

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