

Amy Ransdell Shares How She's Steadily Building Her Real Est...

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people, nlp, talking, leads, absolutely, numbers, deal, listening, year, seller, license, learn, atlanta, investor, liability, broker, loss mitigation, find, short sale, niche

SPEAKERS

Steve Trang, Amy Ransdell

- S** Steve Trang 01:10
Hey everybody. Thank you for joining us for today's episode of Real Estate Disruptors. Today we have Amy Ransdell with Powerhouse and REVA[Global Real Estate Virtual Assistants]. She flew in from Atlanta, Georgia to talk about how she's steadily built out her real estate empire. 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 on a mission to create 100 millionaires. If you guys have been following me on social media, then you know that we we just finished building our classroom. For a limited time, we're going to be, going, we're going to have... give tickets to our one day all day training for anyone that buys or sells course. To see if that's something worth checking out. Please go to disruptors.com/max. And some of you guys may have noticed that we ventured off the reservation on skip tracing. So we went back to old reliable batch skip tracing. If you guys would like, if you guys like our show and want to support us, please go to our white label, which is SkipFast.com for your skip tracing. And as a reminder, again, if you get value today, please tag a friend, comment below, share this episode, that will help us a lot and help us with algorithms so we can reach more people. And this is a live show, so please ask your questions for Amy to answer.

- S** Steve Trang 02:18

You ready?

A Amy Ransdell 02:19
Um, I don't have a choice. Right. [We're here.] Ready? Absolutely.

S Steve Trang 02:23
Alright, so first question is just what got you into real estate?

A Amy Ransdell 02:27
So I'm, I'm going to get the real raw answer here. I didn't choose to go into real estate, real estate sort of chose me. I stumbled in. So like a lot of stories, my husband at the time was interested in it as a hobby for him. And so it was an opportunity to help him grow the businesses that he had. And so I did, I adopted it. And all these years later, he's not in real estate much as much as or as much anymore. And I stuck with it, right. So that's really it. It wasn't something that I chose, but I loved it.

S Steve Trang 02:59
So what were you doing before then?

A Amy Ransdell 03:02
Oh, well, so I have a corporate background and training and sales development. That was where I came from. But I was always an entrepreneur. So I had left that and was trying to start my own businesses when I met him. And so typical Miss Failure at the time, I was trying to be every hat in the business and didn't understand leverage or outsourcing or any of those things back then. So I was struggling. So when he came along with, you know, his hobbies and passions, and I'm a little type A, and I had a saw an opportunity to kind of dive in and do my part. I went that route. So...

S Steve Trang 03:32
Got it. So when was this?

A Amy Ransdell 03:35

This would have been 18 years ago, 19 years ago.

- S** Steve Trang 03:38
Okay, so what was it like, when you first got started? You mean so you loved it, what was it like when you know, when you jumped in?
- A** Amy Ransdell 03:43
You know, the funny thing is, someone was asking me out the other day. So as we look into the future of our market coming in the market this last year, and we're gonna we're gonna have this big shift in the market that's still that's getting ready to come, I think about my career and I've, I started in a shift in the market in 2001.
- S** Steve Trang 04:00
In 2001. [Uh huh] Okay,
- A** Amy Ransdell 04:01
And then I started, technically, right, right around that time and then I went through the 2008 crash, right? Like, I mean, I, I just I guess look for trouble and and decide to start when things are hard. What I loved about it at the time was that I had control, right? We controlled our results, and I really believe in being at cause, and that was a business where we could truly be at cause, right? And it just seemed it just seemed to work for us. So...
- S** Steve Trang 04:25
At cause?
- A** Amy Ransdell 04:26
Yeah, meaning that we control the results, right? Whatever I do, I can decide what I'm going to do with it, measure my results and get you know, that's important to me. So...
- S** Steve Trang 04:35
Well I mean, I love the part where you said you're finding trouble because that's really what we get paid for. We get paid [absolutely] to solve problems [We do]. So what was

your first deal like?

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Amy Ransdell 04:46

Oh gosh, so our very first deal we acquired by short sale in Acworth, Georgia, as a little three two on a slab. Typical little frame house out in Acworth area, for those that are listening from Atlanta know where I'm talking about. Got it as a short sale. And this one we decided to actually acquire it, take title, the whole deal, not just do a back to back. We were doing a lot of back to back closes at short sales in the time. This one we actually took title to and renovated it. It was our first actual renovation. And I'll never forget we did everything wrong that you could imagine to do wrong, right? And then we did everything right. So we had bikini girls out in the street for our open house, and we sold that girl over price. It was great. So...

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Steve Trang 05:24

So you talk about short sells. You're doing the back in 2001?

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Amy Ransdell 05:28

We were so from 2001 to 2009, that was our primary strategy and our our pre-foreclosure, or people with mortgage lates, that was our almost only funnel we worked for all those years. Like we just got niche specific, positioned ourselves as experts in that arena. So that not only did we have sellers wanting to work with us over everyone else, but all of our local colleagues would throw us on their deals too, because they didn't want to deal with them. [Yeah] And this one, banks didn't have loss mitigation departments, so we call them up and be like, "Hey, I want to do a short sale." And they'd be like, "Huh?" So we have power, right? We could teach the banks how to do the short sale and why they would want to, you know, do that. Why they would want to say yes to that; we could posture the result. So it was a lot of fun until other people started getting into the same niche. And it made things a little bit more wonky. And then of course, we had the 2008 shift. So...

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Steve Trang 06:17

Yeah, so you're doing short sales from 2001, all the way up...

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Amy Ransdell 06:19

To 2009.

S Steve Trang 06:20
Even during like the crazy appreciation time, you were still doing short sales?

A Amy Ransdell 06:24
Oh, absolutely. Because people still go into default, right? As you know, as you just said, right, we're solutions providers. And the reality is in any market, good or bad, there are people who have things happen in their lives that affect their ability to pay their mortgage, [Yeah] which puts them in that situation, right? So absolutely, it is a niche that applies in any market. Okay. Now, obviously, when the shift happened. 2007, 2008, 2009, right, then it was Christmas. I mean, everybody needed a short sale at that time. But But yeah, it's it's still effective niche even today.

S Steve Trang 06:52
Did you pick up even more market share at that point?

A Amy Ransdell 06:54
Oh, yeah. To the point of being a little overwhelmed. Now at the time, we were a loss mitigation firm. So we were investors, we would buy them, we would turn them, we would also process them for others and get paid, right? [Yeah] It got to a point where we knew the law was getting ready to change and we wouldn't be able to do that anymore. So...

S Steve Trang 07:11
The law where someone had to be a loan originator?

A Amy Ransdell 07:12
Yeah, a loan originator or an attorney in different states, depending on each state and how they interpreted the law, right? And there was a ...

S Steve Trang 07:17
Were you doing it in multiple states?

A Amy Ransdell 07:18

... at the time. We were. [Oh, OK] Yeah, Florida, Minnesota. Yeah, several places. So...

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Steve Trang 07:22

Yeah. I'm just curious, like, we got someone in our office that does them still. [Yeah] And yeah, that whole period where they had to become a loan originator, definitely adjusted everyone's business model very quickly.

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Amy Ransdell 07:34

Absolutely. And other things came with that too, right. I mean, like, just the reality of it, you couldn't do dry closings and back-to-backs, things that were that were very commonplace,

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Steve Trang 07:43

A to B, B to C

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Amy Ransdell 07:44

... needed to be different. And and that was fine. We had to adjust our model too. So now what I love to be, is I just love to be... the Dr. Seuss story, Horton hatches the egg. If anybody knows that story, it's this elephant, he sits on an egg and it just sits there and sits there and sits there and sits there until the egg hatches, right? That's what I call myself now; I really just want to be the buyer. And I'll sit on that contract, because I'm patient, and I understand the process. So I know how to screen which ones are worth sitting on. And I know how to help all the parties. It's no harm, no foul. If I don't get the short sale approved for me, what worked at I have? Not a lot. And at the end of the day, everybody will win because either I'm going to be able to buy that property or the listing agent and the seller will know how to proceed further. So it's you know, that's my strategy now, we no longer try to negotiate them.

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Steve Trang 08:27

Got it. When did you make that transition from the negotiating it to just waiting on it?

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Amy Ransdell 08:34

Up... really, honestly, around 2009, 2010. [Got it] So we had some people who were working for us doing loss mitigation. We basically camped them in an attorney's office

locally, and a couple of them are still there.

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Steve Trang 08:45

Got it. So you started in short sales, loss mitigation. [Yeah] And then at what, what was, you know, because we're talking about, like, you know, building your empire, like, what was the next venture after that?

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Amy Ransdell 08:57

I love that you say building an empire. I look at as, I'm still learning, right? I'm gonna learn forever. And I've made a million mistakes along the way, too. And I'm still making mistakes, and I'm still fixing mistakes. And like, that's part of what we do, right? I think that I never really looked at it myself as trying to build an empire. I've always looked at it as Okay, where is the market? Where can I provide a solution? That's what we do in business, right, we find a solution that's needed, we build around that solution. So that's really what I've done throughout the process. Until I've gotten to a place now where I'm very passionate about giving back what I've learned and so more of my inclinations and my love and passion now is more on the training and education side more than it ever has been. But you know that there's that transitional time, right? [Right] Um, I will say this right around the time that we quit doing a lot of loss mitigation was also around the time that I decided to go get my license.

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Steve Trang 09:50

You're doing the whole loss mitigation the whole time and never had a license.

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Amy Ransdell 09:53

Never had a license because at that, again, this is pre- [Didn't need it] It wasn't needed, right? You were allowed to be the buyer, and have another ... You didn't even have to have the typical listing agent on the front end. You could, you know, there was commissions that could be earned, there were loss mitigation fees that could be earned. There was all kinds of things that you could do, right? [Yeah] Plus you could sell it, sell beneficial interest, sell the option. There were so many other strategies that just are simply not possible now. So now, or I saw that opportunity, if you will, to have a license and monetize that end of the business. I noticed over those years, how many leads we would generate, that we didn't do anything with because they didn't fit our niche, but they fit other needs, right? So that opened the door for me to say, okay, we need to learn more about how to structure terms deals, we need to learn more about how we can list property that needs to go into

that bucket and you know, play the retail side of things. And the exposure you get with having that license is I think, a really great tool. So

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Steve Trang 10:50

So you're talking about, you're dealing with these short seller leads, and they say, Okay, well, maybe this one is not a short sale, this could be something that will take over creatively, or we'll list it. [Absolutely] So let's talk about that, because that's something I'm actually actively doing in my business, [Love that] where we're adding this component, where we're gonna say, okay, you know, this wasn't a wholesale. Do we want to do a sub two, wrap, whatever, seller carry, list? [Yeah] So what is that thought process? [Hmm.]

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Amy Ransdell 11:20

So I think it's a variety of things. I have the start with my my bucket of three, I always tell people, if you're gonna look at a deal, analyze it, and you're thinking about first, whether that's a good hold property that just go there, for example, right? And how you're going to acquire it. However you're going to structure it, will there'll be room to positively cashflow it, number one; number two, will there be equity if you're in a must-sell situation, right? Are there exit strategies that can be deployed besides the first one you thought of? I always tell people, that's the first bucket of analysis. But then you've got to go in deeper: what kind of equity is there in the property where that it could be structured, for instance, an owner finance or sub two? Is there you know, what's title look like? What is the situation with the seller? You know, obviously, there's ethics involved as well. [Sure] Right. And so I think there's many pieces to that pie as to whether or not a deal would work better as a sub to or wrap or maybe just a lease option, and then I do a release option wrap. I mean, there. It depends on the situation,

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Steve Trang 12:17

All sorts of different tools. Yeah,

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Amy Ransdell 12:18

I say it's like a fingerprint. I think every deal is just a little bit different. And so it's on you to understand how those mechanics work to decide which one to put it in. And sometimes you don't always decide the wrong the right bucket. But that's your goal.

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Steve Trang 12:30

Got it. So you get licensed and now you're looking all these different tools to help with homeowners. How long until your next venture [laugh] because and you know, I bring up the empire thing. And the only reason why is because Dave Day, right? [Love him!] He says, "Steve, have you had Amy on the show?" I said, "Who's Amy?" He says, "You don't know Amy in Atlanta?" It's like, you know, enlighten me. He's like, "She's like you, but a lot nicer and better at her job." I was like, "Okay."

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Amy Ransdell 13:02

Thank you. [Laughing] Oh, boy, I owe him a beer. Got it.

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Steve Trang 13:07

So. So what were the next ventures, you know, after after doing the realtor thing?

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Amy Ransdell 13:14

So, whoo, there's a lot in the middle of all that. About time that I got my license, I also became heavily involved with very large coaching program here in the country, a lot of people are familiar with. And we had several national blogs that we were running, and so forth. And all of that sort of coincided for me to do a lot with them that ran along with building some trainings for realtors on our team, and our acquisitions team. So I had several years where I'm just doing, you know, traditional teams, and our acquisition teams and allowing them to work collaboratively together, which is something I do even more so now than I did then. And I had this belief, I still do that, as investors, how we look at the market, how we market for deals, right, is so much better than agents are ever taught. And, and we know how to laser in and niche ourselves to get the actually motivated sellers in any price points and any area that agents, again, are never taught. And so to me, there's a perfect marriage between the two, that if you're doing investor-oriented branding and marketing and lead gen, that that's going to drive in a massive lead pool to support that traditional side of the business. And those of you that are listening that are licensed, understand that listings generate buyer leads, and so etc, just starts to create other pockets of income within the same brand.

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Steve Trang 14:33

Right, additional sources of revenue without any additional expenses.

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Amy Ransdell 14:37

Absolutely. Or another way to look at it is that my investment that I'm spending, that investment going out to generate the leads, what it converts into as business, the cost per acquisition per... per transaction goes down. [Right] Right. Um, so it just... to me, you're looking at a balance sheet, that just makes them so much more sense, right?

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Steve Trang 14:57

Yeah, and it's something I've harped on you know, every now and then, but no one really cares. You know, just there's this this, the realtor community and the wholesale community are very separated. And it makes no sense to me. [None!] Because we're trying to do the same thing, we're trying to find the sellers that want to sell, [yeah] but there's this animosity; I don't know how to get around it,

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Amy Ransdell 15:20

There is this weird animosity. And for a long time, it was oil and water, right? Like investors shouldn't have their license. And I'd always ask them, like, Well, why shouldn't you have your license? Well, if I have my license, I can't do A, B, and C? And my answer always was, well, if you if there's things you think you can't do with a license, you probably shouldn't be doing them. [Right] Number one, right. And then just again, there's this perfect marriage, we should be working together. I was at a mastermind a couple of years ago. And it was always, there's always, not very many girls, as one of the few women at the table, and I got pushed off to the very end to present like, Oh, she's just an agent and a woman where she's gonna say, I really that's how I felt the whole time. Maybe I was projecting, I don't know, but but my presentation was I took a lot of the numbers, the acquisition numbers that all the guys had shared and their conversions. And I layered on top of that, how many they could convert into the retail side and/or utilize the retail market to sell their wholesale deals. And just ran some like, you know, revenue numbers for them, to show them. Some of them, literally hundreds of thousands of dollars in revenue, they were not generating [They're just throwing away] Throwing it away. They're spending all this money on leads, just throwing money away. And I really had some jaw dropping moments from people at that table. I'm like, you wanted to all add a license to your teams, every one of you. So

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Steve Trang 16:32

Is that when you decided to open the brokerage?

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Amy Ransdell 16:35

No, no, I've been a brokerage model in different forms since I got my license. It was probably, I was less than a year in of having my license that the entrepreneur in me didn't want to stay in a brokerage. So I hired a qualifying broker and started one. Right. I will say that there was different morphed versions of that over the years. It wasn't...

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Steve Trang 16:57

Morphed how?

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Amy Ransdell 16:58

I was an independent brokerage with my own qualifying broker I hired, but owned it. And then I teamed up with another brokerage so that we were two brokers, they ran their division, I ran mine. I was there for a while. And then we went back to being an independent, completely independent, and I currently hold the qualifying broker hat, although planning to take that back off of my plate, and having someone else serve as qualifying broker and managing broker.

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Steve Trang 17:21

Does qualifying broker mean, like, the one that gets in trouble when things go south?

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Amy Ransdell 17:25

Shhhh. Yes. Which is what none of us want, right? I reject that. Let's not allow that to come into my mind, to my energy right now. But yes, it is the person that's ultimately responsible, and there is a lot that comes with that. So people who are listening, right, like if you're trying to make that decision as to whether or not you want to be a brokerage, for some of you, that's not the right fit. You don't need to carry that liability and expense of being an independent brokerage. You can simply park your license inside a brokerage, and do what you do. But make sure you're finding an investor supportive brokerage?

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Steve Trang 17:56

Absolutely. [Yeah] Yeah, I think that's something that people kind of miss. They can't find their investor friendly broker. I think, I'm convinced they're out there everywhere. But you got to go and find them. [Yeah] And I asked that question earlier, just because I'm the designated broker, and I can't, I don't believe I can find a broker as willing to take on the

kind of liability and risk that I'm totally comfortable with.

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Amy Ransdell 18:15

Well see, I'm comfortable with it, too. Like, we've just done so many transactions that like, nothing really scares me. And I tend to be a, I never say no, I just say, No, it can't be that way. Let's figure out how, right? [Problem solver] Problem solver. It's hard to find people who are who are resourceful and solution oriented, right? And so I get it, I feel you. Yeah, I'm sure I'll have the same challenge as I start to openly look.

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Steve Trang 18:39

Yeah. So you believe that, you know, taking that model where you're looking for distressed sellers, monetizing it on the back end through traditional means, if it doesn't go in the first bucket, when is wholesaling and flipping and buying and holding, like how does it all fit into this business?

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Amy Ransdell 18:59

Yeah, so the reality is, during all this time, I'm still an investor. And, again, everybody listening, everyone should be an investor. Like you, you have things you do that maybe generate income or build something that you're building that you're passionate about. But truly, you should also still be investing, right? And I'm not going to say that everything's always gone the right way over the years. [Yeah] It just hasn't. But, and I'm still learning, right? But I have actively done the things that I help others do. Right. So as an active coach and consultant and broker who's working with people in volume who do volume, I, myself have done a lot of transactions. So I encourage everybody that even if you're going to go the route of what I'm doing right now, you're still investing, right? So I currently have an acquisitions team. They have a pretty lofty goal I set them for the year... [What is it?] My goal. I hate to say this out loud of the universe. Of course, they would be like, "Yeah, let's do it." Our goal was to turn 100 houses in the next calendar year. Not all as obviously renovation flips. A lot of that would be going through some sort of a wholesale route or hold route or turnkey route. But that that was the goal I gave them so they'd have something to measure backwards from what their daily metrics need to be.

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Steve Trang 20:14

Got it. So on that know, you mentioned about the importance of lead systems, knowing your numbers, and the value of why it's important. You want to elaborate on that.

A Amy Ransdell 20:25
Do you love your numbers?

S Steve Trang 20:26
Do I love my numbers? No, I look at them.

A Amy Ransdell 20:28
That is the best answer. Okay. I still love that answer. Because sometimes I don't either. [Yeah] I looked at a report for the cold calling team as I was on the in the car on the way here, and I love this numbers. But I know you have to though, right? And I don't know how many people do this. But if you're listening, anybody that's listening, like you've got to go all the way back from what is your net goal for the year? And what does that translate into what you need to be earning, really, per day? Per project, per day, per average, per listing. And all of that affects every decision you make all the way down to how many records you're going to invest in, and what methods you're going to do to get ahold of sellers and how much you're going to invest to do that, right? So you don't know, was it one of my favorite Tony Robbins quotes is that, "You can't know what to do for the day if you don't know what you're doing for your life." Okay? So that applies in this, in this arena as well on a micro level. That how do I know what to do? How many people am I supposed to call that day, talk to that day, follow up with? How many contracts do I need to write per week to get the number of deals that I said I wanted to close? Like, if you don't know what that is, and you'll waste a whole day.

S Steve Trang 21:37
Right? So the prototypical, you know, you talk to someone that's listening to the podcast, hasn't done a deal yet. [Yeah] And a lot of people I talked to, you know, their goal, and I don't know where to buy real estate, but everyone's goal is \$100,000 in the first year. [Yeah] So what would that conversation ... let's just say someone your market? Okay, they say, "Amy, I want to do \$100,000 my first year?" [Hmm] So we're talking about numbers we're just discussing here. What would you tell that person as far as what they need to track?

A Amy Ransdell 22:08
Wow. And now, this is a it's a complicated question. First of all, I want to speak to the \$100,000. I think, working with coaching clients, Bob and I were talking the other day,

while the chance that we have at REVA Global that we were just kind of reminiscing about how many coaching students we've worked with over the years, and it's huge. It's like, you know, well over 1,000 students. [Yeah] So it's very common to hear that statement. And a lot of times, I think the six figure thing of \$100,000 is something that people fixate on because they've always been sub six figures, right. So it's that first round number that they go after. They don't really have a attainable or sensible reason for choosing it. And sometimes that's the first issue, is really getting in and kind of down into the dirt with them as to what they really want, which might not be the hundred thousand. So I just want to put a little balloon on that kind of hold that out here for a minute. Also, we have to sit and look at do a discovery session with them on how many... what's the resources, right? What is their experience? Do they have more time than money or more money than time? Those are all going to come into play to help them strategize a plan. And then from there, it's your local market. What is the average net per deal that you should maybe expect in your local market? If you're in the San Francisco market, you could turn one deal and make six figures, right? But if you're in my market, your average wholesale net, pre this crazy little market we're in right now, it'd be anywhere from like net net \$7,500 to \$15 grand maybe, right? So now, you know, if you're in my market, well, I got to do maybe 10 to 15 deals to get my net, right. And so now that means I got to close a deal per month. So if I'm going to close a deal per month, we work backwards from there to kind of figure out what how many people do I have to talk to, to get enough appointments to turn enough into a contract? And in the beginning, your stats aren't going to be great.

S Steve Trang 23:54
No, it's gonna be awful in the beginning.

A Amy Ransdell 23:55
Yeah, your conversions are gonna be horrible. So it is that, but that's there's a lot of variables there.

S Steve Trang 24:01
Sure. And so what are you finding? Because this is what we've seen is a lot of people have, you know, grandiose goals, and there's nothing wrong with it. I'm talking, I'm not even talking about the new guy right now. I'm just talking about the guy who's been doing it for a couple years. And and they're very revenue heavy. Not necessarily profit heavy.

A Amy Ransdell 24:19

Oh, yeah. Good one.

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Steve Trang 24:21

So what are you seeing out there like, as far as you know, just proximate numbers, people that come in and for coaching, like, you know, from... from the outside, it looks like they have a great business. [Oooo] But they don't really know their KPIs like they probably should, and there's some things kind of fall into the cracks.

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Amy Ransdell 24:37

They do and you know, even I sometimes will fall there, right. But I'm, I have a commitment to measuring right where that is. I think that's also just a growth -- that's a growth thing as well. As you transition in life and you grow as an entrepreneur into into the role of really what an entrepreneur is, which in my world definition of an entrepreneur is someone who is making money truly passively from assets. That not necessarily any earned income necessary have cashflow positive over their expenses. And they could go away for a year or travel to Indonesia or wherever and be gone for an entire year, come back, their business is still profitable and maybe has even grown. That's an entrepreneur. And most of us are not fully there yet. I'm not. I know that right? As my team is all texting me all morning. Like, I'm like, I'm not being an entrepreneur right now. Okay, so, so so knowing that, yeah, a lot of lofty goals, and a lot of people don't understand there's a difference between revenues, revenue, or income coming in, and profit. Right? And so you think you have revenue because you cash a big check from a wholesale deal, but you're not looking at how much... what your expenses and liabilities? Were right? What is your liability management? Right? Like, I have a couple things I'm doing right now, my liability management is really high. And that bothers me. So that's there's a, an effect on decisions to help us lessen that, and raise what we're earning from assets, so that that becomes better, right? I think a lot of people just, they're looking at the business as a hobby and a thing versus a business owner. And that's just a transitional growth.

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Steve Trang 26:08

What is liability management?

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Amy Ransdell 26:09

In my opinion or my, my definition? You know, if you have a lot of liabilities that are not generating profits for you, they're just purely liabilities, then that needs to be lessened. Right, that's just in my world, that's it simple. [So expenses] Expenses that aren't

generating something for you, right? I mean, like, for instance, I believe debt's a good thing, so hold your ears all my Dave Ramsey people. I love Dave, he's awesome. But and I think that there's some things we shouldn't have as debt. Right? Like, like a primary residence mortgage is not necessarily good debt, right? But debt on a rental property that you're leveraging for cash flow is good debt, right? So there is, you know, range of what a liability can be, is it good or bad debt?

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Steve Trang 26:50

Yeah. So I just want to harp on this or emphasize this one more time, because we're talking about the importance of knowing your numbers. I think it's really hard at times to know your numbers. But if you can develop the habit early, that's gonna help you set set you up later on.

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Amy Ransdell 27:07

Yeah. But you know what, it's hard.

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Steve Trang 27:09

It is hard. And it's not fun.

A

Amy Ransdell 27:10

No, no, it's not sexy. It's not fun. And for those of us like, I was a biochem major, who got an art degree, and worked in sales and marketing, right? Like, I'm that creative, kinesthetic type, like, no, whoo, I like color, right? You know. So looking at numbers like that, it's not sexy. It's not something that I want to do. But that's what discipline is, right? What's the definition of discipline? Is doing something that we don't like to do, but doing it anyway. Okay. And that's part of what your numbers are. And so make that something that becomes sexy for you. And here's the reality. And I have had to learn this the hard way. And I'm still learning it truly, and I'm just I'm a very transparent person. Is that you learn how money is a good thing. And making money makes things easier. [Oh yeah] Yes. So sometimes when we're starting out, particularly if we're at the very beginning of our jump into being solopreneurs, or investors and entrepreneurs, is that we don't have a good relationship with money. Right? [Yeah] And I've been there and so

S

Steve Trang 28:11

I've been there for a very long time.

A

Amy Ransdell 28:12

Yes. Um, so we have to learn and grow. And as you learn the value of what money creates for your life, the time freedom, it actually gives you the freedom of choice that it gives you, then you start to value the decisions that come to protect that happening, and then numbers become sexy, right? Reports become sexy, right? So...

S

Steve Trang 28:31

I actually look forward to it now. It's not fun. But I do look forward to it. One thing you were talking about earlier, before our... before you came in here, is you talked about NLP. [Yeah] And NLP is something I've studied. I wouldn't say I'm an expert by any means. I feel very comfortable with my sales, skills, sales training. But NLP, I have to ask you, since you, you said, you're good at it, where the hell do you read about it? Because everything I read has just been a transcription of Richard Bandler and John Grinder or whatever. Like, there's no like, book to read. Right?

A

Amy Ransdell 28:44

Okay, great. Um actually I can give you... I will actually... ask me later, I'm gonna give you a couple books that you actually would probably appreciate, because you love sales in negotiation type stuff. [Yeah] That would be some scripting things using NLP techniques that you will just get all excited about.

S

Steve Trang 29:27

Actually before you say that. Let me clarify for everyone, that's Neuro-Linguistic Programming.

A

Amy Ransdell 29:31

Thank you. Okay. Yes. So, and you guys can all go Google that and get on YouTube and find a million videos of people trying to teach different techniques within the world of NLP. And NLP goes way beyond language. It's something much, much bigger than even that. But yeah, there is some great content out there and I'm very blessed to have been a passion of something I've studied for most of my career. I studied it for sales reasons way back in the day and then

S

Steve Trang 29:58

That's the only reason I'm studying it.

A

Amy Ransdell 29:58

Okay, then I then I started to realize the other benefits of it way beyond that. It's great for mediation, negotiations, consultation services, it's across the board. And it's great for your own personal development, right. So I now do breakthrough coaching sessions with people who need to have a mindset and value shift in order to do well in their business. And there are techniques within the world of NLP that can take somebody in 24 hours and help, help them break through years of being stuck, right.

S

Steve Trang 30:27

I've seen that it's very therapeutic. And it really changed, like remove the brakes in there, inside between the ears, I've seen that.

A

Amy Ransdell 30:35

Yes, oh, it's so powerful! And as somebody that does breakthroughs with people, I will tell you as that person, as the practitioner, is probably our most exciting moment, because you literally watch their sensory acuity change. I mean, they they walk out taller and with, you know, color in their cheeks, and they're happier in the weight of the world is lifted, when they actually realize how to move past things that are stuck energy back in their past that is holding them back from understanding or being at a complexity of thought, to be able to have the solutions at the level they're trying to go to next. Because the reality is all of us can only do we only can work with the resources we have the time that we have them. And if we've never experienced having to do something at a certain level of complexity, we're not going to be able to do it. [Yeah] And sometimes there are just simply things holding us back from believing that we can, be a limiting belief. I mean, negative emotions and so forth. So I could go really deep, but you were asking about where to find information...

S

Steve Trang 31:31

What books, because I read, I picked up a few of the you know, the Bandler-Grinder books, and they're just not written well. [So I'll give you] So I recently read Words That Change Minds, which I thought was phenomenal. Okay, and then there's another one. I can't remember something about mouth, twisted mouth. Was it ...

A Amy Ransdell 31:48
Sleight of...Sleight of Mouth? [Sleight of mouth] Yes, Sleight of Mouth [that was good] is really amazing.

S Steve Trang 31:53
Yeah, Sleight of Mouth was really good. But that's it, that's all I could find.

A Amy Ransdell 31:56
So there's actually a good book on what's called Art of Persuasion by Rintu Basu. I actually suggest that one. It's a pretty simple read and you want to do it, you don't want to read it cover to cover. What you want to do is read each section, apply it, a lot, like for like a month, right, until it becomes habit. And then that skill will be installed. And then you can learn the next set of skills, right? [Yeah] But I also suggest if anybody's listening in, you have a real passion for learning about what we're talking about. If any of this has sparked anything in you, I'm very blessed that two good friends of mine started a program called Recalibrate 360, a couple of years back. One of the most comprehensive and powerful programs for adopting NLP into your business is their program. And so you can go through their program and become certified in it, if that's what you're what you'd like to do, or just simply learn it from them, right. And then, in the process of becoming a master practitioner with their program, you can even experience a personal breakthrough. And then they have programs above that, that are for entrepreneurs that are just amazing, right? And I probably have learned more about adopting NLP into what I do just by simply my interactions with them, because that's 100% what they do, right. But it's a game changer, for sure.

S Steve Trang 33:08
So, for those of us that heard us rambling about this for like the last five minutes, can you give them an example of what, how NLP would apply in our business? [Ooh]

A Amy Ransdell 33:19
Yes. Okay. So all of us. We're all talking to sellers, customers, clients, right? I don't care an agent or investor either way, you are having to talk with people. And in that process, sometimes we don't know how to either -- there's several things -- A) build rapport with them at a higher level. And in order to build rapport, you need to learn some skills about watching them and how they speak and act and talk that you can use to get into instant

higher level rapport. When you're in rapport, then you can help get to agreement, right? You can't ever get an agreement, you will be in full resistance if you don't build rapport. And NLP will give you master key skills to do that. [B] Another thing would be learning people's decision strategies. NLP teaches you ways to watch how people... how to ask questions, and how to watch people's responses to determine what their decision strategies are. And if you know what those strategies are, then you can present your solution to them in a way that matches their strategy. And so again, you stay in rapport and agreement, right? Um, so just those two things, if you could imagine sitting in front of sellers and doubling your conversion rate with them, just by those skills alone. [Yeah] Then it's worth doing it.

S

Steve Trang 34:34

Yeah, there's certain things you know, when you're meeting with somebody, where you just don't like them, and you don't know why. It is, that it's cognitive dissonance is what it is. Right? And NLP basically removes that hurdle. [Yeah] It doesn't make you superhuman. It just reduces the things that you're going to screw up to destroy rapport.

A

Amy Ransdell 34:53

It does. If you... one of the presuppositions of NLP is to understand that everybody has a different model of the world and to accept that. You start... you learn to really see people differently. I'm going to, so now when I look at someone who annoys me, I just immediately decide what value level they're at, how they see the world, how they respond to things. I'm just measuring them now. Right? Now, I will say this though, to everybody listening, if somebody really annoys you, it's likely there's something in you that you see in them that you don't like about you, or that you need to learn that you haven't learned yet. And so you're probably projecting just a little bit. So also take a little moment to have a learning, right? But yeah,

S

Steve Trang 35:29

That kind of goes back to like, if everyone you know is a jerk, it might be you.

A

Amy Ransdell 35:34

You're the common denominator, just saying.



Steve Trang 35:38

Okay, so another thing you were talking about, because you mentioned REVAGlobal, earlier, you mentioned Bob Lechance. [Yeah] So transforming, transformation from creating a job for yourself to entrepreneurship through outsourcing. [Yeah] Can you elaborate on that?



Amy Ransdell 35:54

Absolutely. So REVAGlobal that we've mentioned a couple times, so REVAGlobal is a virtual assistant company, right? Bob Lechance is the CEO and Founder, and it was founded on the principle of, again, providing a solution. So we saw an active need, by lots of coaching clients and small business owners within our niche, that were struggling. They would... law of the lid, they could only do so much in a day themselves.



Steve Trang 36:20

My favorite law.



Amy Ransdell 36:21

Yes. I say it all the time. So I hit that lid recently with something. But, we would see that, right? And so they would want to do more, but they couldn't get past the hours in the day. And/or we would watch them do what I call MWAs -- minimum wage activities. And what they would expect the hundred thousand dollar paycheck for the year, but they would be doing MWAs all day. And so again, creating their own cap, right. And so we were like, Well, how do we solve that. And one way to solve that is to provide them dedicated, consistent people doing those MWA activities for them, so that they have more time to do the highest revenue generating activities and most important decision making activities for their business, or what their strengths are, not their weaknesses. And that's where REVAGlobal was born, was with that mission, right? And so we treat our VAs the same way. We want to provide them freedom and growth as well. So it's kind of a it's a beautiful win on both sides. And a lot of our clients, that's what they're coming to us for is, you know, I want to go from 10 closings a year to 100 closings a year. Well, how are you going to do that? You're going to have to get lean, you're gonna have to control your expenses, but still do a lot more production; that's going to require dedicated, trained help to do that.



Steve Trang 37:38

Absolutely. You want to elaborate for people that are just listening what the law of the lid

is.

A

Amy Ransdell 37:44

So the law of the lid. Now, John Maxwell, who wrote the 20 is it 25, 20, repeatable laws of leadership? [It was 21.] 21. So one of his laws is law of the lid. And in his book, he's talking about leadership. So he's saying, you know, that the highest the leader goes, and this is this applies to mindset, skill, experience, commitment, discipline, habits, right? At the highest the leader goes as high as anybody they lead can go, right. So the leader caps that. But that law of the lid can apply it in lots of ways. And if you just can imagine, you know that if you're a solopreneur, right, then what you can accomplish in a day is your lid. [Hmm] Right, unless you find a way to do more, without doing it yourself. So...

S

Steve Trang 38:30

Yeah, and I think for me, the law of the lid, maybe is a positive thing, right, you got to push yourself, whatever. The way I always look at it is I operate from that state of paranoia, is that I always have to get better. [Yeah] I need to get better every day. [Yeah] Because if I'm not, then the people around me are gonna leave. Like why would they stay with someone that can help them get better?

A

Amy Ransdell 38:49

Oooo, or, or has, I love what you said, you have... you personally have a commitment to growth and getting better, right? That's a beautiful thing. That makes you an amazing leader. Because you're vulnerable and humble enough to say no, I don't know everything. I don't know everything. And I make mistakes and learn all the time. I learned a really weird fact on the way here today from the Uber driver. But I have a commitment to growth and learning and that to me is the most powerful leader because you're willing to say, I'm going to... they're going to watch you have that habit and that commitment. Right. I love that. Yeah.

S

Steve Trang 39:22

One thing that we were also talking about earlier is the work life balance.

A

Amy Ransdell 39:27

The hope. [laughs]

S

Steve Trang 39:29

You want to share what your experiences because, you know, you're talking about again, you know, we're trying to do some more things you know, we get all our hands and multiple piles. [Yes] are trying to... there's all sorts of revenue opportunities in our industry. There's no shortage of opportunities. [No] And so we're, you know, we're again, we have our hand in many jars. And, but we also have families. [Hmm] So you want to talk about work life balance?

A

Amy Ransdell 39:54

Which by the way, I love your posts when you share them with me. Um, I don't... Wow, so first... Ugh. Balance to me is a myth, right? I don't believe anybody has truly balanced, but I do believe in having a commitment to living in ecology, right? That I don't want to live in such or make choices in such a way that aren't good for my family. They have to be good for me and good for my family. If they're not good for both and good for my team and my society in the world. If they're not good for all of that, then I probably shouldn't, or can't do it now. Right? balance does require discipline and being cognitively aware of, are you there, right. And that's, I'm not gonna be, I'm gonna be real and say, that's very difficult. In my roles, I am a single parent as well. So it's, I, I am literally the only voice they have for anything they need, my children. And so you also have a hierarchy of priorities, and establish a world around you that respects those priorities. Right. So my team and my, all my agents are me, they all know when my hierarchy of priority is, and it's my children first, right? I love them. I love you. But you know, I Mom, I'm a mom first. So...

S

Steve Trang 41:10

Yeah. I tell my kids, we will have a love-hate relationship. I love them. From 6 am to 10 pm, they're beautiful. They're, couldn't ask for more. 10 pm to 6 am it's like, really? Get it together! [laughter]

A

Amy Ransdell 41:25

Suck it up, Buttercup, I'm not available. Yeah, that's funny.

S

Steve Trang 41:31

So going back to our comment made earlier about your hand in the cookie jar. This is something I'm struggling with myself, personally at the moment, is how do you say no, when you say no, like, because you kind of touched on a little bit, you know, you've got

your hierarchy of priorities. But saying no is something that's...

A

Amy Ransdell 41:46

Oooo, so one of my favorite things, and I have a shirt that says that someone made me, "saying no is saying yes to me". Right. So we have to have, there's you know, shiny pennies and squirrels everywhere, right? There's fires to be putting out everywhere. And you're right opportunities do come along, challenges come along, regrets come along, things happen, right. Um, I think you have to have a very clear filter for what you want. And I don't mean materialistic type stuff, although that might be part of it. But even if you're wanting to go buy things, there's probably something underneath that that's really what you want. It's probably some way that you want to feel about you or feel about your life. And I think doing a lot of work on what that is, so you can set your intention on that, becomes your automatic "No" filter, right? No, I don't have any qualms or feel bad about saying no to people or things or opportunities, because I am able to decide if it's going to move me closer to what I want.

S

Steve Trang 42:46

Yeah, I don't really have a hard time saying no to a lot of things. But there are so many good things that keep coming up.

A

Amy Ransdell 42:50

There is, like I'm here today! Like this was, but this, this fit within something that I love, which is a passion of helping others rise. And so this fits. So to describe like you said, this stayed in my filter, right? Yeah,

S

Steve Trang 43:05

Exactly. So Fogtown King wants to know, in your opinion, where do you see the real estate market looking like next year in Atlanta?

A

Amy Ransdell 43:15

Ooh Ooo. Okay, so Atlanta specifically for those listening. I'm really proud of our city. What it was back in the 2008 crash is very different. We weren't well insulated then. This time around, we have a lot of good things going for us. We have a great park system, the beltline system, we have a lot of industry that has moved to Atlanta in the last few years and committed long term, whether it's the movie industry or other Inc 500 and

companies. [You've got the Georgia peach everywhere.]

A

Amy Ransdell 43:47

We have peach trees everywhere. Oh my gosh,

S

Steve Trang 43:49

I'm talking it's always that Georgia peach in those movies.

A

Amy Ransdell 43:51

I know, isn't that great. So we love that right? And we get my take my children down to watch the zombies walk by with Walking Dead. It's great. But I don't... that's insulated us. We have, you know, Amazon's put a ton of distribution facilities around the Atlanta area. I mean, there's just so many commitments by Inc 500, even Inc 100 and up companies who have put headquarters there, major, major installations and entitlements that they've invested in there. So that's helped bring a lot of stability to Atlanta. And you add that to the fact that Atlanta back in the 2008 crash where, the real estate market, the bubble, the worst part of this country was in Atlanta. [Was it?] Yeah, so the headquarters of the FBI for dealing with mortgage fraud and appraisal fraud for the country was in Atlanta, right. And it's because of the... it was just so rampant there, right. So when you added, you know, borrowers who were borrowing on crazy, crazy, you know, non no credit, no doc type stuff. [Ninja loans] Ninja loans, like that. And lots of appraisal fraud. We had huge pockets of Atlanta that you know, just crashed right? I don't have that this time around this time around. We have borrowers who are going to go into into default this year, but they were good credit borrowers, right? So it's a different it's a different game, and there's no equity. There's no non-existent equity thing like we had done. [Yeah]

S

Steve Trang 45:12

So for those guys that weren't around during that time, Ninja loans is actually a technical term. And that was stood for No Income, No Job or Assets.

A

Amy Ransdell 45:24

Listen, I can attest to having short sales walk into my office, and it would be somebody who had a questionable job, and somehow bought five houses. I'm like, you know, it was crazy. But you know, this.

S Steve Trang 45:38
That's what happened back then. So Paul Babasato has a question which I think your REVA... REVAGlobal site may answer. What do you suggest, getting studied deals before outsourcing, or outsourcing from the start?

A Amy Ransdell 45:52
Oooh, okay. So that also, honestly, if I was your coach, that comes back to sort of what your goals are, what your current resources are, right. And if you came to me, and you had no money and savings at all, and you have this lofty goal, but you have no money to spend, you're gonna have to go out and hustle the streets before I let you outsource, right? If you're somebody that's already that... that's well padded, you have six months of reserves, and you're really committed and you've got money budgeted to invest in your marketing and invest into your lead generation, then I'm going to have us probably start outsourcing from the front. Okay. So it's different for who, depending on who you are and what, what what your situation looks like.

S Steve Trang 46:26
It's a very responsible answer. That's not what I did. So I just put everything on a credit card.

A Amy Ransdell 46:32
No, I actually okay. Honestly, seriously, guys, but you know, what you had? Not that you had reserves in place, right. But you had resources available to you and you made a calculated risk, educated decision. Yeah. Sort of.

S Steve Trang 46:46
No, not really. [Okay] Well, I'm just... I just have a super high risk tolerance. Before real estate, I was a failed poker player. So

A Amy Ransdell 46:54
Oh, my gosh, I love that!

S Steve Trang 46:56

But you know, I tried going pro in poker; I didn't work. But risk reward is something that we got to calculate all the time.

A

Amy Ransdell 47:02

We do. But you know what, as we grow, just being honest, Hey, guys, if you're, if you see yourself one day, being an entrepreneur, I tell you what, you're going to go through a little phase of your life where you're going to be a cliff jumper too, right? Like my friends described me that way. Like you just jump off cliffs. You don't have the feathers, or the glue or anything to make the wings, but you somehow find them on the way down. I'm like, yeah, well, but I'm committed that I know where I'm going to go if I jump off the cliff. So I'm committed. I'm, I know I'll find the resources, right? Um, so I'm a little bit of a risk taker too.

S

Steve Trang 47:31

Yeah. You know, it's interesting. I was in a mastermind this past weekend. And someone made the comment. It's like, you just got to jump off the cliff and build a plan on the way down. And someone's like, well, we can't figure it out. And my friend, he was like, Well, if you crash, Get up, brush that fire off and go do it again.

A

Amy Ransdell 47:50

Absolutely. Not to be as graphic and I'm like, literally saying blood and like your point, put your bones back together. But I'm in my head. But I tell my team this all the time. Like Listen, a big, heavy Boulder. That's your goal, right? This big, heavy boulder like, it's inert. If you don't push it, you got nothing honey. You gotta push it somewhere, like you want to start rolling down the hill, you know, you got to give it some up. And it's if you just never jump off the diving board. If you never jump off the cliff, whatever, helps you visualize that. If you don't do it, you're never going to go anywhere. It's like the guy who wants to lose weight but never leaves, never leaves the couch. Right? It's that type of thing.

S

Steve Trang 48:25

Yeah, it's Zig Ziglar. You got, you don't have to be great to start. We got to start to be great. [Yes, love that] So Marcos wants to know, what are you doing right now to generate leads?

A

Amy Ransdell 48:36

Ooh, very good question. Several things. Okay. Currently, my... myself personally. So at REVAGlobal, we have a cold calling team called Zeal Dialers that we built as a line of business about a year and a half, two years ago now. So I actively have that team making outbound cold calls for me in volume. We have another team at REVAGlobal that is in partnership with Launch Control. Some of you are familiar with that platform, which is a text message platform, SMS platform. And I use virtual assistants to do that texting for me using our scripting, right. We actually have them weekly doing sales and negotiation training, because I'm very passionate about that with all everything we've described earlier with NLP and everything. And we're actually honing their skills. And so they do all of the text message conversations and the follow up negotiations until an appointment is set for our acquisition team. [Yeah] And then we're also simultaneously doing direct mail. I will say this to everybody listening in my personal opinion, you know, when cold calling and text messaging and so forth, I'm 18 years in, right, different types of things become the thing of the moment. And so there becomes more and more volume of that happening, right? So you always want to be paying attention to that. So where we're getting kick... kick... or killer results with both cold calling and the text message systems. I also believe that as the year goes along, we're going to have to get back to being on the street and knock on doors, and it's going to have to become come back to our systems which is not necessarily something you automate or outsource so easily.

S

Steve Trang 50:02

You have to scale it, slowly.

A

Amy Ransdell 50:04

But I see us a trend of us standing apart from the virtual guys as being a real phase that can really shake their hand and really sit at their kitchen table. So I just want to kind of bring that up that I believe that something people should start considering making a piece of their of their structure. ,

S

Steve Trang 50:20

Yeah, makes total sense. Kevin Summers wants to know, if you have a realtor in your wholesale team, how do you share his listing revenue if you are not licensed?

A

Amy Ransdell 50:30

Okay, well, a commission cannot be paid on unlicensed individual, period. Now, that being said, if you're a wholesaler, and you're generating leads, and you're not licensed, you can become a lead provider, and you can sell leads. And if it's set up as a company with a structured lead purchase-type scenario, that's possible, right? Realtors listening, we all know we can go buy leads. It's the same thing, right? So that's one route, you just can't share revenue, it can't be a profit share, or, or a percentage of commission [Yeah] from licensed and unlicensed.

S Steve Trang 51:04
Cannot be correlated in any way whatsoever. [Right] It's got to be flat fee per lead.

A Amy Ransdell 51:09
Flat fee per lead, and it can't ... right, and there's no ebb and flow to that. It's a it's a true lead purchase flat scenario, not at all connected to profit, absolutely.

S Steve Trang 51:18
Per lead, not per deal.

A Amy Ransdell 51:20
Absolutely, absolutely. Which means that you might sell 10 leads, it turns into one listing for that agent, or whatever. But it's whatever, just don't, don't try and don't try to do it under the table. I see people doing that stuff all the time. And it's not, it's not good.

S Steve Trang 51:34
Someone's gonna get in trouble,

A Amy Ransdell 51:35
Someone's gonna get in trouble. It's one of the things with my agents who are my... my licensed investors. My license investors will do a lot of what we call personal transactions, and the real estate commission requires that we have notice to the broker and so forth. We have a whole process, an online form and everything they have to do with me, so that I know what they're doing. They have to turn in the settlement statements to me, and the contracts. Because one of the things I'm looking for is did somebody get paid that shouldn't have? And how did that happen? And if it does, then there's immediate

disciplinary action, right? So just

S Steve Trang 52:03
Because you're on the hook for it.

A Amy Ransdell 52:05
Well, or yes.

S Steve Trang 52:06
Multiple people are on the hook for it.

A Amy Ransdell 52:07
Exactly. And I want to see them sustain their businesses, not cause them some trouble.

S Steve Trang 52:11
Yep. Samuel Velasquez wants to know how much should... How do you determine how much you should net on a wholesale deal in their respective market?

A Amy Ransdell 52:21
Oh, that's such a hard question. So I'm, okay. Don't be greedy. What is it? What's the phrase? You know?

S Steve Trang 52:29
Pigs get fed, hogs get slaughtered.

A Amy Ransdell 52:30
Yeah, there we go. I should have said that with a Southern accent. I try not to talk to Southern when I'm in a podcast. I would. Um, so yeah, don't be overly greedy. Here's the, here's something, I just want to say. You have a responsibility to the seller who you're going into contract with to perform at what you said you're going to do. If you don't perform, and you back out of a contract just because you don't have a buyer, not for any

other material reason, then you're a straw buyer; you shouldn't be doing that. Okay? So you need to not be putting properties under contract and then trying to sell them at such large spreads that you eliminate you performing. Number one, right? And then number two, you also have a responsibility not to necessarily equity strip from a seller. And you know, I mean, not to say that sellers, if they're if we're not holding our hand behind their back, and they agree to sell at a price that you're able to get a big spread. I mean, there's nothing wrong with that necessarily. But just again, use your, I don't know, use your heart and your mind to be smart about it. [Right] It's really where it comes down to.

S

Steve Trang 53:30

Absolutely. Let's see. Somebody already asked that question, what kind of marketing to do, so those are most of the questions. Guys, please feel free to answer ... ask questions, fire away. So right now, what is your, you know, you're talking when you're using REVAGlobal, What is your monthly marketing budget?

A

Amy Ransdell 53:53

Ooh. Right now, it's kind of high. For me anyway. We're right between \$4,500 and \$5 grand a month that we're spending all total so that, [that's not high] Yeah, it's not too bad. I mean, that's not... It's a high volume amount of direct mail, honestly. And I know yeah, there's I've got friends who spend \$20,000, \$30,000, \$40,000 a month. So yeah, you're right. But to me, it's a little high for me. And the reason I'm going to share that is that I've got a little complacent the last couple of years, having been around a long time generating leads was it has been easy, and having people just kind of drop referrals and leads in my lap. It's been great, right? Okay. So when we set out to restart the acquisitions team at the structure that I've done before, and really kind of make the structured team, we had to come back and reassess adding a direct budget for that. Right. So, and I will say, part of the reason for my budget is being controlled also is that I'm obviously have some control over my costs with REVAGlobal and so forth. They key with everybody though, as we look to increase our budget, which we will be over the next year, is just again measuring, am I getting results for it? Don't just throw spaghetti against the wall. And...

S

Steve Trang 55:02

Yeah, that's it goes back to the KPIs were talking about earlier. [Exactly] What is your Why?

A

Amy Ransdell 55:07

My Why? Outside of my, my littles? My three little although one's not so little, he's 6'3" and 20 years old now, but. Outside of my family and wanting a beautiful life for them right, and I have a very clear vision of what that is. I really have a passion for helping others rise. Our clu... our core value in our office, besides us using the phrase BePowerhouse is a phrase of what's called Collective Rise. And it's basically the belief that if I help you rise, I'll rise in the process, right? And so it's this beautiful collaborative thing that some people like, Oh, that's rose colored glasses, hat doesn't really work. But it does. [Absolutely does] Absolutely. And so we operate that way as a group. And to me, as I continue to look forward in my life, that's what I want to be really known for was the number of people I was able to impact in a positive way and help them rise. And that's as individuals personally and professionally. So that's, that's really what it is.

S

Steve Trang 56:10

Awesome. What is your biggest struggle right now?

A

Amy Ransdell 56:12

Biggest struggle? Honestly, it's a question that you asked earlier, which was about balance. I would say being just utterly honest this year with COVID and all the adjustments that that put into our lives, I was, uh, had created a lot of momentum. And a couple things I was doing was very excited about those things came to a screeching halt. My children being home, virtual learning added to our world, I'm now a homeschool teacher on top of everything. All right. So I would say right now that's truly Yeah, biggest struggle is making those adjustments.

S

Steve Trang 56:47

Yeah. And that's a struggle. Our home is not as, not as, it's not as tough because we have more help. But man, it is definitely different. What is your superpower?

A

Amy Ransdell 57:00

Oh, my, well, my son thinks I look like Captain Marvel. I love Wonder Woman. [That's awesome]. I know. He's like, Mom, you wear leather jackets, you have blonde hair. I'm like, Okay, I'll take that. It's fine. Um, my superpower. Oh, no one ever asked me that question. Um, I don't really know. I would love to ask other people that. I think it'd be really fun to see what other people said about me. But

S Steve Trang 57:29
That's a great exercise. Have you ever gone through strategic coaching, unique ability, that kind of stuff?

A Amy Ransdell 57:35
Yeah, a little bit.

S Steve Trang 57:36
Yeah. So I mean, that was one of the exercises and trying to figure out your unique ability was saying an email, I can find, you know, send me quite an email or message later, I can send a template. [okay] But like you sent it to like your six closest people.

A Amy Ransdell 57:49
Oh, and get them to give me that feedback.

S Steve Trang 57:50
And they'll give you that feedback. So

A Amy Ransdell 57:52
So I recently did, not that that particular forum, we recently sent out to our powerhouse group, we have, what we called the BePowerhouse community. And it's a paid, paid membership coaching community, and then our agents are in there and so forth. And we send out a like a feedback form, testimonial form. And I did ask them, specifically, about certain things. And one of them was what do I provide you? Because I was looking to see, you know, like, what would, you know, what would they really say? I don't if I got truly honest answers, I think everybody was trying to be nice. But, But even that was helpful.

S Steve Trang 58:24
You gotta make it anonymous. [laughs] What did they say?

A Amy Ransdell 58:28
What did they say? Oh, a lot of positives, a lot of positive responses about the quality of

the value of the content that's provided by what we do. And that was, that made me... made me happy, because that's part of what I love.



Steve Trang 58:40

Yeah, that's awesome. What's the greatest lesson that you have learned?



Amy Ransdell 58:43

Greatest lesson? Oh, I'm still learning. The greatest lesson, and you think this is a common sense lesson, and we would all know this, but I think we grow up to a certain point where it becomes really real. And that is that I mentioned earlier, in the very beginning that I'm at cause, right? Is learning that no matter what's happening around me, I'm 100% responsible for me. And I can only control what's controllable in my space. Right. I think that was my number one biggest lesson was to not keep looking for other reasons that things don't work, or didn't happen the way I wanted it to, and instead, bring it back to me as the ultimate responsible party that made the decisions and the choices and why and where did it come from? And I know that again, sounds like a common sense thing, but



Steve Trang 59:34

I don't think it's a common sense. I think it's commonly said, I think there are a lot of guys that we follow that will say that. But I don't think everyone's bought into it. And I think if everyone did buy into that the world would be a much better place.



Amy Ransdell 59:47

I do. Absolutely. And I think I wouldn't have made some of the mistakes I've made in my career had that been something that I was truly operating by as a core value. Right? Absolutely.



Steve Trang 59:58

So we want it to Flagstaff this past weekend, to go wash the leaves change colors, something my wife's really passionate about. And for me like leaves are leaves, and my daughter, my oldest daughter is the same way. And but you know, we went as a family trip. So it was me, my wife, my three girls in the backseat. And then my parents and her parents, you know, we took two cars. And before we left, I texted my dad, the place we're going to. I never told them, this is we're going to, I just texted to him and just, you know, as a visionary, just assume that he would know. So we were going. [Okay] But I had also

emailed him something the other day, with different locations. So in his mind, that's what we're going. [Ah] And so we're going up there, he's behind me. And I made a left turn. And as I was making a left, it turned yellow, so he didn't make that turn. So I call my mom and say, "Hey, we're taking 89 North. So just I'll wait for you on the side on 89 North." I hear her repeat that to my dad, 89 North. And then he proceeds to go 89 South because that's what the GPS says. [Oh, no] And so we're waiting. And as we're waiting, I become more irritated, more flustered, annoyed, and so on. I'm thinking like, Why did my dad not just listen to my mom? And as I'm up as I'm upset, my nine year old in the back can hear me talking to my wife about this. And she says, "Well, why is that grandpa's fault? Why isn't that your fault?" It's like, damn it. Because she's not wrong. If I had communicated, this is where we're going instead of just texting, having him figure it out, assuming he'd figure it out. [Uh huh] If I had just said, "This is where we're going." We wouldn't have this problem. So I mean, that's just... that lesson. Even if we have accepted it, we may often forget it.

A

Amy Ransdell 1:01:43

Oh, absolutely. Oh, all the time. Right. Yeah.

S

Steve Trang 1:01:48

So is there a book that you've gifted more than any other?

A

Amy Ransdell 1:01:51

Ooh. Ooh. Um, several but yes. Never Split the Difference, probably, in the last two years, has been the one of the primaries. Absolutely. Chris Voss.

S

Steve Trang 1:02:02

That's an amazing, amazing book. [Yes] got a chance to watch him speak. [Yeah] And I bought all this stuff, and I was really surprised I was still taking a whole bunch of notes. [Yeah] Really, really shocked.

A

Amy Ransdell 1:02:11

Yeah. So he's a personal friend. [Is he?] And I get to have like, actual conversations with him, right? And he's just, Yeah, he's really amazing. And if you, if people are listening, and you haven't taken his masterclass, it's the number one most downloaded masterclass they've ever done. And I highly, highly suggest it. It's a very nominal investment for a ton of learning.



Steve Trang 1:02:29

Oh, it's priced way too low. [Yeah] Yeah. So I'm gonna make a couple quick announcements. So if you want to just think about a last thought you want to leave the listeners with. [OK] So guys, if you can, please like, comment, subscribe, share. This is what I need. It's not, I'm not being selfish here. I am being a little selfish. But I need you guys to do that, because that's what Facebook and YouTube requires for us to grow our reach. So if you guys can please do that right now. It would help us a lot. Again, a rising tide does lift all boats. And if you guys didn't join later, or joined, didn't join on time. We have our classrooms all set up. If you guys want to check that out, anyone that buys our course will have a free ticket to an all day event. So go to disruptors.com/max M-A-X. And then tune in next week, we've got Eric Brewer flying in from Pennsylvania, he's gonna talk about how to add an extra 10 to 20 deals a year with your existing leads. If you guys wanted to use and, you know, do an extra one or two deals a month, I guess. Check that out. So...



Amy Ransdell 1:03:33

Very cool.



Amy Ransdell 1:03:34

Last thoughts, um, for everyone, I don't care what level you're at, in your growth, your business scale, volume you're doing, it doesn't matter. We hear all the time, the importance of our network and finding those that we can model excellence, mentors and so forth. That's an essential piece of your growth. So if you want to move forward in any capacity, you have to go find who is doing that at the level of excellence that you want to be at so that you have something to model, right. And then seek out circles that will support that. And your circles are going to they're going to change as you grow, and that's okay. It's a good thing.



Steve Trang 1:03:34

Last thoughts.



Steve Trang 1:04:11

It's a challenge. [Oh, absolutely] Outgrowing your circle is all is never comfortable. [No] It's good. But it kind of sucks, too.

A

Amy Ransdell 1:04:20

It does sometimes, yes. But you know what, if you're so beautifully connected, let's just stay connected to your ones where you want to be, then it will be a joy to find new people to bring into your circle and you won't feel it as much as the others separate. Yeah.

S

Steve Trang 1:04:35

Awesome. Very cool. So if someone wants to get a hold of you, how would they do that?

A

Amy Ransdell 1:04:40

Um, a couple ways. So first of all, if you are needing a virtual assistant, first thing I want to do is that we set up a Bitly if you know what Bitly are. So Bitly it's DisrupterVA, we actually set up a page for Steve. So it's DisrupterVA if you want to get a VA. If you just want to know what a VA could even do for you, we have a free download there of all different tasks virtual assistants can do. You might just blow your own mind with the things they can do. And literally, it's everything. If it can be done with a phone or computer, it can be done by a virtual assistant. And then as far as reaching me, I encourage everybody find me on Facebook or LinkedIn, I always hit my friend limit, I haven't done that public figure page thing, I probably should. But if you send me a private message, even though I might not be able to accept your friend request, I will respond to you or go to BePowerhouse.com. And you can go there and fill out there's a pop up info form, fill it out, one of our team will reach out to you to see if there's something we can do to help you.

S

Steve Trang 1:05:32

I suspect BePowerhouse mean something? [It does] What does it mean?

A

Amy Ransdell 1:05:37

So, oh, I'll get emotional, but... so my whole life, I use the phrase be powerful, or have a powerful day, I did it my whole life. And a year ago, we were kind of pushed into a situation where we needed to do a rebranding. And it was because we, the other broker structure was separated and so forth. And I got an opportunity to make a powerful decision. And one of my friends said, I know what the name of your brokerage in your program is, like, I just know. And she kept saying she knew and I'm like, What do you mean? And so, finally, she got me to say it to her that she was, you know, why should I work with you as my coach? So because I'm a powerhouse. And she's like, there it goes. And I said, Yes, but that's not what I mean. I don't mean like an arrogant way. I mean, that it's a way of being, right? It's a way of behaving in our life and our habits and our

disciplines and our choices. It's a way of working with others. It's a commitment to growth. It's a commitment to being better tomorrow than I was today and today than I was yesterday. And so Be Powerhouse is a way of being. And it sounds sort of cult like, and everybody's like, that sounds a little crazy. No, it really is to me. And so you'll see our team, they all wear shirts that say Be Powerhouse all the time. It's a hashtag that everybody uses it within our group. This is something they're proud of the say it, this is the way I'm going to be a growth oriented, mindset oriented. I'm committed to being the best me I can be.



Steve Trang 1:06:59

That's awesome. And I always take it as someone says, You sound a little cultish. I think that's a compliment. Because cult is the root word of culture. [Yeah] So it just means that you've got an amazing culture.



Amy Ransdell 1:07:09

Thank you. Well, we will that's something we strive to continue to keep. Right. And that's that's our big commitment. So yeah, I love, I love that. I think I'm gonna run with that one. But yeah, but but Be Powerhouse. Like literally just live your life in a powerful way. Bring power to your life. You are your power, right. Empower yourself, empower your unconscious mind, your conscious mind to be as everything that you know you can be. That's really where it comes from.



Steve Trang 1:07:34

That's awesome. Incredible. All right, guys. That's it. I'll see you guys next week. And thank you. Thank you a lot of fun.



Amy Ransdell 1:07:42

This was a joy.