

How 2 Wholesalers Joined Forces to Revolutionize Wholesaling...

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SPEAKERS

Ivo Draginov, Steve Trang, Jesse Burrell

S Steve Trang 00:56
Hey, everybody. Thank you for joining us for today's episode of Real Estate Disruptors. Today we've got Ivo Draginov and Jesse Burrell with Batch, even more players in the Phoenix market. And they're here to share how they joined forces as two separate wholesalers. And using Rocket Fuel, we're able to basically revolutionize the industry. If this is your first time tuning in, I'm Steve Trang, founder of the OfferFast Homes app, the only MLS for off market wholesale properties. And I'm a mission to create 100 millionaires. I've had many of you, so many of you guys reached out about our sales training, but for a lot of your sales training program was cost prohibitive. So for those of you guys that are tight on your budget, I created something special for all you guys. If you guys want to check it out, please text CLOSER to 33777 C-L-O-S-E-R 33777 to find out more about that. And if you guys get value out of the show today, please tag a friend below, share this episode, hit the like button, whatever we... you can do to help us expand our reach and help more people. You guys ready?

I Ivo Draginov 01:57
It's awesome.



Jesse Burrell 01:57

Let's do it.



Steve Trang 01:58

All right. So both of you guys have been on the show before. But you know, I don't know if everyone's you know, gone through and watch all the episodes. I just kind of really quick highlight how we all connected. So you want to share how we all connected?



Jesse Burrell 02:13

Through you?



Steve Trang 02:14

No, not through me through a friend of ours.



Jesse Burrell 02:17

Oh, through um, Brandon Simmons, I thought you're talking about with the Wholesaling Elite. No, that was when we all kind of bonded together.



Steve Trang 02:25

That's really strengthen the relationship for sure. But I met all I'm at you two [Yeah] at the Go Giver. [Yeah] So, I think, probably, I know we talked about it before, but just real quick for everyone to know how we all initially connected.



Jesse Burrell 02:37

Yeah, that's actually how I met Ivo was through that too. So Brandon Simmons, huge shout out to you, buddy. But he kind of started connecting all or some of the bigger players or the up and coming players and, and wholesale and got us together and there's no pitching. It was just truly helping each other. And it was just a unique time. And I think all of us, at that same time, were looking for something and we all brought something to each other. It was just a special type of mastermind at that time. for us.



Ivo Draginov 03:07

It was amazing.



Jesse Burrell 03:08

And it created a lot of friendships with you know, me, you, Ivo, Annie, Pace, Brent, Jamil. I think Jared and Danielle will come to some of them, on and on and on... Carlos and Sal come to some of them. So on and so forth. Raphael, I can't think of everybody but a ton of people to where it really just created this... I mean, Brandon just knows how to connect people, and "hey, you could help this person, you could help this person," and we all just kind of were really getting our, you know, training wheels off of our wholesale operations and we all really pushed each other up to get to different levels. So



Jesse Burrell 03:43

Yeah, so, I remember at that time, you were wholesaling. You know, you had your operation going. And then you guys were doing a lot of direct mail. And you were where I first learned about stacking by lead stacking and like, you know, Ivo was talking about, you know how he and Annie are sending mailers and leaseback and I said, "What is this guy talking about? What the hell is stacking?" And obviously that became a product. But I remember you know, I chased you down because Brent was like, you got to hang out with Ivo because the guy's a machine, or a robot... I can't remember, I think he said robot, right? He said go chase this guy down because whatever tool you need, Ivo's the guy and that's when you know, I had first learned also about the, the... the litigator scrubbed.



Steve Trang 04:12

Right, that was a long time ago. Yeah.



Steve Trang 04:27

Litigator scrub. And, you know, and I came to hang out at your office. And like, while I'm there, you're like, I was telling you about how I needed a buyer's list. He's like, oh, let me send you mine. And like, five minutes later you just emailed me your buyer's list. It was crazy, right? So so we all met through Brandon's Go Giver meetup. And then what did you guys do?



Ivo Draginov 04:49

OK, so the way that we connected is Brandon actually called me. He's like, "Hey, I think you can help Jesse in some regards, and he can help you with some regards. Why don't

you call him for lunch or coffee?" So I called him, and we met at... where was it? Like, Zipps? Yeah. On Thomas, or Indian School.

S Steve Trang 05:07
That's not the right place to hang out.

I Ivo Draginov 05:09
And I'm like, and I'm like, What do you need help with? He's like, Well, what do you need help with? I'm like, Well, I don't know. Brandon kind of told me you may need some help. So that's why we're doing this. So I was basically tried to help. And it just, we kind of struck it to be honest. [Yeah] We struck a good relationship. And I mean, the rest is, you know, we're here today.

S Steve Trang 05:29
But you guys came there with a service first. Right? You came there to help.

I Ivo Draginov 05:31
Yeah. Yep.

J Jesse Burrell 05:32
I thought you want to talk cuz he just reached out and said, "Hey, can we meet?" And I was like, sure. [All right] Um, and then I quickly identified some of the stuff he was good at, he could help me with, and then I could help him with some of the stuff that they were struggling with. And it was very, it was blatantly like, I hate systems and processes. That's his jam. He struggles, you know, managing people and inspiring people and doing some of those things. That's where I could really help and, you know, comp plans and all these different ways to keep people motivated. And I quickly understood that, you know, we could help each other. And we, there was no plan of like doing anything together. It's just like, I was like, This dude's really great. And I really think I could help him and I think he could really help me.

S Steve Trang 06:15
Yeah. And I think also like, Brandon, also, you would talk to him about Google Forms. Right? He's like, okay, go talk to Steve. [Yeah] And you came to my office and you're wildly

pimped out BMW. Right? And we went for a spin, like, we worked on Google Forms, went for a spin, and afterwards I was like, "Hey, you know, you should just hang your license at my brokerage. [Yeah] And it was like, that afternoon, you hung your license with the brokerage. So I think Brandon was really instrumental, right?"

I Ivo Draginov 06:41

I mean, he was doing it. He, he's the head, you know, the guy that started the whole thing. [Yeah] This whole movement for us.

S Steve Trang 06:46

So before you guys teamed up, I want, you know, for the listeners to hear, you know, maybe you can start... [Sure] What was your business? What did your business look like? Cuz you already had success. [Right] What did your business look like? And what were you building to before you guys teamed up?

I Ivo Draginov 07:00

Yeah. So I mean, even before my wholesale business, I used to be in the fix and flip. And I was fixing and flipping on time, and obviously wholesaling. Started wholesaling 2015-ish. And, I mean, things were, you know, looking good. I just didn't know. That was my goal at the time was to just grow the wholesale company. That was the ultimate goal and that's where I met Brandon. And I think Andrew Lebrun actually got me in the group through Brandon, the connection, and got in the group. Met a lot of successful people, more successful than me at the time, and started learning a lot. Started digging deeper into a lot of different things. That's where I met you, that's where I met Jesse. But again, our wholesale operation was, you know, we had the time, maybe, we had maybe four or five, or actually three or four acquisitions, we had a lead manager. It was a successful operation. Obviously, it was, but I was we were looking to grow it. And like he said, you know, we were always struggling, cycling through employees, those types of things. And that's where, you know, some of his strengths lie. And

S Steve Trang 08:05

Yeah I remember your guys are going through employees. But I also remember like, you guys are creating tools and systems. I mean, I remember like, Annie gave me a tour of your onboarding. Like, this is not your normal onboarding. Like it was like I was joining a franchise.



Jesse Burrell 08:22

Yeah, they're, they're very... and we now are very systematized to where that's actually more Annie's strength. So um, I do want to shout out Annie, we do have a third partner, which is Ivo's sister and she is another huge, huge reason for our success. But when it comes to... that's more her is definitely the, the onboarding the, the systems, the protocols, the processes, putting it together. That is definitely Annie because when we started all the Batch products, we did not have Annie because she was focusing on the wholesale operation and jumping ahead a little bit. But yeah, me and Ivo didn't have shit basically,



Jesse Burrell 09:01

We miss some strengths that she possesses. Yeah. And, you know, that's why I think some of the, you know, a lot of the things that we do together now really works so well. I mean, he's got strengths that I don't, vice versa, and then same with Annie.



Steve Trang 09:12

Right. So you had... you're really good at the technical side. So what tools ... you had the Litigator Scrub, which when you were telling me about it it's like what do you mean, you can do a full list of all the people that sue right. So you had the Litigator Scrub. What other tools did you have that you create at that time before you guys partnered up?



Ivo Draginov 09:29

Oh, we had some older ones that I don't want to mention them, like just texting platforms. I mean, 2017 is when I kind of started doing like texting platforms. And it was like really basic. And I was trying to automate like scrapers and bots and stuff like that.



Steve Trang 09:42

I remember that now, yes.



Ivo Draginov 09:43

Yep. It was first like Ring Central is like the first one that I actually like, basically created a bot so it can send you know, thousands of messages in Ring Central. But those accounts got shut down so I decided to look at other avenues. And then I kind of... and then I found another platform before I even partnered with, we even knew Jessie. It was a texting platform. And it just took like three or four months to kind of get it running. And that's

when I basically I think, met you. And then it was like, well, we can send a bunch of text messages and all of these things. And that's how I was able to, like, help him a little bit in the beginning. And that's how like, you know, a lot of the things, you know, he'd come to our office, I go to his office, and just kind of help each other on some of the day-to-day operational stuff.

S Steve Trang 10:25
So your strengths were definitely on the technical side.

I Ivo Draginov 10:27
Yes.

S Steve Trang 10:28
And your challenges were people.

I Ivo Draginov 10:30
Correct.

S Steve Trang 10:30
And then you, what was your business? Like, when you guys... before you guys partnered up?

J Jesse Burrell 10:35
So I think it was something similar, I want to say at three to four acquisition reps, and then a disposition manager. I don't think you had a dispo though, I think you guys did that correct?

S Steve Trang 10:46
Oh, I think he got rid of them.

J Jesse Burrell 10:47

Oh, you -- nevermind. Forgot about that. But I didn't have a leads manager, because ours was a little bit different, they would generate a lot more leads through other sources. Obviously, because I don't have the skill set that he has to create that type of stuff. So, you know, I had ... my acquisition managers did a blend of, you know, they were sending out or I was sending out the text for them. They would respond to them, and then also, you know, doing some cold calling themselves. So they got a bigger piece of the pie than their reps because they weren't self generating, but they were still having to, you know, process and sift kind of be lead managers and acquisition reps. [Yeah] And I just did it a little bit differently. But I think we had similar size operations.

I Ivo Draginov 11:29
Yeah

S Steve Trang 11:29
But at that time, you had people that had been with you for a very long time.

I Ivo Draginov 11:32
Correct.

J Jesse Burrell 11:33
Yes.

S Steve Trang 11:33
And that was where you guys had the biggest challenge.

I Ivo Draginov 11:36
Yeah.

S Steve Trang 11:37
Right. So but your systems?



11:40

I mean, they were okay. They would suffice, [Yeah] you know, and then he started helping me. I mean, I did my best, you know, when you start a wholesale operation or company, you have to even do the stuff that are your weaknesses, if you don't have that position filled. I did my best. Like, I built out a Podio to a decent amount. I would dig and I was, you know, I would say I'm one of the first adopters of text messaging. I was very much on the the front side then before it was known or popular and same thing for the cold calling. So I was always digging and finding things. But did I probably streamline it and systematize it to its full capacity? Absolutely not. [Right] But, you know, I did my best as as everybody does have to do correct when they get started.



Steve Trang 12:19

Yeah. And so before you guys partnered up, so you had read Rocket Fuel?



Ivo Draginov 12:25

I have, yeah, I read it. Actually. I just told him when I read it. I read it on the airplane when I was going to Grant Cardone's 10X in 2016, or 2017?



Ivo Draginov 12:35

I didn't even know you went to that. [Yeah] Cool. Okay, so you read on the way there, and then you read it after you guys partnered up?



Jesse Burrell 12:43

Yeah, I knew something was right. I didn't know how it was so right. That kind of explained it further. I probably like, I probably read it before we partner partnered on everything. But we had already had, you know, our Batch partnership. And then we decided, as we'll get to partnering on everything that we do together now. But it really made me identify like how, right the relationship was. Like, I felt it, I knew it. I knew, like I had different strengths, he had different strengths, and so did Annie. But it really explained it to me better, and then I could understand where they're coming from better. It really helped me communicate with them better. Because I'm definitely the crazy one that wants to do anything and everything and all the ideas and it's my job. And then I realized it's my job to get to bring all these ideas and have them say no, no, no, no, no, no. And then one of them's gonna be yes. And it's gonna be dope. Alright, so, but me understanding like, that's what I'm supposed to do. Like, I just thought I was being annoying. And then I'm like, Oh,

that's actually my job. Yeah, like, my job is to come up with all this crazy stuff and get a million noes to that one great idea that we could help make our business be that much better.

S

Steve Trang 13:48

Got it. So was there anything that you saw when you're reading Rocket Fuel, or that you remember from Rocket Fuel when you guys are, you know, talking about potentially partnering up that you saw on this like, Okay, this makes sense?

I

Ivo Draginov 13:58

Yeah, it like you said, it really just, at least in my mind was segmenting a lot of the job roles, and each individual person that you know, some of this, you know, strengths and weaknesses that each person could possess. Because at the time, even, I mean, I was like, I was doing a lot of this stuff, you know, even the managerial stuff and things like that. But, I mean, did I like doing some of it? Absolutely not, you know, but I have to do it. And it's just really helped me compartmentalize a lot of the stuff that hey, these are the things that I like doing, and you know, that spreadsheet on, you know, the things that you'd like to do, I forgot what it goes that you know, things you'd like to do, but are not good at that thing. And it just kind of helped me like identify some of those areas. And then obviously partnering with you know, him and Annie, just helped me like focus on the stuff that I enjoy doing and that I'm good at.

S

Steve Trang 14:44

So what are some of the we talked about, you know, compartmentalizing, was there anything else that you know when you guys were trying to figure out whether to partner or not, they said okay, like, according to this book, for this part right here, like definitely we should do it or definitely we shouldn't. Like, was it there anything in there that in that book that said it was like a, you know, it was bright light, like you should do this or it's just just kind of did it?

I

Ivo Draginov 15:06

No, I think it took us some time. I mean, he actually reads people way better than I do initially. So I think he might have read me like a little before I read him, to be honest. But I think you can explain it better. I just... we basically, were helping each other for like nine months before we even partnered. [Right] Well, so it took a little bit of time to...



Jesse Burrell 15:25

Kind of so yep, we started. So initially, what happened, we had our wholesale operations, and then we started Batch Skip Tracing. So basically, what happened was, I lost my TLO account, and I was freaking out. At that, time, back then we were only cold calling, and I'm like, uh, I need help. And like, it was just, it was fate. It was timing, whatever you want to call it. He's like, Hey, I just got this new data source. The skip tracing is really good. You know? And he's like, I'll take care of you. I'm like, he's like, I'll give it to you at cost That's, that's Ivo, you know? And I'm like, why? And he's like, I got you. I'm like, okay, whatever, thanks.



Steve Trang 15:58

I'm gonna write that down.



16:01

And then I tested it, and my guys are happy. They're like, Yo, this is basically as good as what we were using. And then that's when TLO was shutting down a lot of accounts, a lot of people are looking for, you know, good data sources. I could skip in bulk, because back then you couldn't do that, right? And I was like, Hey, you know, I have some friends that may be interested. And I'm not like him. I'm like, What do I get? And he goes, half. I'm, like, done. So quickly. I had people try, and they're like, this is awesome. This is awesome. And then, and then like, literally quickly, we didn't make much, much dating time during that, we're like, let's do this. Let's get it set up. We started working on a website, started getting it out there. And boom, like, okay, now that we have Batch Skip Tracing, it was basically our side hustle at that time, and on top of the wholesaling operation. And then that kept growing to where we had to, basically we're just going to each other's offices, it was affecting our wholesale business, we had two deals we were fighting over, you know, that we ended up just, you know, figuring out a way to make it work together. And I'm just like, why are we both spending separate marketing dollars, and I was pushing him way harder than he was pushing me so like, I knew it was right. Like, I already had that feeling. I saw the strengths and weaknesses. But man, I'd say to him, and he he'd blow me off like a shitty Tinder date, man. He's like, you know, now, like, we'll talk about it later. I'll tell you later, like, he wasn't ready yet. I knew. And then I was just like, I'm gonna give him his time. Like, we'll get there. When we get there. It's just really hard, having these two separate wholesale operations. And we're both doing all these things the same way with marketing and all this different stuff where I'm like, I was like, this is inevitable is what was in my head. I'm like, let's just do it sooner than later [Yeah] is was where I was at with it.



Steve Trang 17:42

Um, so apparently I'm notorious for like, Pooh-poohing on partnerships. So I get a lot of Instagram messages. It was like, Hey, I know you hate partnerships, but... and then they'll go explain why they want to do a partnership. And you know, I always say like, I'm a hypocrite, right? I hate partnerships. But I'm in like, multiple partnerships, right? [Yeah] So what advice or what things were you looking at when you guys trying to figure out whether you wanted to partner up? What were some of the key things you guys were looking at?



Jesse Burrell 18:09

Want me to take this one? [Sure] This is something. So I I went through a partnership that didn't work. So I did not want partners. So like, I was that newly divorced person that's like, I'm never getting married again. And then along comes this beauty. You know, and it just, it was it was tough. I was very clear. Once we started talking about the thing I think we didn't do, right in the last partnership was starting to create other partnerships within that partnership. So if we were to partner I was like, if we do this together, we do everything together. Because then you can't start having these other side hustles to deter you. If it's making us all money, I'm all for it. But if you're trying to go do some other side hustle, and we're partners, now am I technically kind of working for you? Like that's how I look at it. So I'm like if it's... it's all or nothing. You know, obviously we could just kept the Batch Skip Tracing separate. But if if wholesale is going to combine, like I'm like, if we're lending hard money, if we're doing this, if we're doing that, it's all together. It's not. And I was super, super clear that



Ivo Draginov 19:13

Yeah, yeah.



Jesse Burrell 19:15

And that's just how I see it. We're a team together. And I saw me building my future with them. And I saw that I didn't want to do something without them. Even if it was like my little hustle that I put together. I still want them to get paid on it. They're my partners. If I'm alleviating time from these other businesses to work on this, they still should get compensated. That's just how I see it. [Yeah] And I'm no nonsense when it comes to that. Like, it just has to be that way. And that's how I feel. Some other people, it works the other way. But I think for the newer listeners or the newbies, my best advice for you is if you do partner, read Rocket Fuel because most wholesalers are visionary entrepreneurs. That you

have this dream to create your financial freedom. You have this dream of building this amazing thing. You have all these dreams, like that... that is typically a visionary. If you and your buddy want to start doing it together, that's fine, split some marketing costs, do some things. But if you guys partner, and you both have the same personality, it's not gonna work. [Yeah] Like your question... if you're a visionary, you should be like, so do you like CRMs, and systems and processes? If they're like, no, I like, I want to build this great thing. Like, we shouldn't be partners.

S Steve Trang 20:27
No, exactly.

J Jesse Burrell 20:28
You could collaborate and do stuff together and do marketing to get yourself going and squat up. But you're gonna put someone one of those visionaries is gonna get put in a role that they hate, and they're gonna resent you in due time, and eventually, it's gonna fail.

S Steve Trang 20:43
Yeah one of the best bits of advice I heard was from Brent, Brent Daniels, and he said, basically, there's just no reason to partner without dating a little while first, right? Like

J Jesse Burrell 20:53
Hundred percent.

S Steve Trang 20:54
You know, you're talking about two, you know, they could be two visionaries. And the only way to find out whether it's gonna work or not, is to work together, collaborate, and squat up. And then after six months, okay, I like how this is going, then maybe do a partnership.

J Jesse Burrell 21:09
Because you can have two visionaries if you have different skill sets, and then hire an integrator to help with the other stuff, right? But before I came on this shout out to Brent, he wanted me to mention something to because I was like, we're talking about Rocket Fuel. And he's like, tell all the new wholesalers, your job is not to be the CEO or the visionary, which it's not when you first start. Your job is to learn every job role, and get

your ass to work and get deals. It is not your job to be the CEO of a company that's not there. That's something you grow into. And you start hiring as you can. But he's like, make it very clear, when you're getting started. You're the CEO of nothing. You are the person that has every job role, and it's your job to find a deal. [Yeah] So Brent, loves advice. I'm sure some people will take that to heart for sure.



Steve Trang 21:54

Yeah, every job has a box. And your name is in every one of those boxes.



Jesse Burrell 21:59

Correct?



Steve Trang 22:00

Yeah. Anything you want to add to that?



Ivo Draginov 22:03

No, I think you also like you nailed it on the head. It's just everything you said, you know, like, even like the marriage thing, we did it? Like I mean, even not knowing about it, to be honest. I mean, at least I didn't know it.



Jesse Burrell 22:14

Yeah, we dated for nine months, you know, just with a side hustle to see how it works.



Ivo Draginov 22:19

Correct? Because, again, I didn't know and I've heard bad things about partnerships before. I've never experienced it before. Never had a partner before besides my sister who I've worked with, you know...



Steve Trang 22:28

Is she a good partner? I don't know. [laughs]

J Jesse Burrell 22:29
She could be difficult. [laughs] Just kidding, Annie you're the best.

S Steve Trang 22:32
Love you Annie!

I Ivo Draginov 22:33
But, uh, yeah, we've worked... I've worked with her since 2008, 2009, maybe? Maybe even before that. So I you know, I'm used to working with her as a family member, but then partner with somebody else. It was new to me.

J Jesse Burrell 22:46
It was he was very hesitant. Like, for real, like, I felt I was getting ghosted, like, he just he would just brush it off, like, Ivo does this Ivo thing? "Oh, yeah. Okay, we'll talk about it" you know, just like, it's like, he almost doesn't hear me. Like I'll say stupid shit to him all the time. And he blatantly ignores like my stupidity. And that's what I kind of felt like he's doing I bring it up, and he'd almost like he would address it or listen, but he wouldn't really respond. [Yeah] And I was just like, what the heck is going on here? Man, this is what it feels like to get rejected.

S Steve Trang 23:17
So you guys partnered up? So it's been a couple years? How long has it been?

J Jesse Burrell 23:21
A little over two years, like full time or full time partners? Yeah, a little year and a half. But we've been partners for over two years on everything.

S Steve Trang 23:29
Alright, so let's just quickly list...

I Ivo Draginov 23:31
Seems a lot longer to be honest.



Jesse Burrell 23:33

I know.



Steve Trang 23:35

Annie says, says I need to be nicer. So quickly, like all the different products, you guys have, I mean start with Batch Skip Tracing,



Jesse Burrell 23:41

Batch Skip Tracing, and then Batch Lead Stacker which morphed into Batch Leads, which is like our all-in-one tool to where you could list stack, data management, skip trace, and then we added



Steve Trang 23:53

That was that lead... lead stacking thing you were talking about.



Jesse Burrell 23:56

Yeah,



Ivo Draginov 23:56

That was, that was the original, yeah, version of the actual software.



Jesse Burrell 23:59

So it just started off as you know, lead stacker then we added skip tracing then, now we have text messaging, and now we have lists. And so it's basically like, all-in-one tool.



Steve Trang 24:08

I feel like you've got more products.



Ivo Draginov 24:09

Only one prospecting tool.



Jesse Burrell 24:11

Yeah, we do have more. So we have the RVM. So we have that Batch Ringless...



Ivo Draginov 24:17

Batch Driven as well.



Steve Trang 24:18

Yeah, as I say Go Knock or



Jesse Burrell 24:20

Yeah, Go Knock.



Steve Trang 24:20

Batch Driven



Jesse Burrell 24:21

We're rebranding that. [Right] And then we have a dialer coming out at the end of the month. So...



Steve Trang 24:27

So you got all these different products now? You got three, you know, three heads at the table. How do you guys manage all that?



Jesse Burrell 24:36

So this is, this is awesome. This is a shout out to Annie. It's, it's about having an accountability chart. We talked about it. We have every single virtual assistant, we have every single person, and we have an accountability chart. We do big quarterly meetings between the three of us and we adjust them and every time we show them the expectation where everybody's role's at, who reports to who, and that is what has kept us sane. Because if... you don't communicate with your team, and everybody knowing what they're supposed to do it, it's amazing. Like people take their ownership, people understand, people are proud of their roles. And we know where we're at and what we

have to focus on. And it gets tweaked and changed. And that's why we do it quarterly. But having the proper accountability chart is, it's probably one of the biggest strengths that we've had on keeping our finger on the pulse on that.

S Steve Trang 25:26
If someone wants to learn more about accountability charts, where will they find it?

J Jesse Burrell 25:29
That's you.

I Ivo Draginov 25:31
I mean, Traction is the book that I learned a lot about accountability charts.

S Steve Trang 25:35
And the tool you guys used to create it?

I Ivo Draginov 25:37
Lucid charts. [Yeah.] Yeah, we have, so we have an accountability chart for every one of the companies.

S Steve Trang 25:42
So you save a different one for every company?

I Ivo Draginov 25:44
Correct, yeah. And there is some overlay, especially on the development side, on some of the support side, a little bit of overlay with some of the, you know, individual people. But we do. And like I said, we go over every quarter, and there just seems to be always we have to update it and change it, then, you know, so we add new people, and we have to put their names on, in one of those boxes. And that's where, you know, I think that's what has really allowed us to [scale] scale. [yeah.] Really has allowed us to get away from some of the day to day, and we're still obviously doing some things that we shouldn't be. And I think it's just a matter of time before we scale more, and we delegate more and more. And that, the way we delegate this, you know, you have to have some of the leadership, the

proper leadership in place.

J Jesse Burrell 26:28
We're very, very lucky, we have the most amazing staff. [Yeah.] The best team, we have great leadership in place, and all of our key roles that they take ownership. They understand, like, I consider them an owner of that part of the company to where you get to make decisions. Obviously, you come to us for stuff and guidance, but they are allowed to make decisions. They're allowed to fail, if they fail, we will work with them on how to make that better. But the culture and the team is what... the three of us are, are nothing without them. Like we really aren't. And that's been one of our other biggest parts is just finding the right people, all of us being aligned. I mean, we have you know, our, both of our, we have our core values and our mission or vision, missionstatement [mission statement], on our walls at our office. Like every single person that I interview, I'm like, before you come into my office, you go read these. If you're not aligned, you can leave. [Yeah.] You know,

S Steve Trang 27:25
So what are those core values?

J Jesse Burrell 27:27
You want to talk about them?

I Ivo Draginov 27:27
I don't have them in front of me...

J Jesse Burrell 27:28
I don't know them off the top of my head...

S Steve Trang 27:30
Oh, yeah, this is a pop quiz. Come on, guys.

J Jesse Burrell 27:32

So I know is, um, we have "be customer obsessed" is one of them. We also have something to do with like curiosity, like be innovative. Be curious...



Ivo Draginov 27:42

Always, you "always be curious", you know, always like try to improve yourself, you know, are...



Jesse Burrell 27:47

Annie could send them in, I'm sure, [Yeah.]



Ivo Draginov 27:50

You know, our visions mission statement that we spend like maybe two hours on that just working through a lot of the words and stuff like that and getting it right, you know, but it's, you know, we build products and services that impact people's lives. And that's our missions mission statement, basically.



Steve Trang 28:04

Yeah. So Rocket Fuel is really about two people. [Yeah.] You have three. [Yes.] How does that work?



Jesse Burrell 28:13

So we... go ahead.



Ivo Draginov 28:14

We talked about it actually, like a couple of hours ago. So he's, he, he's the visionary of the company. And then I'm more on the development side, that's where I handle a lot of the stuff, and Annie just does the operations on a lot of the, you know, in house employees especially. And that's just how it works.



Jesse Burrell 28:35

So I somehow got blessed with two integrators, that that actually have different skill sets, like luckiest guy ever, because Ivo's really taking control on the development side. And

then she was really the missing piece, on the products and services side to where, when she was focused on the wholesale, she didn't really help there. And once she came in, I mean, she helped fix so much stuff, because that was neither of our strengths. So it's really strange to have three people that have such different skill sets that work so well together. It's it's so strange.



Steve Trang 29:04

What is she strange? What did she fix? What was she in charge of? or what is she in charge of now that she...



Ivo Draginov 29:08

She fixes a lot of the stuff that we like, skip over. Like, sometimes we'll have a we have a brand new website, he'll look at it good. I look at it, this, maybe this can look maybe just changes the verbiage a little bit. And then and Annie goes through it, and there's like a whole list of things that we have to change.



Steve Trang 29:22

Quality control.



Jesse Burrell 29:23

And then also the operate it's like fully the operations. So building out the, our training, onboarding, so every single person they get on boarded on our company, the first week, every single person, doesn't matter if you're a VA getting hired for level one support. Or if you're going to be our new COO, you're learning and understanding the wholesale space and what our customer looks like and understanding how to help them. Every single person has that week that was her... Then the next week, each hour is broken into exactly what needs to be. That's the type of stuff that she does. That's how granular that we get now to make sure that our operation is running tight. And then all the other little things she handles, the finance side she handles. She oversees the managers and then I'm kind of on top of that, but she's making sure. She's, she's definitely the integrator,



Ivo Draginov 30:12

Finance, operations, accounting, that's she handles all of those things.



Jesse Burrell 30:16

That's what an integrator normally handles, is that type of stuff.



Steve Trang 30:19

So we're talking about, you know, this, we want to take a lot of lessons about from, from Rocket Fuel. So what is some like two or three big lessons that we should discuss for everyone's listening here that hasn't read the book yet?



Jesse Burrell 30:31

It's understanding what you are. Are you an integrator, or are you visionary. So there's, you know, seven chapters in there. Chapters one and two...



Steve Trang 30:39

There's only seven? [Yeah.]



Ivo Draginov 30:41

It's a shorter book that I remember the first time.



Steve Trang 30:43

Yeah.



Jesse Burrell 30:44

Chapter one and two, or just identifying what are you? Right, what, what type of person are you? And then chapter three is like, understanding the relationship between the two. [Yep.] So I did we were so good at talks about Yang and Yang or like egg and hamming it right? Like, me and him are definitely a Ying and Yang, if you're a partner, you're looking to partner with somebody, they have to be the Ying to your Yang, or else, if you have the same skill set, it just, it doesn't work, you're gonna be on top of each other. [Right.] And you're gonna be fighting for dominance. So that's what chapter three is chapter four is accountability charts.



Steve Trang 31:19

Oh, that is in that book. Mm hmm.



Jesse Burrell 31:20

Yeah. So it does have accountability. And that's something you know, because it's EOS, which is, you know, I think Rocket Fuel is a part of Traction, it's just a different book highlighting...



Steve Trang 31:30

It just goes deeper into a topic. Yeah.



Jesse Burrell 31:33

Yeah. And then it goes into... I have my paper here. And then [chapter] five is the five rules. Six is finding each other. So like, if you haven't found that person, and then seven is like practices.



Steve Trang 31:47

What are the five rules?



Jesse Burrell 31:49

I don't know. I'm off top my head.



Steve Trang 31:51

Okay. So I could say for anyone that's listening, because like you mentioned earlier, right? Most of the people that are listening to this podcast are wholesalers, tend to be visionary. [Yeah.] Because entrepreneurs tend to be, you know, the visionary type personality. Not that they necessarily are, but they tend to be. [Correct.] And so I've been told, many, many years, way too long, really, that I'm a lousy communicator. And I was like, What are you talking about? What do you mean, I'm allowed as a communicator? And then I read the book, and I was like, wow, I am guilty of all these sins, right? Like, here are all the things that are wrong with visionaries, right? Like just very high level, like, Look, I want you to build this, like, how do you want to build it? I don't care. Just get it done. And then you bring it to me? You bring it to me, I was like, no, this sucks.



Jesse Burrell 32:37

See, I only say that he not only brings me something like I like I'm like, Oh, this is nice.



Steve Trang 32:41

Yeah. But that's my responsibility as a visionary, right. And so one of the things that really helped a lot with the book was helping me really understand my shortfalls. But [yeah] instead of being a great leader, and approving those shortfalls, what I did was I took that book, and I gave it to my right hand person, and said, You should read this book, because now you know how to better communicate with me. Because now she understands what's wrong with me too, right? Like it's, it works great.



Ivo Draginov 33:05

It definitely definitely, like strengthens just from both sides, you can absolutely see like, it's black and white sometimes. And once you understand that, you can actually start seeing patterns.



Jesse Burrell 33:14

[Yeah.] And then I think it also helps with some of your team members understanding what their strengths and weaknesses are, too. [Yeah.] So it definitely goes into to that as well. And I think the hardest part when you get started is identifying like how to hire the right person in the right position, and what type of personality that person should be. Like, those are a lot of things that people overlook, because you're just trying to like, get themselves out of something that they don't want to do.



Steve Trang 33:35

Very true. And I think when I talk about like bad partnerships, because they tend to hire someone just to fill that role versus making sure it's a good fit for everybody. And just as a quick side note, going back to what I was saying, being a visionary. So we just got this new space, right, we moved in. We did the move on Friday, we started using on Monday. commuting



Ivo Draginov 33:53

I kept getting a lot of emails.

S

Steve Trang 33:56

Good. And so one of the again, being a visionary, details is not my strength, right? I can cast a vision. But the specific details are not my... why not my forte. And so on. Friday, after we move in, I got a text from summers like, Hey, we need to talk on Monday about the AC I was like, we just moved in how could there be a problem with AC? Right, right? So I'll talk about on Monday, and she can we talk on Monday, she said Hey, did you know that the AC is included in the lease? Like really? She's like "Didn't you read the lease?" Like I signed it? [Right.] But that's kind of how visionaries are right? We're just moving fast. We have an idea and we go move forward. We don't necessarily stop. And check all the details.

J

Jesse Burrell 34:37

That's definitely Annie. I consider Ivo more of a hybrid between the two. Like the detail orientation is like, I'll say something. So like we have policies and procedures for using our products or services. Annie's going through those with a fine tooth comb with our lawyers, making sure everything's right. All these different things with accounting, like me and Ivo like get a P&L and we look, and we're like, "Great!" And then yesterday, I looked at her and I'm like, how much did blah, blah, blah, make, or what was this, and like, I won't even go look and she has sent it to me. And I literally, am like, tell me because I refuse to go into my email, search it and find it myself. Like, that's the type of stuff she has to put up with. [Yeah.] I appreciate her so much. But that's where she is definitely the detail oriented person because he likes, he's going 100 miles an hour on the other side. He does do a lot of implementing too. But he does have some visionary trades on [Yeah] wanting to just get through something, probably more quickly than a traditional integrator would.

S

Steve Trang 35:32

And that's Max, right, on my team. He's not a visionary, he's not an integrator, he's both. He's got... he can do both. [Yeah.] And then just as another side note, as far as talking about contracts, like so I have my title company Kegel who has their title company, right. So I open mine first. And, and Jamil calls me. He said, "Hey, Steve, did you review that document?" And I was like, yeah, skimmed it. He's like, what about this, this? And this? I get? What about it? He's like, "Don't you have problems with it?" I was like, I don't know. It's like, it's like,

J

Jesse Burrell 35:59

You have someone look at everything you sign, bro.

S Steve Trang 36:01
So as like, Jamil there's one thing, like, I had him change, and that was it. And he's like, and, and... I can hear him, you know, "hey, Hunter, Steven didn't read it." But, you know, Hunter, by example...

I Ivo Draginov 36:15
But I bet Jamil didn't read it either,

S Steve Trang 36:17
No, Jamil is a visionary.

J Jesse Burrell 36:18
But they have three partners as well.

S Steve Trang 36:20
Yeah. But instead of him reading, right, he called me because he said I would read it. I said, No, I didn't read it. And so you go back to his integrator, Hunter. [Yeah.] And say no, like you like, because Hunter and Josiah actually read the contracts, [Yeah.] point out the problems with it. [Yeah.] Anyway. So that's enough about me. So is there anything else that you guys want to talk about as far as the partnership? I put here that you guys have revolutionized the industry, and I firmly believe that. So, you know, is there anything you guys want to talk about as far as the journey goes, from when you guys partnered up, the challenges you guys had as far as your organization. But now like, moving forward, what are your challenges you guys have seen? Or are you guys getting hate mail? Like, what do you guys experiencing?

I Ivo Draginov 37:01
We're not getting any hate mail at all, to be honest.

S Steve Trang 37:03
OK, my emails aren't making it through.

- J** Jesse Burrell 37:06
I mean, I definitely do want to touch on, on growing a business. But I know this is primarily a wholesale show. So I'd love to talk about...
- S** Steve Trang 37:11
Well, I think I'm talking about ...
- J** Jesse Burrell 37:13
Some stuff with wholesaling.
- S** Steve Trang 37:14
I think, absolutely, we should be talking about building businesses, because no one gets into wholesale because they enjoy wholesaling.
- J** Jesse Burrell 37:20
There are some crazy people out there. I know a few people.
- S** Steve Trang 37:23
There are some, but most people get into wholesale because they want to create time freedom, financial freedom, and so on. So I think business is, is critical to that. So what do you want to talk about as far as business goes?
- J** Jesse Burrell 37:34
Geez, I'll let you start. What were our weaknesses, when we got started?
- I** Ivo Draginov 37:41
Our weaknesses. Also, one of the biggest things that we talked about a little bit earlier was just a lot of the accountability chart that the way everything flows. So, you know, I used to be, you know, even, you know, even now a little bit to some extent in some areas, but I used to be the bottleneck for a lot of the stuff. You know a lot of the decisions have the best for me, and then I'm busy or, you know, God forbid, you know, my cell phones out of service, or whatever that happens. Like, I'll out for a couple of hours.



Ivo Draginov 38:06

Definitely having hours having a kid. Yeah, it was. It was challenging. Like, right back to what I had when, when my son when my son was born April, like our system crashed literally that day. So I mean, unfortunately, I had to step in a little bit more than I would have liked to at the time. But it's just now with our accountability chart, everybody, you know, even on, I'll just speak more so on the development side, but you know, there's, there's on the development side, there's me that, you know, kind of a lot of development decisions go through. And then I have, you know, Jevon and Lee, which are my lead developers on both both sides, and then they have team leads underneath them. And then there's, you know, the the rest of the developers type thing. So, you know, I really don't talk to, you know, a lot of the developers because I talked to Jevon, I mean, I talk to him every single day, like, every single day, I talk to him, and he just relays a lot of information that comes from, you know, a lot of the fine tuned, you know, a lot of the details that come from a lot of developers that they're seeing. And he's solving a lot of the issues by himself, and then anything that he can't solve, or he needs some of my input on, he reaches out to me. So this has allowed us to really just free up my time. I mean, over the past month, I think it's really the whole shift has happened over the past couple of months for us to be honest. And then we, because we've hired some key job roles that we knew we needed, we just didn't have the right people at the time. And I think those job roles are filled, filled up right now, to where, you know, we're stepping more and more and more out of the business almost every day, to where, you know, we can actually focus on growing and soaking in it.



Steve Trang 38:06

Having a kid.



Steve Trang 39:42

How many people are underneath you on the accountability chart?



Jesse Burrell 39:46

So I don't think you know this. We have over 80 people that work for us now.



Steve Trang 39:51

I did not know that. I know you guys had high overhead.

J Jesse Burrell 39:55
So you're probably about 40?

I Ivo Draginov 39:57
There is about 40 people, yeah.

S Steve Trang 40:00
Wow, yeah, I had no idea.

I Ivo Draginov 40:01
40, 43 people. Was it 43? Yeah, roughly, roughly about 43 people.

S Steve Trang 40:05
That's a lot.

J Jesse Burrell 40:06
So, you know, we have a lot of people virtual, but they're not necessarily virtual assistants, like we just hired, finally got an HR that was, like we are going to this horrible cycle of, we need an employee, we don't have time to hire them. But we need an HR, but we need to hire this employee now, so we don't have time to hire the HR. I'm just like pulling the hair, I don't have any more out. And I'm just like, Ah, that's so frustrating. And finally, we're just like, we're gonna find HR like, this is, you know, it's being you know, penny smart dollar stupid is basically what we kept doing to ourselves. And we found an amazing superstar. And that's, that's the thing that I could... The advice I want to give to people even growing their wholesale or real estate investing operations, is hiring someone and hiring the right someone are so different. And it's worth waiting. And it's worth letting someone go and having to dive back in that job role until you find that right person, because that's how you can start scaling and getting out of your business. Dude, our team is the only reason why we're successful. Like we have the best team top to bottom out of anybody, I believe in straight to where our culture is great. Everybody aligned with the vision. And they're just great people. Like, we, I saw this quote about a month ago. Gosh, what it say? It was like, you know, hire for character, and then train for talent, something along those lines. And I've been living by that, like, I want to hire the right person, I will train them how to be a great team member. But the right people with how you align and how you think I've

learned, I've always believed it. But more and more, I've really believed that hiring that makes your operation that much stronger. Because everybody that works together, has the same type of character. And if you all have similar characters, you'll have the same vision. If you all have the same vision, you're working together toward something. [Yeah.] And that's, I think our biggest game changer to be honest with you, is we're lucky man, we got great people.

S Steve Trang 42:06
So when did you hire this HR person?

J Jesse Burrell 42:09
Like a month ago?

S Steve Trang 42:10
A month ago.

J Jesse Burrell 42:11
So I did a lot of the the hiring. And I'm pretty good at reading people. We're both poker players, we both pride ourself on, you know, understanding how to read people, we've done a lot of it. And I think it's one of my superpowers, or probably my greatest is, is getting a vibe and seeing if, and asking, you know, certain questions to see if they're fit. And, you know, I was able to do that. But I didn't have time. And it's not my job to hire like, it's her job to sift through everything, then it goes to the manager or the COO of that company to believe if they're a good fit. And then I still, I don't talk to him anything about business, I just sit down with them for 10 minutes. Once they like, Hey, we want to hire them. And I just asked them like weird personal questions. So I get vibes and energy and and see if I'm right. And if I have like a feeling that I'm like, I think they're faking it or they're not right, I'll just back now. And they won't even ask you a question. They're like, okay. But most of time, they're right. Almost every time they've been right. I'm like, dude, I love them. Like, let's bring them on.

S Steve Trang 43:06
Yeah, I hired a Kinh. He's been with us for about a month now. And I give him a lot of crap. But a sound like, Hey, you know, we're our 30 Day Review, like, have you scheduled yet? Like, what's gonna happen? So, but he's been phenomenal. I mean, ever since he came on,

we hired a great videographer. You know, he's scheduled several interviews for a good copywriter, like he's, but on top of it, but how... And we hired an acquisition person, you know, so just having someone to say, Hey, this is what I need, [Go get it.] go get it. It makes everything so much easier. So [Yeah.] I think that's a great point.

I

Ivo Draginov 43:40

It is. And that also, like what you mentioned, like, hire the right, like, people is something like, you know, we, was my mistake before even the wholesaling business, you know, four or five years ago was, you know, we needed somebody to fill in that job role, like, boom, put in the first like, I mean, not the first person but,

J

Jesse Burrell 43:55

Hire two people one of them's good enough. [Yep]

S

Steve Trang 43:59

Yeah, and that's unfortunate, but that's what a lot of new people do. So what advice you give them the How do you find the right person? How do you decide this person is a superstar? And I mean, we've talked about, you know, hire for character, train for talent, but how do you figure out someone's character?

J

Jesse Burrell 44:17

So Annie might be able to share this. But she has personality types for each wholesale operation to like, it's not going to be always the perfect fit. But, you know, putting someone into a box for what type of personality they have to fit that job role, you know. Acquisition is going to be different than a lead manager, that's going to be different from a disposition like, I think a dispo should be definitely more detail oriented, task oriented. They're okay sitting on the computer doing stuff, but they still have to have some phone skills, obviously, to get on the phones. The acquisition guy, all they want to do is talk to leads, like all they want to do is get the kill, you know. A lead manager is gonna want to process, so she has, of course she built it out, but she's like, this is the type of personality types. Maybe she could post that into your Facebook group or something. But that, that helped us a little bit too by identifying, you know, if they were a good fit or not for that job role, and if you like them, you can maybe shove them like we've, I've repositioned like four or five, six of our employees to where like I hired Michelle, who's amazing, everybody loves her. She's famous, she's on wholesale hotline and all that stuff. But she started off as a sales rep. And she had so much, so much empathy. And all she did was care and care to

make sure that they're enjoying the product and making sure they're okay. I'm like, you are not a sales rep. You are an account manager. [Exactly.] When we made that shift for her, she loves coming in every day. She's like, I get to help people every day. She does have some sales skills, but like her heart is in... that's just her personality. And I was just like, she's amazing, and, but she's struggling. And I was like I hired her for the wrong job. But I'd like now she's the head of the account managers. And she's been absolutely phenomenal, thriving in the position that she's meant to be in.

S

Steve Trang 46:01

Yeah, I think you're absolutely right. You know, they're on the... you got the right people on the bus, just got to make sure they're in right seats,

I

Ivo Draginov 46:06

Yeah. Otherwise, that person is going to be fighting against their personality to be doing the job. Right.

S

Steve Trang 46:11

Yeah. And then you mentioning earlier, you know, acquisition versus disposition something... because this came up in a coaching call on Monday, actually. And the way I like to describe it, like you said, you know, acquisition, this is a hunter roll. This is a person that wants to hunt. [Ccorrect.] Disposition, this is a farmer role. I mean, they're like, what should I hire in dispositions? Like if you can find a Jamil, I mean, if you can find that person? That's like, the perfect disposition person. [Yeah.] But might not be able to get that.

J

Jesse Burrell 46:34

Yeah, he'll own a multimillion dollar company.

S

Steve Trang 46:39

So what are some of the biggest challenges right now? I mean, we talked about the the, you guys are able to solve that time problem, right, hire an HR so they can hire the right people? were some of you guys's biggest challenges today, as you know, with 80-some people, it's gotta be...

- J** Jesse Burrell 46:54
How do we go faster, baby?
- S** Steve Trang 46:56
Yeah. [So] And you guys are kind of like a battleship. Now you guys can't go as fast. Right? Like, smaller guys are like speed boats, you guys are cruise ships.
- I** Ivo Draginov 47:03
It's definitely harder to you know, every time we have to make a change. There's just so many different changes that we have to, it just...
- J** Jesse Burrell 47:07
We have to talk to support, we have talk to this person...
- S** Steve Trang 47:10
It has to, you know, go all the way down the chain. [Yep.] Scary having a big company...
- I** Ivo Draginov 47:15
But I wouldn't say that's like a big issue that we're having, though. I mean, [No] it's, it just takes it does take a little bit longer to, and we've been talking about, hey, we need to, you know, when we need to make a change. I mean, there's has to be a checklist that we have to like, follow now.
- J** Jesse Burrell 47:28
And Annie's working on that, of course. And, you know, I think that the biggest issue that I could identify, it's tough, it's, um, now it's, you know, it's hiring in bunches, it's getting more effective. It's, it's getting more proficient with the small things, like it's tweaking the little things. We, I mean, we, I think we've done a pretty good job quickly, like really learning how to create, you know, something good. But now it's really diving in and getting... I think we could get a little more mentorship on scaling to another level. And that's something that we probably could work on a little bit more as reaching out to people and, you know, the space that we're in now. [Yeah] and getting some advice on stuff that we haven't went through yet. But, you know, there... It's tough. It's tough. I think, I think we've done a pretty

good job, but there's still we still have so much to learn. And we still it's all the little things now, like,

S Steve Trang 48:26
The little things make a big difference now.

I Ivo Draginov 48:28
It's the same thing we talk about, like literally this morning about the...

J Jesse Burrell 48:30
The KPIs.

I Ivo Draginov 48:31
Well, even KPIs without... even doing like an actual split testing is like, split testing this versus that then. That's where, you know, that's what we're striving to, you know, that's...

J Jesse Burrell 48:39
We haven't had the time because we've been in the business. Now we could be like, having a bigger look at the big picture. Okay, we could split test this or, you know, like people, you know, Jerry Norton, great example. Like, all the little minute things that he does, you know, this color, taking out this word, that's the stuff that we're trying to start to get into, to really understand, okay. And then listening to you know, we've always been really good about listening to the customers that use our products, and we keep trying to build what they're asking for and that's, that's the other thing that we... It's just it's never ending. Like he will never create a product and stop developing it because, you know, people give us good feedback and our goal is to be the best. It really is. And I think I think we're on our way, but you can't stop developing because me and him have had this conversation. There's someone... because we were the little guy, and I used the little guy monster forever. We're not that anymore [Right.] So now my mantra is there someone behind us saying, "I'm gonna go get you." And I'm scared to death, and I look at him and like we can never stop. Like we have to keep the pedal to the metal, like there's no, there's no comfort. You know, I think on my last interview, what did I say, I said like, complacency kills or something like that. Like you once you get complacent, there's someone else that wants to take your spot.

S Steve Trang 49:57
Yeah, I can't remember the name of the old CEO at Intel, but the book was you know, "Only the Paranoid Survive."

J Jesse Burrell 50:03
Yeah. Fact.

S Steve Trang 50:04
Yeah. So one thing I want to talk about as well is the Go Knock app, because that turned around pretty quickly as a quality product. I mean, when did you guys... When did Pace say, hey, I want to make this app? What was timeframe?

J Jesse Burrell 50:16
January.

S Steve Trang 50:17
Of this year?

J Jesse Burrell 50:18
Yes.

S Steve Trang 50:18
No.

J Jesse Burrell 50:20
But yes,

S Steve Trang 50:21
You started January of this year?



Ivo Draginov 50:22

It was December, January,



Jesse Burrell 50:24

We're actually rebranding that to Batch Driven.



Steve Trang 50:26

Yeah. But it's impressive, because you guys have somehow went from a wholesaling company, to a skip tracing company. [Yep.] To a batch leads stacking company, right? To, you guys, were able to roll out a whole new functional app in seven months. So I think that ...



Ivo Draginov 50:46

It was a big learning curve, for sure.



Steve Trang 50:47

So let's talk about that. I mean, cuz I think that's really cool. It's not wholesale related. But I think this is part of, again, we don't get into wholesale because we want to wholesale. We get into wholesale because we want to do something big that gives us time freedom, financial freedom. So let's talk about what that journey was. When Pace was like, "Hey, guys, that's what I want to do, do you guys want in to?"



Jesse Burrell 51:06

So I'll start and I'll let you finish. But what's so unique about us, especially with you know, we have a dialer launching at the end of this month now. September 29, guys, shameless plug, BatchShower.com, get on the waitlist, because we are not going to go live. We are either going to go through a waitlist. We already have 1,000 people on the waitlist. That is the only way you're going to get access. If you're already one of our customers, we call you first. So if you want to be the first, go use some Batch Skip Tracing. But to my point is we are able to reuse our technology across multiple products. And that's how we've been able to do stuff much quicker is so for, you know, Go Knock, we have data in there, we have our skip tracing in there. We have a core API to where we're able to plug that into our system, so we're not building something from scratch. We're able to take parts of our technology from each of our companies now. And that's where people at these other

companies are going to start struggling is because we're having all these different technologies that we're able to share with each other. And you know, a dialer doesn't have a data company. Well, guess what, we're gonna put some really cool data into that dialer. [Yeah], and vice versa. So that's where I think our strengths align to where we could do stuff quicker when it comes to developing it. That's, this is your question to answer.

I

Ivo Draginov 52:24

Yeah. So we actually started putting the the initial pieces for what you just mentioned about their core API. So that's pretty much our data company that basically all of our services talk to, that all of our services talk to, when both our lead developers were in Phoenix. That was in February, right? [Yeah.] It was in February. So that's when we started putting the initial piece together, it was a game changer for us. Because it just that, that that's how, I mean, you grow to a, you know, a \$500 million company. Literally, all of these, all the big companies, that's what they have, they have a proprietary technology. And that's what our that's what we call our core API, that's what it is. So all of our services are able to tap into like, the basically, the logic of that software that we built. So you know, like, let's say Batch Leads, or, you know, going on Batch Driven, Batch Dialer, Batch Skip Tracing all of it, literally get data and use the logic of our centralized processing unit, you know, the CPU of our company, basically. [Yeah.] So I mean, that CPUs is that basically will allow us to eventually, if you want to, let's say, sell it later, or if, hey, you have your own product, we can you can utilize bits and pieces if you want, obviously, you know, for a cost of that product, and will allow you to throw,

S

Steve Trang 53:36

Yeah, and this is a far cry from when we first met, and you're trying to make your own API's.

I

Ivo Draginov 53:43

I had no idea. I mean, like I kept saying, like, three years ago, I had no idea what the API is. I remember how to look it up.

S

Steve Trang 53:51

But I think it's impressive [right] to get from making your own code that you didn't know what the hell you were doing. So eventually, making your own code to eventually hiring someone to write the code, eventually hire someone to manage that person that's writing the code.

I Ivo Draginov 54:07
Yeah, I haven't written actually like my own code at all. I have [No?] No

J Jesse Burrell 54:10
Ivo has no code.

I Ivo Draginov 54:11
I have absolutely no code. [Okay.] I just know what I want them how I want it to like, basically, you know, [function] to function. And along with that, you know, it's been a big learning curve to understand, you know, because I have a lot of sometimes developers tell me one way or another. I mean, everybody says, "Hey, I'm blaming this on the other developer" and vice versa, that thing. And I just have to get through a lot of the the BS steps, you know, to figure out who's right and who's wrong and how we're going to proceed from that point and those are a lot of the decisions that I've learned to like make pretty well over the past couple of years.

J Jesse Burrell 54:43
Our two lead developers are like hee hee hee struggle to these are both two incredible people that are fully dedicated and are very, very smart and have been in industry for 20 plus years.

S Steve Trang 54:56
Gotcha. Better than the guy that we hired for the CRM on Pro Podia.

I Ivo Draginov 55:00
Even even more so like, yes.

J Jesse Burrell 55:04
Yeah, that that costs all of us some money on that one. I'll take the blame, I was the visionary on that project for sure.

S Steve Trang 55:09

Yeah, I remember I posted my P&L on our Facebook group. And they're like, what happened? Why did you spend so much Podia on CRM? I was like, Well, here's what happened.



Jesse Burrell 55:16

So this is the other thing I want to tell people to is, you know, we've tried, you know, multiple products, we've tried a lot of different things, not everything has succeeded for us. So you're hearing the good stuff. We, we rolled out that texting platform, you know, almost two years ago; it didn't work. Like the, we didn't, we got, you know, basically,



Ivo Draginov 55:35

It was a source code...



Jesse Burrell 55:35

It was a skeleton, and then tried to build on top of and it didn't work. You know, we lost money on that. We've lost money on, you know, multiple projects, but we keep trying, we keep learning, and we keep getting better. So, you know, like, my sister's, like, everything you guys do is great. I'm like, you just don't, I don't want to let you know, like, the bad stuff. Like, I try to have a positive mindset and, you know, focus on the good stuff. So you know, if we fail, we learn from that we move on. But, you know, she's like, everything is great. And I'm like, No, like we have we have tons of stuff that, you know, we have not done right. And we've learned and I think that's one of our strengths is we fail, we fail forward. And we make sure we don't make that mistake again. [Yeah.] But yeah, I mean, as and all of you guys that are wholesaling or entrepreneurs or you did your first fix and flip, it didn't go well. Like it doesn't mean don't do it. It means learn from what you did wrong, and then do better the next time.



Steve Trang 56:29

Yeah. Awesome. And guys, you know, there's still time to ask questions. We're not really getting a lot of questions here. But you know, feel free to ask questions, guys. Another thing you guys did, too, was you guys were able to get a commercial building.



Ivo Draginov 56:41

Yeah, yeah. So we burned it. Yeah.



Steve Trang 56:45

Oh, yeah. That's right. Talk about that. You weren't sure what that means?



Ivo Draginov 56:47

Sure. So we bought it. I'm not sure you or Annie found it. [It was me] You found it. And initially, we started looking for a rental space. And it was just so ridiculously expensive to just, you know, rent something for \$5,000 bucks a month. And like, we could buy that. And you know, our mortgage is gonna be cheaper.



Jesse Burrell 57:04

Yeah. I said, Hey, if we're gonna get married, let's get a house too. It was basically that I said, and because it was too expensive. And we had three year leases. I'm doing the math. I'm like, dude we're spent like \$100,000 over the next three years. Like, let's go buy something. And yeah, they looked at me like no questions like, done. Let's go look. [Yeah.] It's like, oh, that was easy. Cool. [Yeah.]



Ivo Draginov 57:23

Yeah, we bought it. We moved on pretty quickly. We, we got an offer, bought it, put in \$250,000 remodel in it, and then we refinanced it and got all the money out.



Steve Trang 57:36

Yeah, that's, uh, you mentioned \$5,000 a month, cuz that's exactly what I'm spending right now. So we got a classroom; really excited about the classroom.



Jesse Burrell 57:45

Yeah, so I haven't, I've got to see a little bit on social media. So tell us a little bit about your space and how are you going to utilize it, and what exactly is it for? Because you have a bunch of companies too, so what are you using it for?



Steve Trang 57:56

So what I learned in doing events, events generally don't make money. [Facts.] And the biggest reason why events don't make money is because they're expensive as hell. So we did an event, not the last one, but the one before we, we paid the bill, whatever it was.

And he's they always come with cost at least \$20,000. right for each event. And so we had our event, and we get an updated invoice after the event. And they're like, yeah, you owe us this much. Like, what are you talking about? And they're like, because it's \$30 per person per day for internet, you know, each day you're spending \$150 per head, right? And so they said, they charged they charged me like 900 bucks more on the final invoice. And that's like, what are you guys talking about? They say, Well, our manager came in and counted the heads. I was like, I have the receipts, like I have like the seating chart of where everyone's sat. And not only that, I've got video footage of the event, I can show you how many people were at the events. We had a fight with them for like two days, over \$900 that we didn't, you know, absorb or we didn't [account for]. We didn't account for, we didn't spend it. But like these are kinds of things, right? So now instead of spending \$20,000 per event, I can not spend that. And I have I don't have to worry about cost per internet, spending \$350 a day for a projector. And we can get nice food catered. Right, right and get, Fleming's is right down the street from my office.

J Jesse Burrell 59:23
I'll be a guest speaker.

S Steve Trang 59:24
That's appreciated, right? And then we got so we instead of getting a projector, like a 75 inch TV, we got whiteboards all around. So yeah, it's gonna be a killer setup for people that come in to, you know, come in, and we can instead of doing events quarterly, you know, there's enough demand, we could do events monthly.

I Ivo Draginov 59:39
Right. Money well spent. Good job.

S Steve Trang 59:41
Yeah. Thank you. Appreciate that. So okay, so we got some questions here. So Pedro, are the first developers you guys hired US based?

I Ivo Draginov 59:49
No. But if I had to redo it all over again, I would probably start with the lead developer. First, me and our both of our lead developers are in the US. Exactly,

- J** Jesse Burrell 1:00:01
But you get what you pay for. If, if you're paying someone \$12 an hour to develop a product, that's actually one of the things that hurt us at the beginning on Batch Lead Stacker, the logic for that was built off of cheaper people that didn't have the wherewithal to understand like, what if we grow? What? So like they...
- S** Steve Trang 1:00:20
They didn't have the foresight.
- J** Jesse Burrell 1:00:21
You know, the infrastructure.
- I** Ivo Draginov 1:00:21
They didn't have the foresight, correct. And
- S** Steve Trang 1:00:23
And, and that's the key of a good developer is like, not just building for today, but building for tomorrow,
- I** Ivo Draginov 1:00:27
Yeah, same like, if I'm building a house with, you know, two story house with 2 X 4s.
- S** Steve Trang 1:00:33
Isaac Ivelass, wants to know, are you guys coming out with a CRM?
- J** Jesse Burrell 1:00:36
No, never.
- S** Steve Trang 1:00:37
Never? That's pretty strong.



Jesse Burrell 1:00:39

It's on here. No. There's a lot of great CRMs. We want to integrate with CRMs, I don't want... The support and the, what we have to do to support our customers properly is already a lot. And I want to make sure that, that's one of the most important things, is making sure that we do that. Adding a CRM element is just it's taking it to a level to where I don't want the responsibility for every single thing you do. I'm okay with all of the lead generation, all that stuff, but for us, but I don't want to put someone into a box to where that they have to use our CRM with our products. I want people to decide and be able to use what they see fit. And that's just kind of what we came up with. And I really don't think we will.



Steve Trang 1:01:23

Gotcha. Annie wants to know, if you're starting with wholesaling, where would you start?



Jesse Burrell 1:01:30

Can she elaborate? Where would I start?



Steve Trang 1:01:31

How would you start a wholesaling business if you're brand new?



Jesse Burrell 1:01:35

I mean, we we talked about this a little bit last time, what would you, I'm curious?



Ivo Draginov 1:01:38

I mean, honestly, like, there's a lot of apps out there, like I always say, like Go Knock, that's why, like Batch Driven that we're renaming. That's why we actually built it. It's exact for the beginner. I mean, you can find, locate houses. It's \$50 bucks a month. I mean, if you can't, if you don't have that money to spend \$50 bucks a month, then I mean, that's a whole nother issue. But



Jesse Burrell 1:01:55

Gives them data to target leads.

I Ivo Draginov 1:01:57
Gives them, gives them data, gives them pre-foreclosures, you can go door knock if you wanted to. I mean, you can do a lot of stuff.

J Jesse Burrell 1:02:02
Virtually drive for dollars.

I Ivo Draginov 1:02:03
Virtually drive for dollars. So as long as you're proactive, like there's no reason you can't get a deal. [Yeah.] There's absolutely no reason.

S Steve Trang 1:02:10
That's great point. Annie, I don't know when the Meetup is starting again, I want to. I missed them. I don't know when that's... our Meetups are starting again. Devin wants to know, how often are you guys looking at a future vision for the company? You know, five or more years down the road?

I Ivo Draginov 1:02:27
Well, we do every quarter, obviously, in our meetings, but we haven't been able to project anything over a year to be honest.

S Steve Trang 1:02:35
Yeah, it's hard.

J Jesse Burrell 1:02:36
I think it's tough when people have this big five year vision. Two years ago, I could tell you, I didn't think I'd be sitting here talking to you about this and knowing about logic and a core API. You know, like, you just don't know, I don't want to box myself into something. That's why I really like quarters. You kind of project out a year. But I mean, we were, you know, just over a year ago, we're just starting to talk about a dialer. And we just, you know, got texting rolling, like, you just don't know where it's gonna take you to a five year goal...



Ivo Draginov 1:03:05

It's unrealistic.



Jesse Burrell 1:03:06

I don't like it. Maybe for a big company. It's a little bit different that you know, has 100 years of, you know, being in business.



Steve Trang 1:03:13

You can't predict five years. Five years is just kind of a, a hope, and that's really it.



Jesse Burrell 1:03:18

I think quarter by quarter and projecting out a year. Seems... can suffice. I mean, if you're like a real estate developer or something like that, you could say, Hey, this is, you know, we want to grow, grow, grow.



Ivo Draginov 1:03:29

I think it depends also, like, you know, how like, how much like you're pushing through and how much you're innovating as well. Because, you know, we said actually quarter goals in our March meeting, or March or April, we set yearly goals to hit this year.



Jesse Burrell 1:03:42

That was in January, and we hit our yearly goal in June.



Ivo Draginov 1:03:46

Yeah. It was I think even before that. Yeah. And it's like, Well, okay, we hit our yearly goal.



Steve Trang 1:03:52

Yeah. So that's important, you know, as far as I'm constantly updating it. [Yeah.] Ryan Zoltan wants to know, if you can go back and change one thing from your past with your business, would it be and why?



Jesse Burrell 1:04:02

I wish I could meet Ivo two years ago, or earlier? No. You go first.



Ivo Draginov 1:04:09

I mean, I think honestly, from my experience, like, again, like I've had, I've never had a partnership before. But I've just heard, you know, kind of stay away from them. That's just been my mindset, my thinking before this. I think the right partnership is can only elevate you. But again, there is a lot of like what you were saying earlier, is there's a lot of things that you have to checkbox, that you have to check, because the wrong partnership can obviously do the same thing.



Jesse Burrell 1:04:37

I think if I, what was the question?



Steve Trang 1:04:40

If you can go back and change one thing from your past and your business.



Jesse Burrell 1:04:42

So any of my businesses, realizing the importance of someone that does the hiring for you because I truly believe even more than ever, having the right people in the right spots is so important. And if you have, I think you're starting to learn this too, if you have someone that could constantly be looking for you and finding those right fits, I don't think anything is more important that position to be honest with you.



Steve Trang 1:05:04

I knew it. I just didn't want to pull the trigger on it. And so I pulled the trigger. God, why didn't I do this earlier?



Jesse Burrell 1:05:10

I think... but having someone have, you know, if you're by yourself and you know, you have to bootstrap it. But taking your time, you know, you may even want to pull away from some of the stuff if you do have a decent operation going but like, just don't hire someone to hire somebody. I did that too much like, Oh, they seem good. You know, I didn't think it

through, I didn't. But if you could have, or if you do have a partner and that's one of someone's core roles to do at the beginning. Hiring right is... you're just wasting time hiring the wrong people.

S Steve Trang 1:05:40
Yeah, it's good point. Will there be a trial... Mark Martinez wants to know will there be a trial period for the new dialer?

I Ivo Draginov 1:05:47
No, there isn't going to be a trial.

J Jesse Burrell 1:05:49
There'll be no trial. It will be... you'll get a demo and you'll be able to look at it. But I mean, none... there's not a single dialer that has a trial period. Like I can let you know it's amazing. We've worked our butts off on it, and you will not be disappointed signing up for it.

S Steve Trang 1:06:04
It's pretty strong. I'm, I'm a tough judge...

I Ivo Draginov 1:06:06
It's gonna be the best in the industry. Like, but guarantee you.

S Steve Trang 1:06:09
All right, these are bold words; I'll check them out. Annie wants to know which Lambo do I like better? I'll be honest with you, I like my Tesla better than both their Lambos. What's your next move in expansion?

J Jesse Burrell 1:06:21
Dialer.



Steve Trang 1:06:22

Dialer. After that dialer, I mean dialer is pretty much done.



Jesse Burrell 1:06:24

Dialer is other verticals. So getting into, you know, insurance people. So like our expansion now is, we want to cater to the real estate investor wholesaler, but I think our technology we're able to, to get to some realtors now. I think we've built some stuff to where realtors could see some use in our stuff and then getting into insurance and then starting to look into some other verticals. And then eventually on the dialer side, God willing it keeps keeps going great, is we actually want to have it be more of like in contact so any business could use it for you know IVR for...



Ivo Draginov 1:06:59

Yeah, like like, obviously anything that has inbound calls I mean, anything from inbound and outbound so you know, banks phone calls...



Steve Trang 1:07:05

You guys thinking about adding like call rail component where you guys lead tracking in there as well?



Ivo Draginov 1:07:08

Yes, we can. We don't have that currently. But But



Steve Trang 1:07:12

You said was the best thing ever!



Ivo Draginov 1:07:13

It is,



Jesse Burrell 1:07:13

It will be.



Ivo Draginov 1:07:15

Do you know a dialer that does that?



Steve Trang 1:07:18

I'm just telling you, these are features that I want, come on.



Ivo Draginov 1:07:20

Those are primarily like on the inbound side, though, and that is completely like on our, on our To Do, It just, it's gonna come.



Steve Trang 1:07:28

Fabian wants to know if he wants to be on a waiting list to hear about you know, your latest and greatest tools, where would he go?



Jesse Burrell 1:07:34

So for Batch Dialer, just got batchdialer.com BATCHDIALER.com. And you'll be on the waitlist, and we'll start calling people September 29. And that's the only way to get access, because we're doing this waitlist, for a couple reasons. The first reason is we want everybody to get onboarded properly and get the right experience. If we have a ton of people, there's a lot of interest, if we just let everybody sign up, they're not going to get the experience and onboarding and training they need to be successful on the platform. So that is the biggest reason why we're rolling it out slowly, because we want everybody that uses it and signs up to make sure that they're getting the full understanding of the product and the power of it to where they can be successful.



Steve Trang 1:08:17

Awesome. Aaron Johnson wants to know, now that, now that you have established such a strong partnership, what do you think the keys are to sustaining it?



Jesse Burrell 1:08:27

Sustaining it?

- S** Steve Trang 1:08:27
Sustaining it, a strong partnership? It's one thing to get married, how do you stay married?
- J** Jesse Burrell 1:08:32
Communication, understanding our roles, and our leadership, it's pouring into our leadership. The more we pour into our leadership team, the more pressure it takes off of us where, you know, there's, we just, we do a good job. Like I really, that doesn't even really cross my mind because I know how well the three of us work together. It's something special, like it really, really is. And I just think that, I think we're good man, I really do. I don't think that we're gonna have a ton of issues.
- I** Ivo Draginov 1:09:07
No, but like, like, I think the question is more so like, you know, like, just a general question for anybody. And I think like this thing, like knowing that your job role, like kind of what are some of the response, your responsibilities and sticking to those like, you know, like for instance, I mean, I can't just come tomorrow and just go not gonna go and hire somebody type of thing. The same thing you know, without like, you know, let's say leads who just do something without my knowledge type of thing. You know what I mean? So just knowing your knowing your responsibilities and staying kind of executing yourself. Communication basically, between the three of us
- J** Jesse Burrell 1:09:40
I say, as you grow and get bigger and checking your ego. Like this something is, I feel like that ruins a lot of partnerships. And I'm lucky to have like two most egoless partners in the world. But a lot of people there will... ego will get involved. Hey, I did more than you or I'm more important than you. We don't have that. Like I think I think all of us bring something so unique that... I'm appreciative. Like, if I start feeling myself, I'm like, Can you do this without them? I'm like, nope, shut up. I don't say it to them, but if I start feeling some type of way, I'm like, yo, you know, like, this is all of us. And it's not just the three of us. It's the whole team. It really is.
- S** Steve Trang 1:10:21
E2 REI wants to know, will Batch integrate for a DNC scrub besides just the litigators?

I Ivo Draginov 1:10:28
For a DNC scrub? [Mm hmm] We have a DNC scrub. It's not a core API. So we can, yes.

S Steve Trang 1:10:35
And Francisco, Joshua wants to know, will you be able to text while you call?

I Ivo Draginov 1:10:41
On the dailer? [I guess] Those platforms are going to be completely separate. But we will have a one-off kind of text functionality, most likely, it's not going to be enabled. But it's there. In the beginning, I mean.

S Steve Trang 1:10:53
So Isaac, great question here. I should have asked this question. What's the difference between the Batch Dialer compared to other dialers?

I Ivo Draginov 1:11:00
So there's, you know, I've used a lot of the dialers out there. And I think that every single dialer that I've used, I've used, you know, Mojo Call to Zen Call. I've used, you know, Five Nine as well. And there's just, for the wholesaler, and then even like the real estate, I see a lot of inefficiencies in all of these hodialersurs. I mean, I can start...

S Steve Trang 1:11:20
There's a lot.

I Ivo Draginov 1:11:21
There's a lot of inefficiencies, everything from UI, you know, user experience, or user interface issues to some of the integrations that they have. And that's what obviously, through our, you know, Batch Leads, you know, it's gonna be fully like, integrated. So you can just click a button, you can select your list, you can, obviously you can find your list, you can skip trace it, you can say, hey, I want to call every single distressed seller, you click a button, it goes into your dialer. And if you have a calling team, calling team or an agency calling or whoever is calling for you, you know, they can have that list in a couple seconds.



Steve Trang 1:11:54

Yeah. You know, what's crazy is like, with Mojo, they're basically printing money, because they're not just working with investors. They've been working with realtors forever. [Correct.] They have, they should have like no shortage of funds, but the fact that they still put up with their mediocrity... Like trying to listen to the phone call sounds like they're underwater. It's crazy to me.



Ivo Draginov 1:12:13

Correct. And that's from from the beginning, we started... we could have taken the easy route. And even the cheaper route in the beginning is where we can integrate on top of like, take like click on like Twilio, Twilio's platform. And those are some of... there's a billion dollar company, Cloud Talk that is running into huge issues now just because they've integrated, their platform was built on top of Twilio. Every time Twilio has an issue, they have an issue. There's a lot of issues with call quality, and they're a billion dollar company. And we decided from the scratch to just do everything. We own and control everything. I'll tell you, a lot of the platforms out there are built, built on top of a pre-existing, really old, like 19, 1980s technology from Vici. Dial. So like they literally using the shell of that technology. And they can, and part of the reason I believe is that they can't add on functions the way we can is because they're limited as far as the way this plat... platform was originally built.



Steve Trang 1:13:08

Gotcha. Um, let's see. Brian Bell, where should they find an integrator? That's a great question.



Jesse Burrell 1:13:19

That's just networking.



Steve Trang 1:13:22

You think it's that simple? I don't know. It's...



Jesse Burrell 1:13:25

That's that's a great question. This is when I wish Pace was here.



Steve Trang 1:13:30

Well, Pace was easy, he just came on the show. And then Cody found.



Jesse Burrell 1:13:35

I think just saying what you're looking for, you know, like, I'm all about putting something into the universe and it will come to you. Tell every single person that you're looking for an integrator, talk about integrators, like your mind is obsessed with finding an integrator, and I think, you know, The Secret type stuff. I think if you manifest it manifest, manifest it in some way, shape or form, it may not come exactly when you want it to, but it will come to you. And I'm a true believer in that.



Steve Trang 1:14:02

Let's see who is it that asked that question? Brian. Brian, post this question in the Facebook group because Kinh's actually hiring Integrator for us. We'll tell you our whole process and how we're finding one. We haven't found one yet.



Jesse Burrell 1:14:14

What are you guys doing?



Steve Trang 1:14:15

Looking for an integrator for MaxCashOffers.



Jesse Burrell 1:14:17

No, but what are you...



Steve Trang 1:14:19

So we've got the job description created using the Darren Hardy, you know, you basically describe the the big responsibilities, the mission statement, the 12 attributes, the core... the vital metrics, vital priorities. We define all of that, right, and we have to give that to Kinh, and then Max and I both have to take a predictive indexing. Here are the what the qualities is that will make a great integrator, and they take that down and they mix it. [Yeah.] And then we have a jotform that they... when we post it on Indeed, create a job description in Indeed, they click on that and then they once they fill out, they review the

Indeed ad, they click on the jotform they complete the profile, which includes their Instagram handles, their Facebook profile, so we want to stalk them to find out more about them. Find out more questions about them. We got three items in the checklist. You know, it says, you know, they understand that this is Phoenix, that have to come in, right, like this not a remote job. [Yeah.] But then after that, then they have to actually, [Jesus, a lot] they have to take a predictive index test. Right?

I Ivo Draginov 1:15:19
I'm surprised he knows all these those details.

J Jesse Burrell 1:15:20
Yeah. Since when did you learn all these details?

S Steve Trang 1:15:23
Well, these are, this is the high level part. Someone actually has to go interview them. So Kinh went and did all these things, right? [Yeah.] I had to be able articulate what it is that we want. [Yeah.] And so after they take the predictive index profile, Kinh looka at it and he sees like, does it a line up with the profile that we created with Mike McCloskey, that's what we use for at predictive index. [Gotcha.] But then after that, we like them, then Kinh screens them based off the job description we created.

J Jesse Burrell 1:15:52
So you're basically telling the, you know, people that are watching this right now [Yeah.] how important an integrator is into your business.

S Steve Trang 1:16:00
Yeah. Oh, absolutely. And that's that Kinh is basically, I brought him on as an integrator for our coaching program. But part of his description, it's like 20% is recruiting because that's part of having the machine work without the right people in the machine. The machine doesn't work. [100%] Yeah. Um, so what's the, what's the cost for the dialer? And what's the URL? Batch Dialer.

J Jesse Burrell 1:16:28
batchdialer.com. If they sign up, we're still playing with numbers, because we want to give

some specials for signing up, if you get on the list, you're gonna get a little bit different pricing than what it's going to be once it comes to the full public. So it will be something similar to you know, Call Tools or Zen Call. We're not going to be priced to where Mojo is where they're like \$150 for a multi-line dialer or whatever. [Yeah.] It will be something similar to that.



Steve Trang 1:16:29

Probably be slash red, right? Yeah. For the disruptors, like, so. The other question from Brian, is how do we date each other? I think that's, so what's the dating process for whether this is a good fit for a partnership or not?



Ivo Draginov 1:17:09

I think you mentioned a little bit.



Jesse Burrell 1:17:10

Yes, go ahead.



Ivo Draginov 1:17:12

Just work on deals together.



Jesse Burrell 1:17:14

So I all elaborate a little further. So I'm Anthony Pappas and Alec Lebeck are doing this right now. Is they signed a three month agreement to share ad spinners, spending on marketing together. Anthony's doing the acquisitions, Alec is doing the dispositions. And if they want to keep it going, they'll extend it another three months. Like they're just sitting there pooling their money together, saying, Hey, we're gonna be, we're gonna squat up and it's better to work together than try and do this separately. And I think that's, I kind of mentioned that to them. And I think that's a great way is me, Carlos, Sal, and when I was partners with Danny and Jared, we did mailing campaigns together, Carlos did the acquisitions. We did the dispositions, we split the cost, and we did that. We weren't gonna partner. So that's not really a dating phase. But that was a way to, for us to start getting more deals to start growing our marketing revenue. But I think what Alec and Anthony are doing is great. They sign a three, three month commitment, hey, we're going to split this stuff up. This is what you're going to do, this is what I'm going to do. And then you can see if it's a fit. If you guys make a little bit of money, and you're like, Hey, we obviously don't

work well together, then no harm no foul. [Right.] But, you know, I think they tend to work pretty well together. I have, I've already put money on them partnering.

S

Steve Trang 1:18:29

Yeah, and I would say that when you guys do decide to partner, whoever is listening, is make sure you get a great prenup, which is an operating agreement. [Absolutely.] So I want to make a couple announcements. So you guys think about the last message you guys want to leave the listeners with? Guys, if you like this, you got value, please like this, subscribe, share, comment, I would really help me get the message out to more people. And again, for those of you guys are interested in the special closer program that I created, is go, text closer to 33777. And join us next week, we're gonna have Wilny Guifarro (I hope I'm not butchering his name). Coming from Houston, he's gonna share how COVID actually helped him refine his business.

J

Jesse Burrell 1:19:11

Did the same for us.

S

Steve Trang 1:19:12

Yep. So last thoughts start with start with you.

J

Jesse Burrell 1:19:17

Last thought is, I mean, this was all about, you know, putting together the right team, the right systems, the right processes, it's... I think Brett said it great, because there's a lot of people that are just getting started, is don't try and be the CEO when you start. I wasn't the CEO when I first started. Know your job roles, do your job. And then when you're ready to hire you guys, make sure that you, you're hiring the right person instead of hiring a person. And I think that's just that's really what I've taken this year. Is like having such amazing team members and I'm sitting here dotting over them all day. [Yeah.] But it's it's just it really it really helps that much, man. I tell you, I've hired so many persons that we're not the right person and you're wasting time, you're wasting time, you're wasting time. Find that right person, or for the integrator, you know, date. And you know, that's where you could do, you know, a little three month agreement or six month agreement and see how it works.



Steve Trang 1:20:10

Yep. If someone wanted to get ahold of you, how would they do that?



Jesse Burrell 1:20:13

On Instagram it is @JesseBurrell. So my first and last name, Jesse Burrell.



Steve Trang 1:20:21

Awesome. Ivo, last thoughts.



Ivo Draginov 1:20:26

Set up your accountability chart and the, the accountability chart, just set it up. And even if you are like a solopreneur, you're going to be every single one of those boxes. Hire out like, like he mentioned, as as you need, you know, different so you can actually start getting out of the business. And then obviously, you're gonna start dedicate some time to work on your business, not in your business. And that's something that initially, I think that I was just so busy. You know, three, four years ago, I was just so busy working in the business, and I could never find the time to work on the business, I would literally schedule it on my calendar, work on the business and then start breaking down systems, start breaking it loose, start looking at the business from a higher level. Then you do it on a day to day basis.



Jesse Burrell 1:21:07

[Yeah.] Can I elaborate on my final last thought? [Sure.] Is I want to truly thank you for all the stuff you've done for us. All the stuff that you've poured into the community and creating the hundred millionaires, I almost brought my plaque today, and I was just gonna sit, set it right here. But you were a huge part of my growth. I've went to you for a lot of mentorship, maybe not as much business but personal stuff. And I'll just say that we greatly appreciate all you've done for us.



Steve Trang 1:21:33

Thank you. It's my pleasure. I mean, I love it. I I love what we're doing here as a community and you know, we're trying to be a role model for the, for the rest of the country. How can, how can someone get ahold of you?

I Ivo Draginov 1:21:43
Facebook or Instagram? @IvoDraginov.

S Steve Trang 1:21:49
No A.

I Ivo Draginov 1:21:50
No A.

S Steve Trang 1:21:52
All right. Thank you guys. Thank you for watching till next week.

I Ivo Draginov 1:21:56
Thank you. Thanks for having us.