39,510 --> 00:37:43,020
decided that I wanted to start
being, you know, doing this, who

776

00:37:43,020 --> 00:37:44,910
knows where I would have been,
right. So that's a big thing.

777

00:37:45,480 --> 00:37:49,980
Now, the second thing is that I
really want to office. I know

778

00:37:49,980 --> 00:37:52,380
that's not like a huge takeaway,
but I really want office to be

779

00:37:52,380 --> 00:37:58,770
able to build more impact in my
community. And the next thing is

780

00:37:58,770 --> 00:38:03,120
that people who are successful
in real estate in general,

781
00:38:03,750 --> 00:38:05,190
aren't always on Instagram.

782
00:38:05,640 --> 00:38:09,060
Steve Trang: Yeah. Oh, that's
definitely true. I found that by

783
00:38:09,060 -->
00:38:10,620
quite a bit when I was in
Collective Genius.

784
00:38:10,770 --> 00:38:11,250
Tyler Austin: Yeah.

785
00:38:11,340 --> 00:38:12,510
Steve Trang: There's a whole lot
of people that are really

786
00:38:12,510 --> 00:38:13,890
successful that you have no idea
who they are.

787
00:38:13,920 --> 00:38:20,310
Tyler Austin: Yeah. So make a
make a stronger effort make a

788
00:38:20,370 --> 00:38:24,240
larger effort, trying to network
with people who aren't on

789
00:38:24,240 --> 00:38:26,250
Instagram versus those that are,
right? I think people on

790
00:38:26,250 --> 00:38:30,450
Instagram are good, too. But
your your local connections

791
00:38:30,450 --> 00:38:35,640
inside your community can be the

difference of this person who's

792
00:38:35,640 --> 00:38:37,560
in the Chamber of Commerce. So
this person who knows the

793
00:38:37,560 --> 00:38:40,950
councilman or this person who
knows this person, getting a

794
00:38:40,950 --> 00:38:44,400
deal or getting a you know, a
development project that you

795
00:38:44,400 --> 00:38:46,530
would have probably no chance of
getting.

796
00:38:46,560 --> 00:38:46,650
Steve Trang: Right.

797
00:38:46,650 --> 00:38:48,960
Tyler Austin: So find the people
who know the people and network

798
00:38:48,960 --> 00:38:52,740
with the people. And that's,
that's really important.

799
00:38:53,280 --> 00:38:56,820
Steve Trang: Awesome. So there
are people that are watching the

800
00:38:56,820 --> 00:39:01,890
show right now or maybe later,
that don't believe in

801
00:39:01,890 --> 00:39:04,680
Masterminding or paying, you
know, for personal development.

802
00:39:04,710 --> 00:39:05,100

Tyler Austin: Yeah.

803

00:39:05,640 --> 00:39:06,750

Steve Trang: Care to share thoughts on that?

804

00:39:07,350 --> 00:39:10,170

Tyler Austin: Yeah, I'd love to. I think one of the funniest

805

00:39:10,170 --> 00:39:14,760

things, earlier I talked about them like I called, you know, in

806

00:39:14,760 --> 00:39:17,100

LS Prosperity [podcast], we talk about the myths, the myths of

807

00:39:17,100 --> 00:39:21,180

entrepreneurship, right, those the those questions. In real

808

00:39:21,180 --> 00:39:23,550

estate, we have like the myths of real estate. One of them is

809

00:39:23,550 --> 00:39:29,700

data. That is the most... it's crazy to me. Now you're getting

810

00:39:29,700 --> 00:39:33,570

into again, but that's that's a huge myth. The next biggest

811

00:39:33,570 --> 00:39:39,090

myth, in my opinion, is is the whole I want to start a multiple

812

00:39:39,090 --> 00:39:43,710

six figure company or I want to start a seven figure company. I

813

00:39:43,710 --> 00:39:46,590

want to make this big impact, but it's literally I'm going to

814

00:39:46,590 --> 00:39:49,920

do it alone number one, or I'm going to do it with zero money.

815

00:39:49,980 --> 00:39:50,370

Steve Trang: Hmm.

816

00:39:50,490 --> 00:39:52,710

Tyler Austin: That is 100% possible to do with zero money.

817

00:39:53,370 --> 00:39:57,150

But again, time is money; money is time. If you have value for

818

00:39:57,150 --> 00:40:00,570

yourself and your time, right, both mentally physically,

819

00:40:00,630 --> 00:40:04,170

everything you will, you should expedite yourself.

820

00:40:04,230 --> 00:40:04,470

Steve Trang: Yeah.

821

00:40:04,470 --> 00:40:08,310

Tyler Austin: I'm not saying that you should, you know, you

822

00:40:08,310 --> 00:40:10,800

know, steal someone's wallet and go pay for a Mastermind course,

823

00:40:10,800 --> 00:40:15,240

right? Don't, don't do something that will justify your character

824

00:40:15,240 --> 00:40:18,090
in order to join a Mastermind or
anything like that. Don't lie

825
00:40:18,090 --> 00:40:20,640
about your credentials to be on
a Mastermind; don't don't do

826
00:40:20,640 --> 00:40:22,770
those types of things because
that gets you further into it

827
00:40:22,770 --> 00:40:25,980
might... Maybe not now, yeah,
but two years down the road from

828
00:40:25,980 --> 00:40:30,360
now you can really put yourself
in a pickle, right? So just work

829
00:40:30,360 --> 00:40:34,050
really, really hard, right to
get whatever money it is -- sell

830
00:40:34,050 --> 00:40:36,750
your car, People that will say
they don't have money to join a

831
00:40:36,750 --> 00:40:39,510
mastermind, or if you don't have
money to, to get data or any of

832
00:40:39,510 --> 00:40:43,650
these things. They have like a
\$350 car payment, to get them

833
00:40:43,680 --> 00:40:45,900
three miles down the street to
go to work and back and maybe

834
00:40:45,900 --> 00:40:48,360
like five miles to go here or
maybe once a year to drive six

835
00:40:48,360 --> 00:40:52,530
hours somewhere else. Doesn't
make any sense, right? The

836
00:40:52,530 --> 00:40:54,480
biggest struggle I think a lot
of people have when we're

837
00:40:54,480 --> 00:40:58,740
getting started, is the the fact
that they are personally way

838
00:40:58,950 --> 00:41:02,730
over-leveraged, and and they're
compensating for what they want

839
00:41:02,970 --> 00:41:10,170
with things they don't need. And
so essentially, um, yeah, I

840
00:41:10,170 --> 00:41:13,950
would ... I can't remember your
question initially...

841
00:41:14,160 --> 00:41:16,260
Steve Trang: It was about the
investing in your Mastermind,

842
00:41:16,470 --> 00:41:17,430
shortcutting your process.

843
00:41:17,460 --> 00:41:22,020
Tyler Austin: So, so the, that
\$350, right, take that, and in

844
00:41:22,020 --> 00:41:24,990
three months, you can afford a
Mastermind. Or you can afford it

845
00:41:24,990 --> 00:41:29,370
in one month, you can afford a

course, right? In 2019. I had a

846

00:41:29,370 --> 00:41:31,800
really big "A-HA!" moment,
right, after I made my first

847

00:41:31,800 --> 00:41:35,790
\$250,000, that all of a sudden,
like, my business is doing well.

848

00:41:35,970 --> 00:41:39,510
You know, you know, where we
were, we were consistently doing

849

00:41:40,860 --> 00:41:43,500
between \$70,000 and \$83,000, or
what \$85,000 or something like

850

00:41:43,500 --> 00:41:47,760
that a month. And I'm like,
cool. I can go buy a new

851

00:41:47,760 --> 00:41:52,440
vehicle. Right. So I went and I
bought the best freakin' Jeep I

852

00:41:52,440 --> 00:41:55,860
could find, right? I at the
time, I had a paid off 2009 Jeep

853

00:41:55,860 --> 00:41:59,640
Wrangler. Love the thing. But I
was like I made up... I made up

854

00:41:59,640 --> 00:42:04,140
reasonings on why I didn't need
that vehicle because I'm a

855

00:42:04,140 --> 00:42:07,470
business guy. Now. I need to be
able to be on my phone while I'm

856

00:42:07,470 --> 00:42:10,680
driving and stuff so that I can
talk to sellers and stuff.

857

00:42:10,680 --> 00:42:14,580
Because it was a soft top, it
was super loud. So I was like,

858

00:42:14,640 --> 00:42:17,370
if I buy a new Jeep, I'll have
the Bluetooth, I'll be able to

859

00:42:17,370 --> 00:42:19,740
do business while I'm going; it
justifies my purchase. So you

860

00:42:19,740 --> 00:42:22,080
start talking to yourself and
start justifying these things

861

00:42:22,080 --> 00:42:26,190
you don't need. Three months
later, I paid \$8,000 to get rid

862

00:42:26,190 --> 00:42:29,910
of the Jeep and then paid
\$17,000 cash for a new truck.

863

00:42:30,000 --> 00:42:33,480
Yeah, and some people wouldn't
agree with doing that. But what

864

00:42:33,480 --> 00:42:38,940
it did in that moment, is it
relieves the fact that I need to

865

00:42:38,940 --> 00:42:42,210
make an extra \$900 a month, it
relieves the fact that I have to

866

00:42:42,210 --> 00:42:47,370
pay another \$250 in insurance.
It relieved all that and I

867
00:42:47,370 --> 00:42:52,020
realized that that's the same
\$1,100 a month I'm spending

868
00:42:52,020 --> 00:42:58,110
total for a vehicle, right,
which it just didn't need is

869
00:42:58,140 --> 00:43:03,390
roughly \$12,000 to \$15,000 a
year, which is either a good

870
00:43:03,390 --> 00:43:08,940
Mastermind, or it's two decent
Masterminds. Carrot is very

871
00:43:08,940 --> 00:43:13,860
affordable for what I think,
right? It would be like six or

872
00:43:13,860 --> 00:43:17,550
seven carats or something, I'm
not good at math. I'm like, it'd

873
00:43:17,550 --> 00:43:20,550
be totally worth it. So invest
in your... you gotta invest in

874
00:43:20,550 --> 00:43:24,930
yourself. But you you gotta like
if you get your first deal, take

875
00:43:24,930 --> 00:43:30,330
that money, put it into
education, because like, people

876
00:43:30,330 --> 00:43:32,790
and relationships is by far the
like, maybe where I am now.

877
00:43:32,910 --> 00:43:37,230

Steve Trang: Yeah, I think and
that's understated, is the the

878
00:43:37,680 --> 00:43:40,380
relationships you're able to
build in Mastermind.

879
00:43:40,380 --> 00:43:41,340
Tyler Austin: It's Huge. Huge.

880
00:43:41,400 --> 00:43:43,230
Steve Trang: So Tucker was here
last week.

881
00:43:43,470 --> 00:43:43,710
Tyler Austin: Yep.

882
00:43:43,740 --> 00:43:46,380
Steve Trang: And we talked about
one of the easiest ways to start

883
00:43:46,380 --> 00:43:48,990
building your brand. And
building your business is

884
00:43:48,990 --> 00:43:49,890
starting a podcast.

885
00:43:49,980 --> 00:43:50,340
Tyler Austin: Yeah.

886
00:43:51,000 --> 00:43:52,830
Steve Trang: So I was on your
podcast, and it was one of my

887
00:43:52,830 --> 00:43:53,820
favorite interviews I've ever
done.

888
00:43:53,850 --> 00:43:54,150
Tyler Austin: Thank you.

889

00:43:54,690 --> 00:43:57,120
Steve Trang: So for anyone that was listening last week that

890

00:43:57,120 --> 00:44:00,330
says, okay, I need to start a podcast. And then they want to

891

00:44:00,330 --> 00:44:03,420
copy your questioning style and techniques.

892

00:44:03,510 --> 00:44:03,870
Tyler Austin:
Mm hmm.

893

00:44:04,080 --> 00:44:06,090
Steve Trang: How would they go about learning how to question

894

00:44:06,090 --> 00:44:06,840
the way you question?

895

00:44:07,530 --> 00:44:13,860
Tyler Austin: So that's a great question. Um, so I, we talk

896

00:44:13,860 --> 00:44:17,130
about people, right? We're talking about relationships. Um,

897

00:44:17,160 --> 00:44:20,520
when I was coming up with the LS Prosperity podcast, all I did

898

00:44:21,210 --> 00:44:23,700
was I tapped in to people around me. I was like, listen, this is

899

00:44:23,700 --> 00:44:25,710
what I want to do this my vision. I want to have a

900

00:44:25,710 --> 00:44:29,490
podcast, where anybody, I want it to be more generic, not just

901

00:44:29,490 --> 00:44:31,830
in real estate. I want people who are looking to become

902

00:44:31,830 --> 00:44:34,530
prosperous. I want people who are looking to, you know, do

903

00:44:34,530 --> 00:44:37,380
more with their lives. But I don't know how I'm going to

904

00:44:37,380 --> 00:44:41,580
centralize it to handle such a diverse way, like questioning,

905

00:44:41,580 --> 00:44:43,260
right? Because a lot of the people I know are in real

906

00:44:43,260 --> 00:44:46,620
estate. A lot of people I know are in software, you know, like,

907

00:44:46,860 --> 00:44:51,120
but there's other ways to build prosperity. So what I did is I

908

00:44:51,120 --> 00:44:56,100
went out into the, my sphere of influence, right? And I said, or

909

00:44:56,100 --> 00:44:58,950
the Trust Triangle that you call it, right? That's, I went out

910

00:44:58,950 --> 00:45:01,950

and I said, this one I'm looking to do. What I would love to know

911
00:45:01,950 --> 00:45:04,440
from you, when you were just getting started and thinking

912
00:45:04,440 --> 00:45:08,520
about prosperity, think three months before that, and tell me,

913
00:45:08,700 --> 00:45:10,800
what were you feeling? What were the questions that were running

914
00:45:10,800 --> 00:45:13,350
through your mind that you didn't tell anybody? And then

915
00:45:13,350 --> 00:45:15,720
fast forward to the point when you decide to pull the trigger.

916
00:45:15,750 --> 00:45:18,750
What were you feeling then? Then three months afterwards, what

917
00:45:18,750 --> 00:45:22,080
were you feeling then? So like, in our song of LS Prosperity, we

918
00:45:22,080 --> 00:45:24,720
made a song for and in the very beginning, it has a bunch of

919
00:45:24,720 --> 00:45:26,970
questions that are being asked right over and over and over.

920
00:45:27,510 --> 00:45:31,590
And there's one part in it that says, do I do this for my

921
00:45:31,590 --> 00:45:33,780
daughter, right? And that was one of my statements, right?

922
00:45:33,780 --> 00:45:37,620
It's like, Okay, that was I did this exercise myself. And so we

923
00:45:37,620 --> 00:45:39,840
did all that. And it collected right around us, like 300

924
00:45:40,290 --> 00:45:44,280
statements, right? And we narrowed it down to about 20 of

925
00:45:44,280 --> 00:45:48,900
them, we built the song from it. And then after that, we took

926
00:45:48,900 --> 00:45:51,840
that, and I asked again, I was like, okay, great. I know how

927
00:45:51,840 --> 00:45:55,260
you're feeling now, this is the direction we're going with it.

928
00:45:56,190 --> 00:45:58,200
What I would love to know is that if you had the ability

929
00:45:58,200 --> 00:46:03,390
also, in that moment, through that transition, to ask whoever

930
00:46:03,390 --> 00:46:06,090
it is that you find to be prosperous -- not successful in

931
00:46:06,090 --> 00:46:09,540
your eyes have financially but

prosperous, everything combined

932

00:46:09,540 --> 00:46:13,260

-- what would you ask that person? And we got a ton of

933

00:46:13,290 --> 00:46:15,210

questions from or, you know, questions that would be asked,

934

00:46:15,510 --> 00:46:19,620

and we married up the most impactful that I felt, from all

935

00:46:19,620 --> 00:46:21,990

the questions over here with the most impactful questions over

936

00:46:21,990 --> 00:46:27,660

here, together, and one of one of the people in my community

937

00:46:27,720 --> 00:46:31,530

ended up saying, he end up doing something really cool. I always

938

00:46:31,530 --> 00:46:33,150

got to give him credit, because I don't want them to think that

939

00:46:33,150 --> 00:46:37,770

I just like stole it, but it's like I did. And essentially,

940

00:46:37,770 --> 00:46:40,740

it's asking 10 questions, right? It was, it was broken down in 10

941

00:46:40,740 --> 00:46:47,970

questions. And every question was a sub topic, that all led to

942

00:46:47,970 --> 00:46:50,070

the big question on why do you wake up every day and do what

943

00:46:50,070 --> 00:46:55,590

you do? Right. And, and I really love that format. Because I love

944

00:46:55,590 --> 00:46:58,080

structure, right? And I and allows it. And of course, I

945

00:46:58,080 --> 00:47:00,150

throw oddballs in there and things like that, that I think

946

00:47:00,150 --> 00:47:02,880

come up that are good for contextual purposes. I think

947

00:47:02,880 --> 00:47:07,080

it's really powerful. And that, that really set the tone and the

948

00:47:07,080 --> 00:47:10,350

kind of core questions. And then we do the ninja tips and tricks

949

00:47:10,350 --> 00:47:13,170

right at the end. And I was like, you know, what is the

950

00:47:13,170 --> 00:47:16,800

biggest powerful things, if we're saying allies, the biggest

951

00:47:16,800 --> 00:47:19,050

thing I wanted was people to be able to learn more about the

952

00:47:19,050 --> 00:47:22,410

individual who they, you know, I asked a question, what would you

953
00:47:22,410 --> 00:47:24,450
be able to ask them? What if you
ever have the opportunity to do

954
00:47:24,450 --> 00:47:27,360
that? Right? How do you intro
that? Well, if you listen to the

955
00:47:27,360 --> 00:47:29,880
podcast, and that person just so
happens to be on the podcast?

956
00:47:30,240 --> 00:47:33,840
Great. Now, now, you know,
right, that you like the

957
00:47:33,840 --> 00:47:37,170
[Phoenix] Suns right? You're you
paid somebody to do your fantasy

958
00:47:37,170 --> 00:47:39,390
league, you know, like all these
things, like I know about you

959
00:47:39,390 --> 00:47:42,090
that I would have never have
known, right? Or no one else

960
00:47:42,090 --> 00:47:43,950
would have made me know that
aren't but unless they're close

961
00:47:43,950 --> 00:47:47,850
to you, right. That's what makes
you an ally. And then, and then

962
00:47:47,850 --> 00:47:49,350
there's another section is it
tips and tricks that are

963
00:47:49,350 --> 00:47:53,550

referred to and focused on the,
what is your unique skill set?

964
00:47:53,700 --> 00:47:57,060
Right. And And from that, how
can we glean on it just in

965
00:47:57,060 --> 00:47:58,740
happenstance. I mean, someone
could be in the software

966
00:47:58,740 --> 00:48:01,320
community and listen to your
podcast episode and be like,

967
00:48:01,350 --> 00:48:06,600
okay, wow. So my son is becoming
an agent. His best way is to ask

968
00:48:06,600 --> 00:48:10,380
all of his cousins if they need
to sell their house, right? So I

969
00:48:10,380 --> 00:48:13,320
think it's just about figuring
out what is the community you're

970
00:48:13,320 --> 00:48:15,510
looking to build. I wanted a
community that was really

971
00:48:15,510 --> 00:48:18,900
focused on building up each
other. So in order to do that, I

972
00:48:18,900 --> 00:48:21,390
nee know more about the
community. Reach out and always

973
00:48:21,390 --> 00:48:24,990
ask them like, what would you
like? Do that, tally it, and

974
00:48:24,990 --> 00:48:26,490
then be creative.

975
00:48:26,850 --> 00:48:27,780
Steve Trang: Very scientific.

976
00:48:28,050 --> 00:48:28,470
Tyler Austin: Yeah.

977
00:48:29,160 --> 00:48:31,710
Steve Trang: All right. So let's
go to the questions here. We got

978
00:48:31,740 --> 00:48:36,090
quite a few. Let's see. You had
a lot of fans.

979
00:48:36,570 --> 00:48:37,020
Tyler Austin: Do I?

980
00:48:37,200 --> 00:48:40,560
Steve Trang: You got a lot of
fans. So everybody, do he wants

981
00:48:40,560 --> 00:48:41,670
to know where you're from?

982
00:48:41,940 --> 00:48:45,390
Tyler Austin: I am from
originally I'm from a little old

983
00:48:45,390 --> 00:48:48,630
town. Well, originally, I was I
was born in Pottsville,

984
00:48:48,630 --> 00:48:53,460
Pennsylvania. And in a coal
town. I grew up in just above

985
00:48:53,460 --> 00:48:56,910
Tampa in a little county called

Citrus County. And I am

986
00:48:56,910 --> 00:48:58,110
currently in the Destin
[Florida] market.

987
00:48:58,290 --> 00:49:01,470
Steve Trang: Got it. And McLain,
what's up, McClain says that I

988
00:49:01,470 --> 00:49:04,290
need to go do the REI Sift Auto
Lead Challenge.

989
00:49:04,440 --> 00:49:05,250
Tyler Austin: That you need to?

990
00:49:05,310 --> 00:49:08,940
Steve Trang: I guess. [laughs]
So what is the REI Sift Auto

991
00:49:08,940 --> 00:49:09,630
Lead Challenge.

992
00:49:09,720 --> 00:49:12,510
Tyler Austin: Uh, so the Auto
Lead Gen Challenge is basically

993
00:49:12,510 --> 00:49:15,150
everything that we talked about
when it comes to the data side

994
00:49:15,150 --> 00:49:18,600
of it and all those other
things. [MmHmm] It is my myth

995
00:49:18,600 --> 00:49:22,140
debunker. Essentially, I will
just call it as a myth debunker.

996
00:49:22,140 --> 00:49:25,590
It's like a boot camp. for

entrepreneurs. If you start off

997

00:49:25,590 --> 00:49:28,170
in the first week really like
hitting people, and then it goes

998

00:49:28,170 --> 00:49:30,810
into like how to properly manage
data, how to do the marketing

999

00:49:30,810 --> 00:49:31,860
cycles, all that kind of stuff.

1000

00:49:31,950
--> 00:49:35,280
Steve Trang: Gotcha. Very cool.
People are saying you look

1001

00:49:35,280 --> 00:49:35,910
really good.

1002

00:49:35,970 --> 00:49:36,420
Tyler Austin: Thank you.

1003

00:49:37,050 --> 00:49:39,180
Steve Trang: I had told Tyler a
couple weeks ago, I thought he

1004

00:49:39,180 --> 00:49:40,440
looked a little bit like Chris
Hemsworth.

1005

00:49:40,710 --> 00:49:43,020
Tyler Austin: Everyone says
that. I'm like the baby brother.

1006

00:49:43,080 --> 00:49:44,070
Steve Trang: So I'm not alone.

1007

00:49:44,160 --> 00:49:45,930
Tyler Austin: Yeah, [okay]. So
wife doesn't believe me, which

1008

00:49:45,930 --> 00:49:46,830
was kind of insulting.

1009

00:49:48,420 --> 00:49:50,880
Steve Trang: Could be worse.
Could be worse. They could say

1010

00:49:50,880 --> 00:49:51,990
you look like somebody else.

1011

00:49:52,050 --> 00:49:52,440
Tyler Austin: Yeah.

1012

00:49:53,220 --> 00:49:54,930
Steve Trang: Alright, so we
talked about Air Force like

1013

00:49:54,930 --> 00:49:56,400
asking your Air Force already
said you were

1014

00:49:56,430 --> 00:49:57,150
Tyler Austin: Yeah, Air Force.

1015

00:49:58,770 --> 00:49:59,820
Steve Trang: A few people
mentioned it was

1016

00:49:59,820 --> 00:50:02,310
stacked. So stacked was the
answer you were looking for.

1017

00:50:02,340 --> 00:50:02,820
Tyler Austin: That's funny.

1018

00:50:04,320 --> 00:50:06,360
Steve Trang: JJ wants to know
your most effective marketing

1019

00:50:06,360 --> 00:50:06,780

channel.

1020

00:50:07,650 --> 00:50:10,230
Right no?.[Mm hmm.] The irony
is direct mail.

1021

00:50:10,650 --> 00:50:14,250
Yeah. And then Chucks wants to
know which Masterminds you

1022

00:50:14,250 --> 00:50:14,910
recommend?

1023

00:50:15,840 --> 00:50:19,680
Tyler Austin: Um, man? Uh,
pretty well, for sure Real

1024

00:50:19,680 --> 00:50:21,420
Estate Disruptors as Mastermind,
haven't attended.

1025

00:50:21,420 --> 00:50:21,750
Steve Trang: We do, we do.

1026

00:50:21,780 --> 00:50:23,820
Tyler Austin: Right? But
wouldn't be only natural right

1027

00:50:23,820 --> 00:50:26,400
that you've checked out your his
content, you should probably

1028

00:50:26,400 --> 00:50:31,650
check it out. Carrot Camp is is
kind of a mastermind. But it's

1029

00:50:31,680 --> 00:50:34,500
it's more of a thing as you only
do it once a year. I think he

1030

00:50:34,500 --> 00:50:37,440
does it twice a year, it's only

up to 12 people, you have to be

1031

00:50:37,440 --> 00:50:41,010
making at least six figures, I
believe. And they do check.

1032

00:50:42,030 --> 00:50:47,010
So, you know, I think a better
question would be rather than

1033

00:50:47,010 --> 00:50:50,790
the ones that I recommend, would
be figuring out like, I would

1034

00:50:50,790 --> 00:50:53,070
have to know where you're at to
be able to honestly answer that

1035

00:50:53,070 --> 00:50:55,470
in an effective way. Because
each one has different ones. You

1036

00:50:55,470 --> 00:50:58,590
got the Collective Genius you
got. I mean, we have sales and

1037

00:50:58,590 --> 00:51:02,940
marketing Masterminds, but most
likely isn't the right fit,

1038

00:51:02,970 --> 00:51:05,850
unless, you know, you're doing a
lot of deals. There's there's

1039

00:51:05,850 --> 00:51:08,820
just like, it's better to
understand where you're at

1040

00:51:08,820 --> 00:51:12,150
first. So if you want to, like,
comment there, tag me inside

1041

00:51:12,150 --> 00:51:15,150
this post. I can comment if you
tell me where you're what you're

1042
00:51:15,180 --> 00:51:15,450
doing.

1043
00:51:15,840 --> 00:51:18,300
Steve Trang: All right, very
cool. Amani wants to know,

1044
00:51:18,300 --> 00:51:21,210
what's your favorite feature in
REI Sift? Maybe before we talk

1045
00:51:21,210 --> 00:51:22,950
about that? What is REI Sift?

1046
00:51:24,270 --> 00:51:27,090
Tyler Austin: REI Sift is my
software product. It's a sales

1047
00:51:27,090 --> 00:51:27,780
and marketing tool.

1048
00:51:28,110 --> 00:51:29,640
Steve Trang: Got it? What's your
favorite feature within it?

1049
00:51:30,090 --> 00:51:32,130
Tyler Austin: Uh, property owner
stacking?

1050
00:51:33,300 --> 00:51:36,180
Steve Trang: Very cool. Yeah.
They say you look like a young

1051
00:51:36,180 --> 00:51:38,970
Thor. See, that's what I'm going
for. I'm going for Thor, you

1052
00:51:38,970 --> 00:51:40,920

know, it's just not gonna
happen. It's just not meant to

1053
00:51:40,920 --> 00:51:44,670
be. Guys keep asking your
questions. I'm happy to get them

1054
00:51:44,670 --> 00:51:48,570
answered. So, see what other
questions I always like to ask

1055
00:51:48,570 --> 00:51:51,120
is, so we were talking about,
you know, a million revenue and

1056
00:51:51,120 --> 00:51:54,210
\$30K and marketing expense. So
that's just purely marketing?

1057
00:51:55,050 --> 00:51:57,030
Tyler Austin: Yeah, good. Great
question. Because people always

1058
00:51:57,030 --> 00:51:58,860
ask me, I'm guessing, I'm
assuming you're wondering, what

1059
00:51:58,860 --> 00:52:03,810
are my other overheads? [MmHmm]
Yeah. So my team is super light.

1060
00:52:04,890 --> 00:52:07,950
One of the other biggest the
myths a real estate myth is that

1061
00:52:07,950 --> 00:52:11,070
you need to have a ton of
salespeople. If you're

1062
00:52:11,070 --> 00:52:13,440
acquisitions (this is my
personal opinion), If your

1063
00:52:13,440 --> 00:52:17,730
acquisitions person isn't only
making offers all day, and you

1064
00:52:17,730 --> 00:52:21,180
go and you're like, gonna hire a
second one, because you feel

1065
00:52:21,180 --> 00:52:23,640
like you have too many leads
coming in. That's not a

1066
00:52:23,640 --> 00:52:26,550
acquisitions problem. That's a
lead management problem. Right?

1067
00:52:27,150 --> 00:52:30,600
So we're really focused on
having a core lead manager,

1068
00:52:30,630 --> 00:52:33,600
which we pay, because everyone
will ask this question

1069
00:52:33,600 --> 00:52:37,140
afterwards, most will answer it.
We pay \$10 an hour, two and a

1070
00:52:37,140 --> 00:52:41,940
half percent per deal closed for
our lead manager. And our

1071
00:52:42,450 --> 00:52:46,500
acquisitions are in commission
only scaling. And we only have

1072
00:52:46,500 --> 00:52:50,490
one acquisitions, one lead
manager, one cold caller, I've

1073
00:52:50,490 --> 00:52:55,410
only ever had three. My team

sizes only got up to 12, and I

1074
00:52:55,440 --> 00:53:00,960
can't stand it. I think that an
ideal sweet spot for wholesaling

1075
00:53:00,960 --> 00:53:03,690
company that wants to be super
lean and have a really low

1076
00:53:03,960 --> 00:53:06,810
overhead but have a lot of
revenue, if they do it the right

1077
00:53:06,810 --> 00:53:10,620
way, is between six and seven
people roughly between there.

1078
00:53:12,150 --> 00:53:18,360
So yeah, acquisitions,
dispositions, prospector slash

1079
00:53:18,360 --> 00:53:24,630
like Go/No-Go deep researcher, a
dispositions CEO. And then I

1080
00:53:24,690 --> 00:53:26,940
think that every company right
now should have some sort of

1081
00:53:26,940 --> 00:53:31,620
portfolio, like sale, like more
commercial style person?

1082
00:53:31,740 --> 00:53:36,660
Steve Trang: Yeah. Um, so
putting cost of sale aside,

1083
00:53:37,170 --> 00:53:38,340
[Yeah] what is your monthly
overhead?

1084

00:53:39,990 --> 00:53:44,550
Tyler Austin: Okay, yeah, so
monthly overhead right now is

1085
00:53:45,120 --> 00:53:49,050
just around... because I do,
it's weird cuz I do direct mail

1086
00:53:49,110 --> 00:53:53,610
every other month... I'm doing
Facebook right now, which has

1087
00:53:53,610 --> 00:53:59,430
been fantastic. And I spent like
\$4,500 this year in Facebook, to

1088
00:53:59,430 --> 00:54:07,260
divide that by whatever right
now. And I pay... I don't do my

1089
00:54:07,260 --> 00:54:10,290
QuickBooks, so I'm assuming it's
somewhere around five or six

1090
00:54:10,290 --> 00:54:10,590
grand.

1091
00:54:10,740 --> 00:54:11,130
Steve Trang: Okay.

1092
00:54:11,610 --> 00:54:11,940
Tyler Austin: Yeah.

1093
00:54:13,740 --> 00:54:16,110
Steve Trang: And I would
imagine, since you're...

1094
00:54:16,500 --> 00:54:18,720
Tyler Austin: That's not
including my salary. I should

1095
00:54:18,720 --> 00:54:19,290

premise.

1096
00:54:19,470 --> 00:54:23,940
Steve Trang: Okay. So I would
imagine that because you're

1097
00:54:24,330 --> 00:54:27,420
diving really deep into these
leads, which is less

1098
00:54:27,420 --> 00:54:28,080
competition.

1099
00:54:28,680 --> 00:54:29,040
Tyler Austin: Yeah.

1100
00:54:29,130 --> 00:54:31,080
Steve Trang: And because there's
less competition, your margins

1101
00:54:31,080 --> 00:54:31,620
would be higher.

1102
00:54:31,920 --> 00:54:32,310
Tyler Austin: Yeah.

1103
00:54:32,670 --> 00:54:34,740
Steve Trang: So what is your
average?

1104
00:54:35,610 --> 00:54:38,130
Tyler Austin: So our average
gets skewed a little bit. It's

1105
00:54:38,130 --> 00:54:44,400
like right around \$28,500-ish
right now. But we get deals like

1106
00:54:44,400 --> 00:54:47,130
we include our JVs into that. So
sometimes we do a JV for

1107
00:54:47,130 --> 00:54:50,520
somebody and we only make like
three grand or something like

1108
00:54:50,520 --> 00:54:53,160
that. And that kind of messes up
that number. We locked up one

1109
00:54:53,160 --> 00:54:57,210
yesterday. It's a \$50,000 deal.
We just closed one two days ago.

1110
00:54:57,210 --> 00:55:03,360
\$76,000 and some change.
Generally, we're right around at

1111
00:55:03,360 --> 00:55:07,530
on average between \$30,000 and
\$90,000 per deal.

1112
00:55:08,190 --> 00:55:11,220
Steve Trang: And then you
mentioned kind of casually that

1113
00:55:11,250 --> 00:55:12,600
Facebook's been good for you.

1114
00:55:12,810 --> 00:55:13,140
Tyler Austin: Yeah.

1115
00:55:13,170
--> 00:55:14,820
Steve Trang: Which I don't hear
that a lot. I hear if Facebook

1116
00:55:14,820 --> 00:55:15,810
works for some people.

1117
00:55:15,840 --> 00:55:16,080
Tyler Austin: Yeah.

1118

00:55:16,080 --> 00:55:17,640
Steve Trang: I don't ever hear
anyone say Facebook isn't good

1119
00:55:17,640 --> 00:55:18,000
for me.

1120
00:55:18,090 --> 00:55:18,480
Tyler Austin: Yeah.

1121
00:55:18,660 --> 00:55:19,620
Steve Trang: Care to elaborate
on that?

1122
00:55:20,100 --> 00:55:23,850
Tyler Austin: Yeah. So we talked
about touch points, right? And a

1123
00:55:23,850 --> 00:55:28,320
touch a touch point that most
people highly overlook. I think

1124
00:55:28,320 --> 00:55:30,030
one of the biggest mistakes
people make in marketing and

1125
00:55:30,030 --> 00:55:33,450
money wise, is they they look at
monthly costs. It's an annual

1126
00:55:33,450 --> 00:55:37,140
cost. [MmHmm] Right? And from
Facebook, and even for my direct

1127
00:55:37,140 --> 00:55:40,440
mail, I say, okay, if I can
spend \$24,000 a year, right,

1128
00:55:40,440 --> 00:55:42,540
because I'm committed because I
know I'm gonna be here in 5, 10,

1129

00:55:42,540 --> 00:55:45,450
six, 7, 10 years from now. I'm
like, I'm not doing this, like

1130
00:55:45,450 --> 00:55:50,400
low key, like, I want to be here
forever. And so I know, I'm

1131
00:55:50,400 --> 00:55:54,210
gonna have \$24,000 in direct
mail, because about \$3,500 per

1132
00:55:54,300 --> 00:55:59,580
direct mail right now. And I'm
going to spend roughly \$1,000 in

1133
00:55:59,580 --> 00:56:03,570
Facebook. How, how can I get in
front of these individuals

1134
00:56:03,570 --> 00:56:07,860
better, and that is get them in
the book. We had the one I just

1135
00:56:07,860 --> 00:56:10,620
mentioned, we did \$50,000. He
came in as a direct mail lead

1136
00:56:10,860 --> 00:56:13,830
two months ago. He wasn't ready
to move forward we've been

1137
00:56:13,830 --> 00:56:16,290
following up with and can't
reach him. He just converted to

1138
00:56:16,290 --> 00:56:19,260
a Facebook lead two days ago,
and locked up the contract

1139
00:56:19,260 --> 00:56:19,710
yesterday.

1140
00:56:19,890 --> 00:56:20,400
Steve Trang: Awesome.

1141
00:56:20,640 --> 00:56:24,840
Tyler Austin: Right? So it's
about it's about the people who

1142
00:56:24,840 --> 00:56:28,590
matter, you get in front of them
in as many ways that you can and

1143
00:56:28,590 --> 00:56:31,890
become known to them as the
presence that they need to talk

1144
00:56:31,890 --> 00:56:35,340
to you like it's it's a it's
a... it's a relationship thing.

1145
00:56:35,640 --> 00:56:37,800
Steve Trang: Was that a custom
audience thing, or a general

1146
00:56:37,830 --> 00:56:38,700
generic mom.

1147
00:56:38,730 --> 00:56:40,680
Tyler Austin: So the buckets I
talked about everything revolves

1148
00:56:40,680 --> 00:56:44,370
around those buckets. So in
Facebook, we take all those

1149
00:56:44,370 --> 00:56:48,750
buckets, and we create
audiences. We then create

1150
00:56:48,780 --> 00:56:51,840
look-alike audiences for all
those. And then we do a

1151
00:56:51,840 --> 00:56:55,830
retargeting on the website, as
well as anybody who watches any

1152
00:56:55,830 --> 00:56:57,240
of my videos for more than three
seconds.

1153
00:56:57,480 --> 00:56:59,400
Steve Trang: Got it? Very cool.
So I'm gonna ask you the same

1154
00:56:59,400 --> 00:57:02,250
question here, is what gets you
out of bed? In the morning?

1155
00:57:02,250 --> 00:57:07,350
Tyler Austin: Hmm. Um, so I got
to make sure that I don't answer

1156
00:57:07,350 --> 00:57:14,130
in the ways that I tell people
not to answer. Um, but I think

1157
00:57:14,130 --> 00:57:19,020
for me, it's, it's like, I
think, if I remember correctly,

1158
00:57:19,050 --> 00:57:23,100
for you, it was looking back to
yesterday, and making sure that

1159
00:57:23,100 --> 00:57:27,060
you're a better you today than
you were yesterday. Right? For

1160
00:57:27,060 --> 00:57:31,950
me, it's making sure that
anybody who I've interacted with

1161
00:57:32,220 --> 00:57:34,470
is a better them than they were

yesterday.

1162
00:57:35,130 --> 00:57:36,930
Steve Trang: So you just want to
help other people grow?

1163
00:57:37,230 --> 00:57:37,650
Tyler Austin: Yes.

1164
00:57:37,860 --> 00:57:38,940
Steve Trang: What's your biggest
struggle right now?

1165
00:57:40,200 --> 00:57:44,040
Tyler Austin: Um, honestly, my,
probably my biggest struggle in

1166
00:57:44,040 --> 00:57:45,180
life business or what?

1167
00:57:46,140 --> 00:57:46,920
Steve Trang: Just in general.

1168
00:57:46,950 --> 00:57:51,930
Tyler Austin: In general. You
know, I think that my biggest

1169
00:57:51,930 --> 00:57:56,100
struggle right now is deciding
on who I want to be tomorrow.

1170
00:57:57,420 --> 00:57:57,810
Yeah.

1171
00:57:58,200 --> 00:57:58,770
Steve Trang: What does that
mean?

1172
00:58:00,480 --> 00:58:04,320
Tyler Austin: You know, as an
entrepreneur, right? Like, for

1173
00:58:04,320 --> 00:58:06,390
me, I have my real estate
company and my software company,

1174
00:58:06,420 --> 00:58:09,750
right? Real estate company is
pretty hands off; got really

1175
00:58:09,750 --> 00:58:12,210
awesome, you know, teammates in
that that are that are doing

1176
00:58:12,210 --> 00:58:17,250
really well. But I struggle with
deciding on do I want to be a

1177
00:58:17,250 --> 00:58:21,060
software serial printer? Or do I
want to be a real estate

1178
00:58:21,690 --> 00:58:24,630
tycoon-type individual, right?
What I've learned is that even

1179
00:58:24,630 --> 00:58:27,090
though I really love solving
problems, I love solving

1180
00:58:27,090 --> 00:58:30,150
problems and receiving
gratification at scale. I can do

1181
00:58:30,150 --> 00:58:36,120
that the most in software, then
I can in real estate. So I think

1182
00:58:36,150 --> 00:58:38,880
that's where I get split, I get
split on where where do I want,

1183
00:58:39,180 --> 00:58:44,100
and then accurately taking that

and allocating my time properly

1184
00:58:44,220 --> 00:58:46,170
to diminish those across.

1185
00:58:46,500 --> 00:58:49,260
Steve Trang: It's really tough
as a serial entrepreneur. Leo

1186
00:58:49,260 --> 00:58:51,810
Hackett wants to know, when
you're making offers all day is

1187
00:58:51,810 --> 00:58:55,050
asking price. Do you ask an
asking price will you just give

1188
00:58:55,050 --> 00:58:56,250
seller offers?

1189
00:58:56,700 --> 00:58:59,700
Tyler Austin: No. So a lead
manager should not send

1190
00:58:59,790 --> 00:59:04,650
acquisitions a deal to make an
offer to unless they're ready to

1191
00:59:04,680 --> 00:59:09,450
receive a cash offer. Or learn
more about some other tactic, be

1192
00:59:09,450 --> 00:59:14,700
it owner financing or sub two or
something like that. If it's a

1193
00:59:14,700 --> 00:59:18,000
listing type deal, the lead
manager will speak to him about

1194
00:59:18,000 --> 00:59:19,380
that. And then we kick it over

to an agent.

1195
00:59:20,250 --> 00:59:21,720
Steve Trang: A Entrepreneur
wants to know what trends you've

1196
00:59:21,720 --> 00:59:23,010
noticed during the pandemic.

1197
00:59:23,700 --> 00:59:25,920
Tyler Austin: I've made more
money during the pandemic than I

1198
00:59:25,920 --> 00:59:26,940
have ever before.

1199
00:59:27,420 --> 00:59:29,610
Steve Trang: Yeah, I've heard
that a lot from a few different

1200
00:59:29,610 --> 00:59:32,490
people. Rob Meister wants to
know, why did you start REI

1201
00:59:32,490 --> 00:59:32,940
Sift,

1202
00:59:34,290 --> 00:59:37,560
Tyler Austin: Because there
wasn't anything where I could

1203
00:59:38,100 --> 00:59:42,510
clean my data, and then do the
milking tactic. See a lot of

1204
00:59:42,510 --> 00:59:45,000
data that you have it's
incomplete. And that incomplete

1205
00:59:45,000 --> 00:59:51,120
data and no one else buys. And I
wanted a way to be able to not

1206
00:59:51,120 --> 00:59:53,610
buy as much any more data and
leverage the data I already

1207
00:59:53,610 --> 00:59:56,160
have. So we clean that data
weekly and gets pushed into our

1208
00:59:56,160 --> 00:59:59,100
clean data, and get that gets
relationships with the other

1209
00:59:59,100 --> 01:00:02,400
data, and we just continue to
just cycle through those buckets

1210
01:00:02,400 --> 01:00:03,450
and close deals?

1211
01:00:03,540 --> 01:00:05,100
Steve Trang: You might want to
elaborate what milk means?

1212
01:00:05,430 --> 01:00:08,730
Tyler Austin: Yes. So milk --
milking is it's exactly how you

1213
01:00:08,730 --> 01:00:10,950
would think, right? When I was
coming up with like, how do I

1214
01:00:10,950 --> 01:00:13,200
teach my team how to milk, I was
like, you got to think like a

1215
01:00:13,200 --> 01:00:17,610
cow, right? So that's exactly
what it is. In the Tears

1216
01:00:17,610 --> 01:00:21,060
Reduction Method, it stands for

Make It Look Klean with a K.

1217

01:00:22,410 --> 01:00:24,900

Steve Trang: Got it? Got it.

Perfect. What is your

1218

01:00:24,900 --> 01:00:25,470

superpower?

1219

01:00:28,200 --> 01:00:31,410

Tyler Austin: My superpower I would say is taking complicated

1220

01:00:31,590 --> 01:00:38,670

tasks and scenarios, and relaying it into something

1221

01:00:38,670 --> 01:00:39,660

that's easier to understand.

1222

01:00:41,040 --> 01:00:43,200

Steve Trang: Awesome. There's some questions here about how

1223

01:00:43,200 --> 01:00:45,360

did you find your acquisition and lead managers?

1224

01:00:46,500 --> 01:00:49,050

Tyler Austin: My lead managers, I've hired from a couple

1225

01:00:49,050 --> 01:00:54,360

different places. LinkedIn. But in the end, what I'm going to

1226

01:00:54,420 --> 01:00:58,920

say as a blanket answer to that is your sphere of influence, is

1227

01:00:58,920 --> 01:01:02,400

your best

source for good

employees. In my experience.

1228

01:01:02,790 --> 01:01:05,400

Steve Trang: Very cool. People were saying that apparently,

1229

01:01:05,400 --> 01:01:09,180

you're a legend. I had no idea. And this interview, this

1230

01:01:09,180 --> 01:01:12,330

interview was long overdue. So I'd mentioned to you there were

1231

01:01:12,330 --> 01:01:14,040

a couple of people in my Facebook group was like, you

1232

01:01:14,040 --> 01:01:16,590

gotta put Tyler Austin on. I was like, I didn't even know he was

1233

01:01:16,590 --> 01:01:19,290

doing that much. I knew. I knew you had REI Sift. I said, I had

1234

01:01:19,290 --> 01:01:20,640

no idea who were doing that much business.

1235

01:01:20,700 --> 01:01:21,120

Tyler Austin: Yeah.

1236

01:01:21,420 --> 01:01:25,500

Steve Trang: So Second, the last question is what book have you

1237

01:01:25,500 --> 01:01:27,150

gifted more than any other?

1238

01:01:28,140 --> 01:01:29,760

Tyler Austin: What book have I like gifted? Like give

1239

01:01:29,760 --> 01:01:30,840
physically given to somebody?

1240

01:01:32,160 --> 01:01:33,060
Steve Trang: I guess you can email it to them.

1241

01:01:33,090 --> 01:01:35,340
Tyler Austin: Yeah. The Go Giver series?

1242

01:01:35,580 --> 01:01:38,430
Steve Trang: Yeah. Series.
[Yeah] Well, elaborate on the

1243

01:01:38,430 --> 01:01:39,960
series; everyone knows about the Go Giver book.

1244

01:01:40,080 --> 01:01:43,620
Tyler Austin: Yeah. So the series has Go Giver itself,

1245

01:01:43,980 --> 01:01:50,610
GoGgiver Influencer, Go Giver Seller, and there's one more Go

1246

01:01:50,610 --> 01:01:55,770
Giver ... Purple. I always remember colors, red, green,

1247

01:01:55,800 --> 01:01:58,530
purple. There's only three? I can't remember that.

1248

01:01:58,530 --> 01:01:59,700
Steve Trang: I have no idea only read the book.

1249

01:02:00,000 --> 01:02:01,650

Tyler Austin: Seller and influencer a fantastic seller is

1250

01:02:01,650 --> 01:02:02,100
my favorite.

1251

01:02:02,670 --> 01:02:03,750
Steve Trang: What's go giver seller about?

1252

01:02:04,080 --> 01:02:08,340
Tyler Austin: Um, it's really about taking what you learn in

1253

01:02:08,340 --> 01:02:12,000
go giver as being having the mindset of giving, right, and

1254

01:02:12,000 --> 01:02:13,650
then transferring that into sales.

1255

01:02:14,310 --> 01:02:17,220
Steve Trang: Got it? Very cool. Yeah. All right. So last

1256

01:02:17,220 --> 01:02:19,530
question is, did you watch the debate last night?

1257

01:02:19,770 --> 01:02:20,250
Tyler Austin: I did.

1258

01:02:20,400 --> 01:02:21,510
Steve Trang: So we're not gonna have any opinions about the

1259

01:02:21,510 --> 01:02:26,940
debate. [Okay] But Joe Rogan was, you know, pushing, [Yeah]

1260

01:02:26,970 --> 01:02:32,280
like, hey, we should have Biden
and Trump in my studio in

1261
01:02:32,280 --> 01:02:35,190
Austin, Texas. [Yeah] Right.
It'd be four hours, it'd be

1262
01:02:35,190 --> 01:02:38,670
uninterrupted, i'd just be three
of them. [Right] And after that

1263
01:02:38,670 --> 01:02:39,660
debacle last night,

1264
01:02:39,780 --> 01:02:40,560
Tyler Austin: Yeah, it was
crazy.

1265
01:02:40,560 --> 01:02:43,050
Steve Trang: [Joe Rogan] It's
like to hell with that, I want

1266
01:02:43,050 --> 01:02:47,820
no part of that. [Yeah] So what
do you think if I said, Trump,

1267
01:02:47,850 --> 01:02:52,110
Biden, come here in the studio.
Let's do a four hour debate.

1268
01:02:52,680 --> 01:02:54,570
Tyler Austin: I think you should
do it. [All right] in the new

1269
01:02:54,570 --> 01:02:55,050
office.

1270
01:02:55,290 --> 01:02:56,040
Steve Trang: In the new office?

1271
01:02:56,040 --> 01:02:56,790

Tyler Austin: In new office.

1272
01:02:56,910 --> 01:02:57,960
Steve Trang: We're gonna blast
the hell out of it.

1273
01:02:57,990 --> 01:03:01,830
Tyler Austin: Blast the hell out
of it. 100,000%. I mean, if it's

1274
01:03:01,830 --> 01:03:03,510
not Joe Rogan, it's got to be
somebody.

1275
01:03:03,540 --> 01:03:07,470
Steve Trang: Yeah. And we're
gonna have a couple of mic kill

1276
01:03:07,470 --> 01:03:07,950
buttons.

1277
01:03:08,010 --> 01:03:08,940
Tyler Austin: Mic kill buttons
[laughing].

1278
01:03:10,290 --> 01:03:11,460
Steve Trang: It's really a
contested show, right?

1279
01:03:11,460 --> 01:03:12,960
Tyler Austin: There you go,
you're done.

1280
01:03:12,990 --> 01:03:13,590
Steve Trang: Your part's over.

1281
01:03:13,590 --> 01:03:14,280
Tyler Austin: What we're saying?

1282
01:03:14,430 --> 01:03:16,320
Steve Trang: Yep, exactly. So
we're gonna have to do.

1283
01:03:16,530 --> 01:03:16,800
Tyler Austin: Love it!

1284
01:03:16,800 --> 01:03:18,300
Steve Trang: Alright, so we're gonna have just a couple quick

1285
01:03:18,300 --> 01:03:20,550
announcements. Think about last thoughts want to leave listeners

1286
01:03:20,550 --> 01:03:23,520
with. We gotta think about it, and I'm gonna make a quick

1287
01:03:23,520 --> 01:03:23,850
announcement.

1288
01:03:23,850 --> 01:03:24,300
Tyler Austin: Oh okay, good.

1289
01:03:24,360 --> 01:03:26,970
Steve Trang: All right, guys. So um, for me, it really helps me a

1290
01:03:26,970 --> 01:03:32,100
lot for the algorithms. If you guys can like, subscribe, share

1291
01:03:32,220 --> 01:03:36,810
and comment. So if you guys can please do one of those, just one

1292
01:03:36,810 --> 01:03:39,360
out of those four. It would help me a lot with the algorithms so

1293
01:03:39,360 --> 01:03:42,690
we can get the message across because unfortunately my reach

1294
01:03:42,690 --> 01:03:45,540
is limited by the number of subscribers. Like YouTube will

1295
01:03:45,540 --> 01:03:50,880
not share it more than 2X my subscribers per their

1296
01:03:50,880 --> 01:03:54,690
algorithms. So if you guys can do that, I'd be really much much

1297
01:03:54,720 --> 01:03:58,440
appreciated and then check out our classroom disruptors.com --

1298
01:03:58,440 --> 01:04:01,770
uh the classroom's done, the studio's a work in progress but

1299
01:04:01,920 --> 01:04:04,860
classroom's done, check it out. If you guys want to come to the

1300
01:04:04,860 --> 01:04:07,890
workshop, disruptors.com. Last thoughts.

1301
01:04:08,790 --> 01:04:12,480
Tyler Austin: Alright, so what I'm gonna leave you guys with is

1302
01:04:12,480 --> 01:04:17,160
that whatever you're dreaming of right now. Right? Whatever keeps

1303
01:04:17,160 --> 01:04:18,870
you awake at night, because you feel like you can't accomplish

1304
01:04:18,870 --> 01:04:23,940
it, like, you can. If I can,

then you definitely can, trust

1305

01:04:23,940 --> 01:04:27,000
me. Like I said I was in Ammo Troop. They don't need to really

1306

01:04:27,000 --> 01:04:31,110
high ASDAP score. And, and keep pushing towards prosperity,

1307

01:04:31,110 --> 01:04:33,480
whatever prosperity means to you. That does not mean riches.

1308

01:04:33,510 --> 01:04:37,920
That does not mean you know, I don't know having a Bugatti

1309

01:04:37,950 --> 01:04:41,940
whatever it is. Think about what your perfect scenario life is in

1310

01:04:41,940 --> 01:04:45,330
25 years from now and start start pulling the layer back and

1311

01:04:45,330 --> 01:04:48,930
building it out. So whatever prosperity means to you, you can

1312

01:04:48,930 --> 01:04:50,130
get it, just just work hard.

1313

01:04:50,550 --> 01:04:54,120
Steve Trang: I love it. And then you can always send this YouTube

1314

01:04:54,120 --> 01:04:56,610
link to your wife so she can understand the Chris Hemsworth

1315

01:04:56,610 --> 01:04:56,700

thing.

1316

01:04:56,700 --> 01:04:58,590
Tyler Austin: Yeah, like seriously man, I know.

1317

01:04:59,910 --> 01:05:01,140
Steve Trang: If someone wants to get hold of you, how would they

1318

01:05:01,140 --> 01:05:01,500
do that?

1319

01:05:01,770 --> 01:05:04,230
Tyler Austin: You can Instagrams really the best place. I have

1320

01:05:04,320 --> 01:05:09,390
100 missed messages on Facebook. So but I'm pretty much

1321

01:05:09,390 --> 01:05:12,840
everywhere at Tyler Austin Original so @TylerAustinOriginal

1322

01:05:12,870 --> 01:05:16,980
on on Instagram that's the best place for sure. I prefer voice

1323

01:05:16,980 --> 01:05:19,950
messages. I don't really like just standard messages so if you

1324

01:05:19,950 --> 01:05:22,260
if you want to send a voice message to me, that's awesome. I

1325

01:05:22,260 --> 01:05:26,730
responded with a voice message if I find the time but yes,

1326

01:05:26,730 --> 01:05:27,390

that's the best place.

1327

01:05:27,720 --> 01:05:30,270

Steve Trang: Awesome. Guys,
thank you for watching. Thank

1328

01:05:30,270 --> 01:05:31,680

you, this was a pleasure.

1329

01:05:31,680 --> 01:05:32,730

Tyler Austin: Appreciate it man.
Love it.

1330

01:06:02,820 --> 01:06:02,850

Steve Trang: [Music]