

From Scaling to Resetting - Willny Guifarro Shares His Lesso...

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SPEAKERS

Steve Trang, Willny Guifarro

S Steve Trang 00:00
[I'm Steve Trang] and I'm on a mission to create 100 millionaires. I've had many of you guys reach out to me about our sales training. But for a lot of you our sales training is too pricey, which I understand. So, for those of you that are tight on your budget, I created something just for you. If you're interested in checking that out, please text CLOSER to 33777. C-L-O-S-E-R to 33777 to find out more. If you get value today, please tag a friend below, or share this episode right now. That way we can all grow together. And this is a live show, so please ask your questions for Willny [Guifarro] to answer. You ready? [Yes, sir.] All right. Cool. So first question is always simple, is what got you into real estate?

W Willny Guifarro 00:39
What got me into real estate? I think just the just ambition of wanting to make more money. Honestly, everybody wants to make more money, right? [Yeah.] So like, when I was, um, when, when I was younger, I think I was like, around 17, 18 when I started really, you know, looking into real estate. And I was like, man, I'm done. I'm done with this. You know, everybody's doing college at me, everybody's -- cuz you know, at 17, 18 you're in a very sensitive place where, you know, you got to choose a career path. So I wasn't really liking it, man. Everybody was doing me the college route. But I said forget it. I started doing wholesaling. You know, I did my first wholesale deal when I was 18. [Really?] So I dropped

out as soon as I got out of high school.

S

Steve Trang 01:28

So you were in high school? [Yeah.] What year was this? [2015] 2015. [Yeah.] Man, you're young. Okay, so you're, 2015 you're getting ready to graduate high school. Everyone's asking where to go? What do you want to do? And you're like, this isn't for me. Did you even go to college?

W

Willny Guifarro 01:44

No, no college, no college at all.

S

Steve Trang 01:47

So straight out of high school,

W

Willny Guifarro 01:48

Straight out of high school I started just looking into the wholesaling stuff. But, you know, I got my first wholesale deal, like in the month, like a couple of days after I graduated, but I didn't get any deals for like a whole 'nother year. [Really?] For not like a whole nother nine months.

S

Steve Trang 02:03

So what was it? That real estate caught, like, you know, jumped at you? Because a lot of guys, you know, even in high school, if you're dreaming about you know, being an entrepreneur, [Right] it's not necessarily real estate that jumps out at you. So what was it about real estate that really caught your eye?

W

Willny Guifarro 02:19

I guess the freedom, you know, the freedom of, of really moving around how you want to move, you know? Everybody wants to freedom, you know? That's pretty much it and the money I mean, that's honestly man, it's just the freedom and the money. I mean, I didn't want to go go in and clock in and clock out, regular nine to five every you know. Who -- nobody wants to do that. And that's pretty much it and really, really creating this empire. It's pretty much it.

S Steve Trang 02:48
Was there an inspiration, someone that you saw, an infomercial?

W Willny Guifarro 02:51
I did, I saw Sean Terry,

S Steve Trang 02:54
Sean Terry.

W Willny Guifarro 02:55
I did. Yeah. Sean Terry was the first guy that that I really, that really caught my eye just saw this, you know, this guy on YouTube as he's like, coming up every time and I'm showing these big \$10,000, \$20,000 checks. And I'm like, God damn, that's real? Is that real? So, I guess it is real, right? So yeah, I mean, he was a he was a main, you know,

S Steve Trang 03:18
So you saw that YouTube ad? And then like, what, you're like, I gotta go chase this. What do, where you, what do you do after that?

W Willny Guifarro 03:23
After that? I mean, at that, at that moment, I was, I was, I was working, uh, I was working as a busser. I was working as a busser at a restaurant. And, you know, I was a, I would on my, on my breaks, I would just read that book because he had a, I think it's called how to How to Close a Deal to 19 Weeks or Less, or How to Quit Your Job in 19 Weeks or Less, or something like that. [Yeah.] And, I yeah, I would, I would literally, on my break, literally just make calls on Zillow, read the book. And, and for that reason, I mean, I got fired from every single job that I've ever I've ever had, you know? [laughing] Because I would always use my break, on my breaks, to do that exact thing.

S Steve Trang 04:03
That's not a terrible thing to be trying to educate yourself.

- W** Willny Guifarro 04:05
Right? That's what, that's what I said me and these people, you know? But it is what it is, you know, these Yeah, I mean, it just wasn't meant to be, I guess, you know, the whole way of doing ...
- S** Steve Trang 04:16
What did your friends end up doing?
- W** Willny Guifarro 04:18
What was that?
- S** Steve Trang 04:18
What did your friends in high school end up doing?
- W** Willny Guifarro 04:21
Um, a lot of them are in college for a lot of different stuff, you know.
- S** Steve Trang 04:26
They're still in college? That is only five years ago.
- W** Willny Guifarro 04:27
Exactly. It wasn't that long ago. And, you know, they're doing a lot of you know, I got a lot of friends, you know, they're in college doing regular you know, you know, regular stuff, but you know, their [normal stuff] normal Yeah, normal stuff that a 25 year old, a 23 year old would be doing, you know. I got a lot of friends in the medicine field. I got a lot of friends that are still in the streets, you know, and, and you know, we got we got a small portion of us that are that are interested in the whole forex and real estate and entrepreneurship side. So, but it wasn't that many. I'll tell you that it wasn't...
- S** Steve Trang 05:00
So it was that conversation like, you know, with your friends, I guess again, like there's not a lot of people, right? They're saying this Jalen, there's Alex, there's a handful of guys,

there's Willie, right, Willie Coleman,. But like, there's not a lot of people that that take that leap from high school. So what was that conversation like, with your friends, like, I'm gonna go do this thing.

W

Willny Guifarro 05:21

Um, so that conversation was kind of it was, it was tough. I mean, it was, um, you know, because we, we actually, I had a, I had a small group of friends that we actually started doing this, you know, this business with, and, and they just fell off. I started doing this, like January 2015. I graduated in June. And they were on it. But afterwards, you know, these are my only friends at that at that time. After it, they just fell off. They just didn't want to do it. It's too tough. You know, we're getting rejected left and right. And after that, man, I mean, there was once you felt once you fall off, man, it's, it's, it's, it's done. Well, that's me, my world. I mean, we're just not gonna we're just not gonna hang. I mean, we got two different we're on two different, you know, two different ... [Paths.] Yeah, two different paths. And but now, I mean, you know, we talk and everything with everybody. But at that, I think one has to be ruthless at that. When you really trying it. At that moment, you know, at the beginning phase.

S

Steve Trang 06:19

I mean, unfortunately, that's, that's the truth. So what about your parents? How was that conversation with your parents? Like, I'm not going to call it? Yeah, I'm gonna chase this real estate thing.

W

Willny Guifarro 06:27

I'll tell you. My parents were probably the biggest critics. [Yeah?] My, probably my biggest critics in the beginning. But and, you know, it's, it's, it's, and I guess it's tough for them to, you know, understand, how are you going to make money without going to work? You know, because we come from, you know, we come from a, my parents are Honduran. So we come from a third world country. They're not used to this whole entrepreneurship side, that you know. They're used to going clocking in, get a get a good paying job. Not even go to college. Nobody has went to college. Well, except my, you know, my cousins, my cousins were the first ones to go to college. But yeah, they didn't, you know, that's it wasn't on their ... college and everything wasn't. How do I say? It wasn't a path that they forced me in, but it was a path that they told me "Yeah, do it." But after that, I mean, it was like, nah, I can't, you know, I'm just not gonna do it. I'm not gonna and that's when I just moved out. I mean,

S Steve Trang 07:29
So they were so so you're living with them. And then they basically you basically moved out because of the tension, or ...?

W Willny Guifarro 07:35
Because of the tension. Because of the tension that I gotta go, I gotta go do this, I gotta go do that. And I'm sorry. I'm not happy. I can't do it. I just can't do it. And you know, and it was one of those things. That's when I'm, you know, moved down to Houston. I just, like after I didn't get my deal.

S Steve Trang 07:52
I assumed you were in Houston. Where were you?

W Willny Guifarro 07:55
I was in Florida.

S Steve Trang 07:56
Oh, that's right. South Florida.

W Willny Guifarro 07:57
Yeah, I was in South Florida. So I graduated in South Florida in 2015. Got the first deal in June, I moved out by like January 2016, because I didn't see anything.

S Steve Trang 08:06
So you were a part of Florida?

W Willny Guifarro 08:09
Pompano Beach.

S Steve Trang 08:10
Okay. And what's the biggest city in area?

W Willny Guifarro 08:12
Fort Lauderdale.

S Steve Trang 08:13
Okay, so you're over there wasn't wasn't happening the way you wanted to happen? [No]
So you went to Houston. Why Houston?

W Willny Guifarro 08:19
Man, Houston is probably the biggest one of the biggest cities in the nation. You know, it's like number five or something like that. And, you know, it was always something that I'm you know, I'm not sure how I looked into how I got into Houston. But, you know, I ended up I ended up doing some type of research and, you know, we got there. So I just drove my job, my stuff, you know, put everything I own my all my clothes in my backpack, put it in, stuff it in the car, let's drive out let's head out. And, but didn't know where I was going, didn't know where I was gonna sleep. I didn't have no family there. But, you know, it's one of those things you got to I think you got to put yourself into some serious, into some serious, you know, crazy tough positions in order to really grow. And you know, if you're a young guy, at that point, like me, you know, you're not gonna, you don't really care if something happens, you know, something. If it doesn't go as planned, you're still young, you still got time, you know, you still got time to figure things out, so...

S Steve Trang 09:14
So let's talk about that first deal. [Yeah.] You said your first deal right after you graduated high school,

W Willny Guifarro 09:19
Right after I graduated high school.

S Steve Trang 09:20
What was that deal?

W Willny Guifarro 09:21
That was a deal that came through through through Craigslist. I just posted a few ads on

Craigslist, and, and one guy ended up calling me. He ended up calling me saying, Hey, I have a property for sale. And I was like, probably the easiest deal I've ever done. [Yeah] That was like, crazy. I think it was like a three week process. And it was just off Craigslist, you know? It was like a \$3,500 deal.

S

Steve Trang 09:45

Not bad when you're 18

W

Willny Guifarro 09:47

Yeah, yeah. But uh, you know, I racked up like \$5,000 in debt prior to that because I didn't want to work. You know, that ego the, you know, the ego is the worst enemy.

S

Steve Trang 09:56

From trying to get this business off the ground or just in your own personal expenses. No,

W

Willny Guifarro 10:00

No, just trying to get trying to get the business... well trying to get a wholesale deal, everybody, I kept getting fired. [Yeah] Once you get, when you kept getting fired, you got to borrow some type of money from somebody. And I did it. You know, I was too busy. I was doing my I was doing my zone like Nah, man, this wholesale stuff, man, I gotta do this. I can't I don't have time to work this and that. So, you know, it didn't really cover that it didn't, you know?

S

Steve Trang 10:21

Well, I the reason why I'm asking this question. I think this is important point that a lot of people miss is, because you see the commercials, right? Like buy a house and no money down. [Right] No money out of pocket. [Right] They don't tell you it costs a lot of money to find those houses that you can buy [exactly] with no money out of pocket. So you're in it for \$5K out of your own dime before you even did your first deal. [Right, right.] And after all that, you bought it from Craigslist, which is free.

W

Willny Guifarro 10:45

Yeah. After that from Craigslist, man. And, and to be honest, the \$5,000 it was just to, to be honest, it was just to survive without a job. I was not I was not making any type of

income. I was like, I gotta make this wholesale stuff happen. I've racked up, you know, I'm borrowing, maxing out my cards, borrowing money left and right, I got to make this thing happen. And that's when Yeah, I mean, it didn't really make a difference, \$3,500 but, you know, it was a it was a good confidence booster. And after that, I mean, eight months after, that's when I got my, you know, another deal.

S Steve Trang 11:18
So let's talk about that. So what was your next deal?

W Willny Guifarro 11:21
The next deal? It was, it was actually in a part in a... What was it? I believe it wasn't like a small apartment complex. It was like a little seven unit deal. A seven unit deal in in Houston.

S Steve Trang 11:36
Okay, so how did you find that deal?

W Willny Guifarro 11:38
Driving around. I was just driving around driving for dollars. I ended up, I ended up, you know, look for getting a mentor over there, you know, really helping him buy properties and whatnot, and, you know, implementing his marketing strategies, and that's when, you know, he was my he was my buyer. So, you know, I was driving around. Boom, gave finally found him some properties and, you know, made a quick \$5,000 but it doesn't, you know, it was a. And then after that, that's when it became a lot more consistent, you know.

S Steve Trang 12:10
So he's your mentor and buyer. So he was teaching you...

W Willny Guifarro 12:12
He was teaching me how to do this, how to deal with multifamily and whatnot.

S Steve Trang 12:17

Okay. [Yeah.] But you didn't really quit or go all in full time until when?

W

Willny Guifarro 12:25

I didn't really I didn't go full time - full time. Well, I've been I've been full time for like three years. But like the last year was like the the time that I really liked the year that I really got things like operational-wise, you know, really get things going as far as hiring new staff, hiring cold callers, putting systems in place, processes in place. I would I would say like maybe 2016, no 2017, I was like still in and out of you know, in and out of jobs and whatnot just trying to get my trying to get money in my pocket

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Steve Trang 13:01

It was still a side hustle.

W

Willny Guifarro 13:02

Still doing, but still doing wholesaling. [Yeah] I was still you know, closing at least, you know, one deal every other month, maybe one or two deals here to two deals this month, two deals last month or one deal here and stuff like that. Very, very scattered. But I would I would still have my you know, other I would still try to you know, find work. [Yeah.] But uh, yeah.

S

Steve Trang 13:23

Okay. So when you went all in, you said, you started, you know, hiring cold callers. Last year is when you went started really scaling. [Right So let's talk about that. What was that process like and trying to scale your business, because this message on this one, right, it's talking about scaling, [Right] and the resetting is like, Oh, wait, you know, you kind of pull the parachute like, well, hey, that's not the way I want to go necessarily. [Right. Right.] So let's talk about the scaling part. [Right.]

W

Willny Guifarro 13:46

So the scaling part, I mean, it all started with a within the within event here in Arizona, I you know, earlier, I think I think like around February, January, I closed a massive deal, I think was like \$40,000, a \$40,000 deal. And I was like, Alright, so now I got to really make this happen. So I ended up investing in a in a I think it was like a three day boot camp or something like that. And that's when you know, we started actually putting the people in place and the systems in place to you know, actually produce a bunch of leads.

S Steve Trang 14:25
Oh, let's talk about that event. What was that event?

W Willny Guifarro 14:26
That was um All In, All In Momentum with Carlos and Alex and Sal. Shout out to those guys. Those are

S Steve Trang 14:34
Yeah, they're good dudes, right? Yeah, they Carlos has been on the show twice. Alex has been on show once before. Great dudes. So[for sure.] You went to Momentum, helped you kind of ... so you you had a big deal. You went there, is it beginning of 2018?

W Willny Guifarro 14:48
Beginning of 2019.

S Steve Trang 14:49
Beginning of 2019. [Yeah.] And that 2019 was your first like, huge year. [Right.] And then just real quick for everyone listening for putting a context what what did you bring in last year?

W Willny Guifarro 14:59
We brought in around. We started really scaling stuff, you know, hiring cold callers hiring acquisition agents, I'd say like around around June [2019].

S Steve Trang 15:12
But as far as like, what did you bring home?

W Willny Guifarro 15:14
And that's when we, you know, that's when we really started doing all that. And then I think we brought in maybe I ran at around \$400,000. [Yeah.] \$400,000 a year.

- S** Steve Trang 15:24
Okay, so let's talk about step one. Sure. What was your step one, when you're scaling last year?
- W** Willny Guifarro 15:30
I think it would probably be buying a lot of data and hiring a bunch of cold callers. [Yeah] That's that's literally, that's literally the route that we took.
- S** Steve Trang 15:40
And your focus primarily in Houston, or your multiple markets?
- W** Willny Guifarro 15:42
We're in multiple markets right now. We're in, um...
- S** Steve Trang 15:44
But at that time, last year?
- W** Willny Guifarro 15:46
At that time last year, and we were just, we were just in Houston. Only in Houston. And I think I was my own. I was my own acquisition agent from like, February all the way up to like June, and June is when I really started, you know, hiring people out and getting more cold callers and everything, so...
- S** Steve Trang 16:03
All right, so you're doing everything on your own. You're a solopreneur, which is great. I think a lot of people kind of overstep, overlook that right? Like gotta be solopreneurs, so you have an idea [of course] how to do what you're doing what you tell other people to do. [Yep.] And you can also you know, tell when they're BSing you [right.]. So you hire a bunch of acquisition guys; what was that journey like?
- W** Willny Guifarro 16:22
Well, the journey from hire and acquisition, guys, I mean, it was it was, it was something

that was it was something new for sure. I mean, I would, um, first I mean. We started hiring the acquisition, guys, I'd say like, around June, July. And I think we started off with maybe two acquisition guys, and then we ran it through the whole year. [Mm hmm.] And I was, I was probably the third, the third acquisition guy because I would still be doing deals. I mean, [yeah.] And, and, and we had one dispo agent. And while the acquisition side it was, you know, the, it was, it was fairly, it was fairly quick to as far as like, training people because I guess I mean, because I've, I've messed up so much is like, I mean, I'm gonna teach you good, you know, and it was very fast. You know, honestly, it was very, it didn't take that long. I think, um, I take a lot of pride in my, all the mess ups that I've done in throughout this whole wholesale, uh, you know, journey. So that allowed me to really get trained my guys up very, very quick. So, you know, we were, I think with a team of three we're from, from the moment that we got the office, we're pushing on maybe like, 15, to like 12 contracts, just contracts. Closings a little bit, you know, less than our contract rate wasn't, wasn't the best. But you know, it was a Yeah, it wasn't bad at all, you know, we put him through a lot of, we put them through a lot of training the first week, so we go hard, like the whole first week. We have them go through John Martinez, the whole bunch of I'm not gonna start promoting people, but a whole bunch of training courses. And next week is, you know, start making offers. [Yeah] Start making offers, and it wasn't bad.

S

Steve Trang 18:04

So you're saying that you wanted to teach us on the mistakes that you were making? What were those mistakes? And you don't have to go through all of them? [Yeah.] It's only an hour long episode. [Right. right.] But what were some of the major ones that you want to make sure your acquisition guys they're going through training,

W

Willny Guifarro 18:16

I think emotional intelligence. Having ... knowing how to read people and how to actually talk with people. And that's something that plays a major factor in actually buying properties. pennies on the dollar.

S

Steve Trang 18:26

Yeah, you know, so what are the takeaways or, you know, key things you're teaching about emotional intelligence? Because you can go and tell someone like you need to be more emotionally intelligent, right? [Yeah.] Well, like what were some of the things that you were doing, or lessons you're imparting on them, to learn that?

W

Willny Guifarro 18:42

So I guess one is, you know, really, really picking up on little, little, the little the smallest details of when anybody says anything other than ... How can I explain it? It's, um, have you read out you read "Never Split the Difference"? [Of course.] Yeah so, it's a lot of that a lot of, a lot of, you know, a lot of labeling, a lot of mirroring, and that falls into place with emotional intelligence, actually, knowing how somebody is reacting to, to what you say, or, you know, not reacting to what you say. I mean, all of this plays a big factor in when you know, you're, you're dealing with people, you know, you got to know how to you got to know how to read people like that. So,

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Steve Trang 19:23

Yeah. Okay, so your emotional intelligence was first thing, was there's another thing, another big thing that you were teaching these guys?

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Willny Guifarro 19:30

Um, consistency, man, I'm a frickin ... You know, I'm, I'm a bull. And you know, I that's literally the biggest thing right there just consistency. Actually making, putting out the 10 offers 10-15 offers a day. So, [yeah,] I'm a I'm a big numbers guy. So I just, we, we know that it's a numbers game. So I we, we have a certain expectation where we're supposed to hit at least 10-15 offers a day. And that's probably the biggest, you know, the biggest one, well not the biggest thing, but it's just one of many items. It's kind of tough now that I'm on the spot like that, but uh, but you know, it's, it's one of it's one of it, I think is an important factor for sure, in training acquisition agents, you know, being consistent and being um, you know, knowing that this is a numbers game. You're not always going to want you could make 10 offers 15, 15 offers, nobody might accept any. And then there's other people where you make 5, 10 offers in them, and you know, one of them

S

Steve Trang 20:28

Or 2 or 3. [Exactly.] And you never know.

W

Willny Guifarro 20:31

Exactly. So I think, I think having that drive, and the consistency is probably, I think has helped. It's helped a lot of a lot of the people that have worked with me, and still do work with me right now. So I think that's probably the biggest thing I could, you know, I shed light on them is doing that right there.

- S** Steve Trang 20:51
Gotcha. So you mentioned that you went on a bit of a hiring spree to get some acquisition guys get some cold callers. [Yeah.] So JJ wants to know, how many cold callers Did you hire? [When?] When you went on that spree, back in the middle last year?
- W** Willny Guifarro 21:05
Middle of last year?
- S** Steve Trang 21:06
Right. You start hiring in June? You said,
- W** Willny Guifarro 21:08
I hired ... no, I started ... Yeah, we started hiring in June. [Yeah.] Well, so we started off with like, 10 cold callers.
- S** Steve Trang 21:13
Okay, so 10 cold callers in June
- W** Willny Guifarro 21:15
Ten cold callers in June.
- S** Steve Trang 21:16
Okay, how was that?
- W** Willny Guifarro 21:18
It was crazy. Man, I was I was drowning in leads, I was drowning in leads, I would have at least like 70 leads come into my come into my pipeline, every, I think like, every two days or something like that. [That's a lot.] It's a lot. And, and, you know, I was still part of, I was still part of the acquisition side. So I wouldn't mind going in there and making it happen and whatnot, and encouraging the people right next to me to make it happen too, you know. Go out there, touch base with them, make the offer. But after, you know, after that it was like, that's when you know, because I was still on the acquisition side. But after that, I

started hiring other other, you know, a transaction coordinator, a disposition manager, so I couldn't focus too much on the acquisition side. And that's when things kind of went like, you know, you start really, how do I say it? It's not about how many leads you get, it's how many, you know, you got to actually close these deals. [Right] You know, so then I started really focusing on actual, the training side of it more the training the acquisition ages, and getting that offer to contract ratio way down. Because I mean, if you're gonna ask me, I'm a damn good sales, man. Um, [yeah] You know, so. So yeah, I mean, it was pretty low at that time that I was involved. But, But yeah, I mean, it was, it was pretty hectic man. At the end of the year, we, that's when we had like, a little bit of trouble, you know, with the current people that we have. So and, you know, I, we let go of a few. And then we started hiring back in January. And we ended up hiring like, maybe 10-12 people. [Wow.] Yeah. And we put them on, like, a two month, you know, a two month training or something like that at \$2,000 a month? [Wow.] Yeah. And that's when things you know, I started really trying to, you know, figure this out of balance between having a good amount of leads, and having a good solid team that can support those leads, because there's no, there's no... Leads, just sitting there is not going to do nothing. You know, I at one point, I had, like, 300 leads just sitting in my system, and I don't have no frickin offers going out, you know? And then, and I think that's one of the reasons that I started like, thinking like, man, if I hire more people, I'm gonna get more deals, or is not that is not, that's not the point at all.

S

Steve Trang 23:43

So let's talk about that because one of the things that I think is kind of a buzzword in our industry and has been for the last 12-24 months is scale, scale, scale, scale scale. [Right.] Everyone's talking about scaling. [Yeah.] Right. You did it you scaled. [Right.] You don't seem to be in love with what came out of scaling.

W

Willny Guifarro 23:58

Yeah. Well, [laughing] you're right. I mean, you know, it's, it's something that I guess I, you know, I did, I did get some mentorship. But it's that wasn't something that covered it. You know, I think I had to go through that. You literally when scaling, you literally have to have a balance of leads with acquisition in-house agents. Because if you just have leads just sitting there, they're not going to do nothing in that band. And they're gonna they're gonna go look elsewhere. You know, they're gonna go look elsewhere and, and there goes your money. You can't calculate a cost of how, what's the term? You can't calculate loss of opportunity? I think

S Steve Trang 24:36
Yeah, yes, opportunity.

W Willny Guifarro 24:37
Yeah, missed opportunities. You can't calculate that man. So having a bunch of leads just sitting there, it's not gonna do nothing. And that's when I that's when I started, you know, realizing, like, Damn, what the hell am I doing? Yeah. So that's in and that's when I hired the 12 cold callers. I mean, the 12, the 10-12 agents in house. Cuz I'm thinking like, Man, I'm gonna plug these people in. I'm gonna just sit them in a seat, and it's going to take care of itself, we're gonna make deals happen. But no, that's not the case.

S Steve Trang 25:04
Isn't it funny how that works out? Because we just think if we could just throw more money at it, we can get more people? Because that's what they say, right? I mean, there's something I said before every business is sales and marketing. And they become systems and people, you just have to have the right people. [Right] You just hired a bunch of people, and it didn't quite go the way you wanted it to go, at all. So let's talk about what lessons did you learn in that growth, right, you hired a bunch of cold callers, and you hire a bunch of acquisitions. Between hiring a bunch of cold callers and acquisitions, which one was more challenging?

W Willny Guifarro 25:34
Well, that will, I would say, the acquisition side, because I mean, if they're gonna be in house is, it's gonna be a lot more stuff. Because you gotta deal, you know, you got to deal with them every day. And, what's it called, you gotta, I think the main lesson that I learned is that you got to find some quality, quality people, and you can't rush things. You can't rush to scale a business. I personally think I was in a rush. And that's not good. When anytime you do, if you do anything in a rush, it's not gonna turn out good at all. So, um, so that and actually having processes in place, you know, nowadays at that point, when I did hire those people, I would have them sit on, you know, sit on the payroll and sit and, you know, be there for two months, and just say, you know, keep going, let's do it this and that, and not have a good process in place.

S Steve Trang 26:26
You had sales people on payroll? [Huh?] You had sales people on payroll?

W

Willny Guifarro 26:29

Well, I mean, there were two, the \$2,000, \$2,000 a month salary. It wasn't it wasn't it wasn't good idea at all. at all, it wasn't a good idea at all. But we still were still offering the commissions and whatnot. [Yeah] But I think I think what I'm doing different now is that now I actually have a steps in place in order to get on my phone, get on the phones, because these leads are expensive.

S

Steve Trang 26:54

Yeah, they are.

W

Willny Guifarro 26:55

Yeah. So at that point, I didn't, I didn't have that in place. You know, if you're going to do wholesale mentorship, if somebody is going to, you know, mentor you in wholesaling, they're probably going to teach you, you know, the wholesale side, how to put up the system. But sales managing, manage management is like a whole different world.

S

Steve Trang 27:13

It's a completely differentworld.

W

Willny Guifarro 27:14

It's a completely different world.

S

Steve Trang 27:14

Yeah [yeah] So what was the hiring process on bringing the acquisition guys the way that you wouldn't do again, that you wouldn't recommend to anybody? What was that process?

W

Willny Guifarro 27:24

The process was, literally just, here's a bunch of videos on a Google Drive, take a look at it. Let's get on the phones. And you're just going to bring me anybody that's interested in making an offer. And you just got to sit right here next to me and hear me make that offer.

W Willny Guifarro 27:47
But, you know, and it works for a lot of people. You know,

S Steve Trang 27:49
Was there a filtering process, though, to even sit next to Will?

W Willny Guifarro 27:53
No, it wasn't. And that's and that's the part where, I think, that's the part where things you know, went left. [Yeah] Cuz there's no filtering process. I'm just literally plugging anybody in the seat.

S Steve Trang 28:04
How are you finding these guys? You weren't finding them at the bars? [Laughing]

W Willny Guifarro 28:07
No, I was I was, uh, we were doing Indeed, Craigslist. And, you know, I'm hiring these people because, you know, they have sales, salesperson, there on their resume and whatnot. And I'm like, okay, cool, man, your sales guy. Cool. Um, you know, let's do it. I could teach you but Nah, man. It's not, um, it's not as easy as it looks.

S Steve Trang 28:28
I think part of it too, though, right. I mean, you said you're a salesperson. [Right] So you probably liked everyone that you hire.

W Willny Guifarro 28:32
I did. I really did.

S Steve Trang 28:34
And you can't hire people that you like.

W Willny Guifarro 28:35

Yeah, man. That's the tough part right there, for sure.

S Steve Trang 28:39
So you bring them in. And you have the training for two months, that \$2K a month? I mean, that what was that?

W Willny Guifarro 28:46
They would do, they would do two months, \$2,000 a month, and afterwards, it would be a 10% commission.

S Steve Trang 28:52
So \$4K times 10 people? [Yeah] So \$40K, you put out there to train these guys? [Yeah] How many of them stuck around?

W Willny Guifarro 29:05
I'd say two of them stuck around.

S Steve Trang 29:07
Two of them stuck around. Okay, so that's not terrible. So you got two good people out of it. [Oh, yeah] Okay, so moving forward, what is the hiring process to work with Will?

W Willny Guifarro 29:17
So now the hiring process is more, um. We we put them on some training some, we I have like three training courses from a few different real estate, you know, investors that will that navigate through the whole wholesale world. And we would have them complete three of them the whole week, and complete the three courses the whole week. The second, the second week, I'd say the second week would start... actually no the first week, we do the training and comps so I would literally give them a packet of 50 comps 50 properties that I need to see how, you know, I need I need you to analyze it. I got to know I got to know what are we buying it for how much, what is ARV, what is the rehab, what can I sell it for? [Yeah] So it's literally just a checklist, 50... and 50 comps, I'm and I'm giving you the comps on Monday. I got to have them back on Friday. So. So that's that's the first part. That's the first week, second week is when we start making offers.

S Steve Trang 30:15
Yeah, yeah. All right. So both about the filtering process, is there a filtering process?

W Willny Guifarro 30:21
What do you mean?

S Steve Trang 30:22
Like for them to sit down? Like because you get, um, I'm presuming you still have on Indeed, Craigslist, wherever, right. So let's say I'm just a candidate, and I go and apply on your ad.

W Willny Guifarro 30:35
Oh, what's the filtering process with hiring? Yeah, the filtering process with hiring. So to be honest, I just got I just got to see. I got to feel a good vibe from you. And, you know, I can't I can't, I can't, how do I say it? I don't need people that, that have, that are jumping from job to job, to job to job every, you know, every year. That's automatically like a red flag to me. Yeah. Um, but, um, as far as filtering and really just, I got to hear, you know, I gotta, I gotta see what you've been doing as far as real estate goes, man. I mean, I'm um ... a majority I mean, a majority of the people that I work with right now they I found them not through Indeed and whatnot, but mainly through like, they're, they just know me, they just know me, then. You know,

S Steve Trang 31:22
Word of mouth.

W Willny Guifarro 31:22
Word of mouth. Yeah. So I gotta, you know, we have to, I have to see that you at least been trying to have been trying to, you know, navigate the real estate and whatnot. And if I could help you, that's, that's, that's beautiful.

S Steve Trang 31:34
Okay, so the big thing now is more rigorous training up front. So yeah, go the sales training, they gotta do comps, [right], and then they're making offers.



31:43

Right. And then those two weeks, I have the option to, I have the option to what's it called? I mean, if it's not a good fit, I put it in the contract. Like, yeah, we have the option to let you go. But usually, people get people that work with me, they'll get they'll get a deal within the second week.



Steve Trang 31:58

Is Texas a right to work state? Texas, you can fire anybody for any reason? [Yeah] Okay. So, so we talked about acquisition guys. Well, actually, real quick before we transition, how much you paying these guys is a 10%?



Willny Guifarro 32:11

Plus 10% commission.



Steve Trang 32:12

Are they still getting a base salary? [No] So no base salaries [No base salary] Okay. I'm sure a question that like guys are asking, are wondering because you say you get too many leads and not enough acquisition, guys. [Right] What are you guys doing, you said cold callers. Where are you hiring your cold callers from?



Willny Guifarro 32:29

We're hiring our cold callers from Colombia. [Colombia] Colombia. We have a few in Colombia. We have a few in Nicaragua. Okay, so they, so they're full time on the phones from nine o'clock in the morning all the way to like eight o'clock at night.



Steve Trang 32:42

Okay, what do you pay those guys?



Willny Guifarro 32:43

We'll pay them five bucks an hour.



Steve Trang 32:46

Five bucks an hour? [Yeah] How many of those do you have now?

W

Willny Guifarro 32:48

Right now we have, we have eight

S

Steve Trang 32:50

Eight. Okay. And you mentioned that you're outside of Houston, or you're not limited to Houston anymore. [Right] So markets are you?

W

Willny Guifarro 32:58

We are, we're in... We're in ... we're scattered throughout like Texas. I literally just pulled the list in Texas, and we've been doing deals all over. Yeah, we did a deal in Temple last week. Another one in like, what is it? Amarillo. So we're like, really not, not blanketing, but anything multifamily, we're like looking at all over Texas. Cuz I have buyers that are looking literally all over Texas. And I would probably and I would personally buy it. If even if it's you know, if it's in Texas, I mean, you know, low taxes who doesn't want that? So, [right]. So, so but as far as like markets, I mean, we're in Temple, Texas, Amarillo, And we just recently moved into Ohio

S

Steve Trang 33:45

What part of Ohio?

W

Willny Guifarro 33:47

Toledo. Toledo, Ohio, and Cleveland.

S

Steve Trang 33:50

Gotcha.

W

Willny Guifarro 33:51

So now we're venturing, you know, a little bit out, outside.



Steve Trang 33:55

So one thing I hear all the time is how competitive Houston is. [Yeah] So, but you're you seem to be happy over there. [Yeah] So tell me about that, why, do you think it's competitive?



Willny Guifarro 34:06

Uh, not really. I really don't. I've heard it. I've heard it's competitive. But I mean, the leaves are still flowing in. So obviously somebody is interested in selling. I think the only difference with with us is that our follow-up our you know, our follow-up is like relentless. And, you know, since the majority of people in Houston, talk Spanish, we go ahead and nurture and nurture them through different avenues, whether it be mail, whether it be SMS, whether it be RVM in Spanish. So we're literally putting them on follow up campaigns, in their native language. [Right] So that, that, that, that that that puts us in a position where, hey, they know, they know us, you know, we're, we're blood word rasa, you know. So, and I think that's really, I think that's probably the biggest difference. [Gotcha] You know, I think there's like 38% Hispanics in in Houston, 38% of the population. [Gotcha] And so we tailor our marketing around a Spanish, how do I say? A Spanish little group of people? So that's, and that's been working for us. So,



Steve Trang 35:15

Gotcha. So what was the, so you you scaled up, added a bunch of cold callers, added a bunch of leads, and a bunch of acquisition guys. [Right] But in January, you made a big decision or early part of this year, you made a big decision. [Yeah, like February.] So let's talk about that.



Willny Guifarro 35:28

Yeah. So we, I ended up, you know, everybody, they, they did not work out. After two months, I mean, people were coming in late, people weren't doing this and that. They weren't hitting, you know, their sales quota. We're looking for at least 100 phone calls a day, you know, I would get maybe 20, 30. And after consistently telling, so I had to let a lot I have to let a lot of people go.



Steve Trang 35:52

What were they not doing?

W Willny Guifarro 35:53
What was that?

S Steve Trang 35:54
Like, how, what were they responsible for? What were they actually doing?

W Willny Guifarro 35:59
They were responsible for, you know, at least coming to the morning meeting. That's one. Make at least 100 phone calls, that's two. These people, they would make like 20, 30 phone calls, call it a day. Hey, and, and it's just and it was a everybody too. That, that was the crazy part. I'm like, What the hell is going on? I'm wasting so much money.

S Steve Trang 36:22
So what was that conversation like? [Um...] Like, what do you say? Like, let's say, you know, you're Will, and I'm working for you, right? And like, this is like, the fifth day in a row, I've put in 20, 30 dials. What's that conversation like, when Will it comes in, to have The Talk?

W Willny Guifarro 36:43
Hey, Steve, please take a seat. You know, I see you've been trying, man. But honestly, I've been you know, we've been I told you from the beginning, it's 100. Or we're looking for at least 100 phone calls a day. I'd be doing, you'd be doing a disservice to yourself by just coming in here and making 20, 30 phone calls a day. Because you know, that's not gonna make any money. And I and and it's not going to, how do I say it's not, we're not gonna be... I want you to make money? Because I really do, I really do want these people to make money. And 20, 30 calls a day is not really gonna do anything. It's not it's, it's literally a drop, a drop inside, you know, it's not, it's not a lot.

S Steve Trang 37:23
So how did that conversation work at all?

W Willny Guifarro 37:27
I let them know, hey, look, man, I can't, we can't, we can't work together anymore.



Steve Trang 37:30

So but you have this conversation like once, twice, five times? How many, like, how many times do you have this conversation with somebody?



Willny Guifarro 37:34

I've had this conversation a lot of times.



Steve Trang 37:36

But with each person how many times are you have in this conversation?



37:40

At least twice. [Okay] Like if they, you know, I can understand a couple days, maybe a day or so, two days. You know, things, you know, you're not making as many calls. But when it goes on for weeks, that's when you know, yeah, you got to step in a little bit. And yeah, so like, maybe two times.



Steve Trang 37:58

Yeah, well, and the reason why I bring this up, right. I mean, it's kind of it is your personal pain; I apologize for laughing. But everyone needs to understand, like when you're scaling, it's just, it seems easy, like, Oh, I just had to get a couple acquisition guys. [Yeah] disposition guy, get this texting platform, this podio. And boom, I have like this great business [for sure] Right? Like, that's the idea. That's the mindset going in, but really, it's pretty painful and you're gonna have big ups, you're gonna have some big downs, [big downs] right? [Hundred percent] But then you get back up again. [Exactly] Right. Okay. So you were you were doing good last year. You had a great year last year. Got your first lease on your first office? [Yeah] Right. So you got your office, you're scaling. January is like, okay, pump the brakes. This is not going the way I wanted to go.



Willny Guifarro 38:43

Yeah. Yeah. So it was January, February, that's when things kind of took a left. We, you know, before the year ended, we bought two properties, ourselves, you know, from our own sale funds and you know, one of them one of those properties. I had this tenant in there that she was not leaving, and then that's when this whole Coronavirus thing happened and I'm stuck inside this property and I got a whole freakin team of people at

the office. They're not doing that, then I'm like, What the hell? I'm like, run out and go through it. But um, but now we, you know, it's, uh, it's part of the business, you go through ups and downs. You know, you just I think, I think what separates one is the ability to get back up and keep doing it again, because I'm still trying to hire, I'm still trying to stuff this office, you know, you know, with a bunch, you know, I'm still trying to work with a lot of people right now.

S

Steve Trang 39:30

So let's talk about the resetting. So you made a decision to reset. So you let a bunch of people go. Yeah] And then now you're, you're trying a different path. You're trying to do it again in different way. [Right] So what have those conversations been like? I mean, obviously, we talked about different onboarding strategies. [Right] Is there anything else you're trying to tweak? It's restarting your, your, your....

W

Willny Guifarro 39:50

Yeah. So I set I set the expectation, I set more expectations, you know, I set targets now. Now the targets are a lot more clear. Unlike back then, now the targets we're looking at, you know, we need at least two contracts a week or per acquisition agent. [Yeah] That's something that I didn't have back then. I was literally just trying to train people and hoping that they will come around. But it doesn't work that way. [No] It doesn't work that way at all. [Yeah] So now it's, we're setting expectations of what we're expecting, and how this how this would go if, if you do work out. And you, you know, you do you're a good fit for the team and how it would go, if you're not a good fit for the team. [Yeah] You know, and what else? What else different? I mean, I think more tracking to man, more tracking. I mean, we made a good amount of money last year, and we were just blowing we're running through I do, I'm telling you, we're right through it. And I think that's that right there didn't, that didn't help at all. You got to look at your numbers, you got to look at your KPIs. And literally how much money you're spending in? And how much how much you're getting in. I mean, cuz think about it in January, like, dude, I didn't have... I think, I think we probably spent, we're probably in the negative like, \$30,000. [Yeah] 430,000, \$35,000 in the negative in January. You know, and I don't mind sharing that at all. I mean, it's one of those things that I think, I think that can help you views a lot. You can't just rush into this, you know, you got to you got to find good people, you got to find good people to work with and keep track of your numbers. And yeah, man.

S

Steve Trang 41:36

And so talking about, you know, the finances, that's something that I've mentioned

multiple times in the show. I don't have ever really sticks, is that the finances is the most important thing, but it's the most overlooked thing. [Yeah] So last year, you made a lot of money. I'm guessing you had this frustration, because I've had this frustration for over 10 years to where it's like I'm making a lot of money. Where the hell is it? [Right] Did you have that problem?

W Willny Guifarro 41:58
Yeah. 100%, man.

S Steve Trang 42:00
So what did you do to fix that problem?

W Willny Guifarro 42:04
Well, first, we, soon as soon after we let go, let go of these people, like around February, we cut down to maybe two cold callers. Two cold callers. Let's see. Let's start from scratch. Let's do it all over again. Let's um, yeah, just really keeping track of how many how much does it cost to actually get a lead? How much does it cost? How many leads is going to take for me to get a contract? So now we started paying more attention to that part, you know, the KPI part, which we weren't doing. We were literally just... because I was I was still part of my acquisition team. I was still out there. I was still like, last year, I was still making deals. [Yeah] I was still going out there signing a contract. So, and I was selling it too, so they would move like fast. So it's one of those things you don't you don't really pay attention to. But that's not good.

S Steve Trang 42:52
So you start tracking KPIs...

W Willny Guifarro 42:53
Started tracking KPIs.

S Steve Trang 42:54
what are you using the tracker KPIs,

- W** Willny Guifarro 42:56
Just a spreadsheet. Just a spreadsheet, and our CRM, our CRM, Podio? We use Podio [Gotcha] We have a built-in we have a built-in app in there that tracks how much, you know, how much, how much is it costing for us to get this lead? How many leads have we gotten off this marketing campaign? And then, that's when I have a VA; she just transfer all transfers all of that into a spreadsheet and just hands it to me.
- S** Steve Trang 43:20
Awesome. [Yeah] Very cool. Yeah. And for anyone who's interested in that, that Podio, what would that be? If someone want to check out that Podio both hours you just had that personalized
- W** Willny Guifarro 43:29
Oh, no, that was personalized. I had it ... I had it custom made
- S** Steve Trang 43:32
Alright. Okay, so the owner of Gilbert Real Estate wants to know what are your plans in the market bottoms out?
- W** Willny Guifarro 43:41
What is my plan is if the market bottoms out? I'm probably just stay liquid. Um, you know, stay liquid buying, keep buying buy, buy low assets, buy very cheap multifamily assets. That's what we're focusing on right now. Big lately. [Yeah] Oh, we're we're really just trying to, because, you know, we, I mean, you saw what happened in March. That could happen, that could happen again. We never know
- S** Steve Trang 44:08
It could definitely happening.
- W** Willny Guifarro 44:09
Exactly. So now that thing that really just got us paranoid. When it comes to that right there. We never want that to happen again. Well, to be put in the position, you know, in a tough position, because I think we lost like six, we lost like six deals that month. [Did you?]

March, man, it was it was in that case. We lost like \$80,000 worth of profits. So that's it wasn't good. But yeah, I mean, staying liquid and building a stronger rental portfolio. That way, even if deals do fall through, we're still good.

S Steve Trang 44:40
So let's talk about your portfolio because there's a couple times you mentioned that What does your rental portfolio look like?

W Willny Guifarro 44:45
We only have a few houses and we're closing on like five units here in like the next week. [Awesome] Not, not too much. But you know, it's we're we're looking to just really turn this wholesale side into multifamily only, only side. So you know, we're doing a lot of multifamily deals right now. And, you know, that's, that's what it's looking like for the next, you know, for the next, you know, the next year or so, you know, we're just probably just going to keep wholesaling and buying these, taking down these assets.

S Steve Trang 45:15
Awesome, very cool. And then Justice Soto wants to know, are you pre-screening your leads before they get to your acquisitions manager?

W Willny Guifarro 45:21
Are we pre-screening our leads before...?

S Steve Trang 45:24
Before they get to your acquisition manager?

W Willny Guifarro 45:27
The cold caller does it.

S Steve Trang 45:28
Okay, so how are they qualifying them? How your cold callers qualifying them before they get to the acquisition guys?

- W** Willny Guifarro 45:34
We literally just give them a script, you know, we get we give them a script. We we try to pull out some motivation. If they do have some motivation, and they are, they are in a tough position, then it, then it translates into a lead. But if now is just somebody that's, you know, looking to hear an offer, this is going to translate into a prospect within our CRM.
- S** Steve Trang 45:53
Yeah.
- W** Willny Guifarro 45:55
So it's, um, we just, yeah, we just ask them a bunch of questions. We have the cold callers, just ask them a bunch of questions.
- S** Steve Trang 46:00
What are those questions?
- W** Willny Guifarro 46:02
You know, how long have you been trying to sell? How long have you owned this property? And all of this falls down, and we, how do I say it? All of these questions that I'm going to mention, which is -- how long have you been trying to sell? How long have you owned it? Why aren't you fixing it up or renting it out? You know, all of that translated into why are you interested in selling? That all falls into, why are you interested in selling? And all and if they could get through all of that, they're gonna give us, you know, they're gonna give us a, they're gonna give us a reason why they're interested in selling and if not, then it's just gonna translate into a prospect. But we're still gonna make an offer on it. [Yeah] We're still gonna make an offer.
- S** Steve Trang 46:39
What kind of offers are you guys making?
- W** Willny Guifarro 46:40
We're, we're making cash offers, seller finance offers, and listing offers. So we're offering to list it, we're offering to buy it outright cash. And we're, you know, to sell, to sell it to us

with owner financing.

S Steve Trang 46:58
Got it [Yeah] And as far as the cash offers, what do you guys offering?

W Willny Guifarro 47:02
We're offering like 40%, 30% of market value.

S Steve Trang 47:06
How's that going?

W Willny Guifarro 47:07
It's, it's actually working, I mean, It's not, it's not...

S Steve Trang 47:10
Not in Houston.

W Willny Guifarro 47:11
Uh huh.

S Steve Trang 47:11
Not in Houston.

W Willny Guifarro 47:12
Yeah. [In Houston?] Surprisingly in Houston, yeah. And we're selling them like 70% of ARV. And they're, you know, they're moving. [Awesome] And I think, you know, now that and now we're in now we're in a place like, damn, we gotta take these downs ourselves. [Yeah] So I mean, cuz we're gonna, we're getting them 30, 40 cents on the dollar. Like, we literally just picked up a house not too long ago for \$10,000 bucks in Houston. A house. A frickin' house. [Yeah] And it was cleared out. It was brand... it was free and clear, nothing. They're gonna have a little title issues. But I think that's one of the main reasons that we're getting

them probably low as hell. A lot of them have title issues. But we're able to navigate them so easily. Because we've, we've been through a lot. You know, we've we've, we know about the affidavits of heirship. We know what, what has to go, you know, what, we know what has to be on that death certificate or on this birth certificate, and how that relates to this other thing and there's other thing. So, you know, I think, I think that's where we provide a lot of, a lot more value to our, you know, to our sellers. You know, we're able to figure out that problem, like very quickly. We work with some good lawyers that could help us out. So...

S

Steve Trang 48:18

Cool. Let's see, get. Let's see what else there. Danny says you've helped so much on Twitter. So a shout out from H town. Edwin wants to know multifamily. You buy multifamily in what markets?

W

Willny Guifarro 48:37

We're buying multifamily in Ohio and Texas.

S

Steve Trang 48:41

Gotcha. [Yeah] And Justice has another question. If you could go back to when you close your first deal, and let's pretend you got a \$10K assignment fee. What would you spend your money on: Education, marketing or hiring?

W

Willny Guifarro 48:54

Education, for sure. That should have been like my first thing. That should, that's that should have been like, the first thing I did when I touched good money, man. [Yeah] You know, imagine if I would have spent that money that I you know, that I gave Carlos and Sal last year, if I'm ... what if I would have spent in 2017, 2018? I'd be a frickin billionaire right now, man!

S

Steve Trang 49:15

Still did pretty good.

W

Willny Guifarro 49:16

Yeah, I mean, so I think and, you know, it's not easy, you know, there with the education

part. They're gonna teach you a lot of stuff, but I think it's just spending that type of money. Spending that type of money trigger something in your brain, where like, well, in my case, where I gotta produce now. I just spent, I just spent a lot of money. And and yeah, I mean, that's a I would definitely do that first.

S Steve Trang 49:39
Awesome [for sure] Very cool. And I say the same thing. Definitely get education [for sure] Uh, so Kendall wants to know, how many leads per week are you bringing in per acquisition manager?

W Willny Guifarro 49:52
How many leads a week am I bringing in per acquisition? [Yeah] So let me see... I think, I think right now we're at like, 180, maybe 180 leads or something like that.

S Steve Trang 50:07
Per acquisition manager?

W Willny Guifarro 50:08
No, so per acquisition manager is maybe like, like 50, 40 new ones.

S Steve Trang 50:13
Okay.

W Willny Guifarro 50:14
Um, but, yeah, like 40, 50 new new leads per agent a week, or something like that. Because we're now, now we're like, we're we're filtering down the, the cold, the calls, the the cold callers, you know. We're we're asking more questions and we're getting more, you know, we're not just getting people that are raising their hands. Well, we still are getting people that are just raising their hands, but for the Leads Leads, like maybe like 40, 50 a week. But we have a whole bunch of others that are just prospects. [Yeah] So in total, I'm thinking like 300 a week, 300 people that are interested in selling a week. But Leads Leads very, is it's like 150, or something like that.

S Steve Trang 50:54
Gotcha. And other thing we were talking about is, you know, you went through this resetting phase, you had a great year last year, it wasn't a resetting phase. And then last month, you did \$175,000. [Right] So, that doesn't sound like resetting.

W Willny Guifarro 51:06
Well, to be honest, it is not resetting, I would say is just literally just punching at the bag. [Yeah] Punching at it and doing the same exact stuff. But, but we just literally switched over our onboarding process. And I think that really, that really,

S Steve Trang 51:27
But you just kept moving forward. You had to switch a few things. [Yeah] But you're...

W Willny Guifarro 51:30
But we just, pedal to the metal man. [Yeah] And really switched up how we're, how we're onboarding people. That way we're not, you know, that way, we're not at freakin' down \$30,000 for the month and whatnot, and we're actually making some type of money. So yeah, I mean, um, yeah, that's pretty much...

S Steve Trang 51:49
So talking about losing \$30K in a month, what is your monthly overhead?

W Willny Guifarro 51:53
Right now our monthly overhead is like, is not much at all. I'm thinking is like, with my, with my transaction coordinator salary, I'm thinking like, around \$15,000, \$16,000 a month.

S Steve Trang 52:06
Okay. So the reason why you had that big overhead, was because everybody was on payroll. [Yeah] All your sales people were on payroll.

W Willny Guifarro 52:12
Yeah. The salespeople were on, was on payroll, and I just let the cold callers just go loose. I

mean, I didn't have no quality assurance there. I didn't, I wasn't tracking the calls. They would just be sending, you know, they were just everywhere. And that, that drove our price per lead up like, way high. [Yeah] I think we were at like \$40 a lead for the cold callers, and now I mean, now it's not too much. Now it's like \$15, \$16. So,

S Steve Trang 52:43
Gregory Ballard wants to know, who does he contact if he wants to JV with you?

W Willny Guifarro 52:48
You could contact me. [How?] My email is Willny W-I-L-L-N-Y willny@EquityofTexas.com.

S Steve Trang 52:56
And Moises Gonzalez wants to know, what is your favorite book?

W Willny Guifarro 53:00
My favorite book is probably... in like, my favorite book ever? I mean, [Yeah] The Science of Being Great. The Science of Being Great by Wallace D. Wattles.

S Steve Trang 53:13
Let's talk about it, what's so great about that book?

W Willny Guifarro 53:16
Well, he really puts it in a, how do I say... it's a tough one to actually. He... there's a science to being great and to being to, you know, to doing doing great things. And and he literally explains the science I honestly can't really go over the whole thing. He has like a lot of chapters, man but uh, but I do suggest it though. The Science of Being Great. Yeah, it's just something I can't really. [Got it] Yeah.

S Steve Trang 53:45
And Damien Unions wants to know what program are you are you using to get leads and prospects?

W Willny Guifarro 53:50
What program we're using to get leads?

S Steve Trang 53:52
Yeah, probably what what's your lead gen looking like today,

W Willny Guifarro 53:54
Lead gen? Okay, we're looking, we're buying lists. We're buying lists from Adam Data Lists Source, Real Acquisitions, Rebo Gateway, Citro Cato. And we are spending, you know, we're doing the cold callers. Eight cold callers full time. So that's bringing them those leads. Then we have we do a little bit of SMS and RVMs, and we use Roar for that.

S Steve Trang 54:18
Gotcha. [Yeah]

S Steve Trang 54:21
And how many calls a day are your callers making? So Alex wants to know.

W Willny Guifarro 54:25
300 calls a day.

S Steve Trang 54:26
300 -- that's the cold callers? so that's [cold callers] Okay, what about the in-house guys?

W Willny Guifarro 54:29
100

S Steve Trang 54:30
Hundred cool [100 phone calls]. So, right now, what would you say is your biggest struggle?

W

Willny Guifarro 54:41

My biggest struggle is probably, probably growing a sales team. You know, I still think I still even though he, you know, I still I still feel like you know I could progress. I still feel like we could do better. And as far as when it comes to finding people. So that's pretty much yeah, that's pretty much it right there man who's actually finding more great people. That's a that's that's a that's a big struggle right there.

S

Steve Trang 55:10

Yeah. And what are you doing to fix it?

W

Willny Guifarro 55:12

Now, we are literally just targeting a bunch of... we're... we're not doing too much of Indeed and Craigslist and Career Builder, naw. [No?] Naw, we're not probably not doing that, a lot of that. We're really just relying based off word of mouth.[Gotcha] And Twitter. You know, I got a, I mean, a lot of people off Twitter. So, so

S

Steve Trang 55:33

Let's talk about Twitter. You've got to a big following on Twitter. [Yeah] How did you... how did you come about getting a big following on Twitter?

W

Willny Guifarro 55:38

Man, I've been I've been talking about real estate on Twitter for like, six years. And I've had my Twitter for, like, 10. So I've been talking about it for like, six years. And people... and, you know, just sharing my journey and, you know, people just people like it. And, and our, I think we have like, 18... You know, I think I had like 17,000, 18,000 followers, and I share a lot of threads on there, too. Like how to actually get a deal with like \$500, \$600 bucks, you know. Because you could definitely get a deal for \$500, \$600 bucks if you know, if you're doing what, you know, if you if you're implementing the proper marketing strategies, and um. It's cool. I've, uh, I started this wholesale course on there. [Yeah] And, you know, we've, we've helped, I've helped a lot of people will get deals through that, through Twitter. You know, I have one guy that called me. You know, he booked a consultation with me, bought the course and whatnot. And within 150 phone calls, he got a deal with us. \$108,000 wholesale deal. [Yeah] Within 150 phone calls. [Yeah] Not even 150 offers; it's 150 calls. And, you know, that type of stuff, man. It's, it's it's a good feeling. It's a good feeling to be able to...

S Steve Trang 56:47
It's a great feeling.

W Willny Guifarro 56:48
Yeah, man.

S Steve Trang 56:49
Yeah, you're I think you're only first I know, that's actually having any kind of success on Twitter.

W Willny Guifarro 56:54
Yeah. There's a few others out there, but yeah.

S Steve Trang 56:58
And then let's see. Bearcat Ecubi, wants to know, what's the best way to get into probate?

W Willny Guifarro 57:08
What's the best way to get into probate? [Hm hmm] I would skip trace them. I'd probably skip trace them and literally send them a mail. And you, I think you want to also, how do I say it? There's a grantor and there's, the probate applicant. You want to skip trace their, their name, as well. So you want to skip trace the person that died and the person that's the applicant, and I use Real Acquisition. So that's, uh, I, that's, that's what I do to find those people. We just skip trace them, and we send them a massive text blast, or we just call them.

S Steve Trang 57:40
Gotcha. Olivia Pearson has two questions. I'm gonna try to boil this down to one. What do you what do you wish you knew when you when you were brand new? When you first started?

W Willny Guifarro 57:50
That it's a numbers game. Just because you lock up 20 contracts doesn't mean you're

gonna close 20 deals. You could lock up 100. You're not gonna close 100, though. And that's one of the things that um, man, because I would get like so just, I get so stressed out when I, when I first started. Because I would get these -- I think I fell on, I fell off... I fell out of like, maybe 10 contracts before closing on my first deal. And that, like had me like, you know, very depressed and very lonely. And I didn't want to talk to nobody and whatnot, because of, is not happening, right man. And I got this frustration like, damn it, I need to I need it, I need to make it happen. And, so yeah, but if I would have known that it's a numbers game that you got to push out, you got to go out there and push on maybe 100 offers to get a deal. Or not, not 100. But you know, [a lot] A lot, a lot, a lot of you got to put out a large amount of you got to take a lot of action. And that's probably something that I wish I would have known from the beginning that it's really a numbers game and, and that if you're not marketing, I don't really think you know, really, and really running a business is more like a hobby.

S

Steve Trang 59:00

Yeah. So I've never talked about this before. But I remember, like, when I was you know, brand, brand new, and I wrote a contract for these other wholesalers, I didn't know their wholesalers, right? Just someone I met a REA, right, and wrote an offer for them, and got their offer accepted. I know like 50%, 60% of market value. And I was stoked, right? And then I go turn in the paperwork to my broker. He's like, "It's a short sell?" I was like, yeah, so" He's like, "That means his offer doesn't mean anything till the bank approves it." So like, you know, because I was writing at that point, like 50 offers a day. [Wow!] You know? [holy shit] And so you know, you know, cutting your teeth, right? Getting started. [right, right] And I was like, oh man finally got one of these accepted. And he was like, "Yeah, that's a waste of time". It wasn't even worth the paper they're printed on.

W

Willny Guifarro 59:41

Oh my God. Yeah, man. I mean, yes, I can relate a lot man. I, I fell out a contract. A lot of times just to, get one in. And I think it'll, you know, for anybody that's brand new, man. You should really focus on putting, talking to more people, putting more offers out, and literally tracking it. Tracking it and to see what is, what is your closing ratio? How many offers is it going to take you to get a deal? [Yeah] That's when you start, that's when you can start, you know, actually moving into scaling, that part right there. So that's

S

Steve Trang 1:00:14

Once you know your ratios.

W Willny Guifarro 1:00:16
Exactly.

S Steve Trang 1:00:17
Do you have separate junior acquisitions? Or is it just straight acquisition guys?

W Willny Guifarro 1:00:22
I tried that. I tried. I tried that in Jan- January, dude. No, it's not. naw, it didn't work out. No. Everybody that we, that we're looking to hire is strict... we're going straight to acquisitions. Yeah.

S Steve Trang 1:00:36
T Santos wants to know, when you first got started, how did you market yourself?

W Willny Guifarro 1:00:41
Craigslist, would do Zillow. Um, I would do bandit signs, that's... and Facebook. That's pretty much it. [Yeah] But yeah.

S Steve Trang 1:00:51
Very cool. So that's all the questions What... what is your Why? I mean, you're young guy. Wha... Why keep pushing? I mean, you're, you're making good money, right? Like, being a young 20s you don't really need that much money. [Right, right] What is your WHY?

W Willny Guifarro 1:01:12
My why is probably to have enough freedom to enjoy my family. You know, I, freedom has always been a big thing for me, like, you know, because I've been working, I've been working, you know, a job since I was like, 14. I got my first job at 14. And, and I've never, I would have money, but I wouldn't have any time. So that's, so literally buying back my time. Buying back my freedom and, and really, you know, to enjoy my family. You know, that's it's a, it's big for me, family's huge.

S Steve Trang 1:01:46

Gotcha, gotcha. All right. So I want to think about a message you want to leave listeners with. I'm going to make a couple quick announcements. Guys, if you like this today, please, you know, comment, subscribe, share, comment, like so on. It really helps us a lot, helps us with the algorithms, so we can get this message out to further people. Again, text CLOSER to 33777. If you want check out our sales training program that we created. And then next week, there's no podcast next week, I'm going to be at Collective Genius, hanging out with some of the top wholesalers in the country. And then the week after that, we got Tucker Merrihew coming in from Portland. In two weeks, hopefully the he can fly out safely. I think that city is on fire right now. [right, right]



Steve Trang 1:02:33

So what are your last thoughts?



Willny Guifarro 1:02:37

My last thoughts? Um, I really think that everybody should, um, you know, if you're going to do, if, if you're going to dive into this wholeselling side, I would, I would double down on it and literally not let up until, until you get it. You know, I see a lot of people they, first they're thinking about wholesale deals, then they're thinking about, you know, doing this owner finance deal over here. And then with the subject to over there. If you're a new, newer person, I would suggest strictly focus on wholesaling your first deal, so you know, you know exactly what a deal is. That way, when it's your turn, turn to buy a deal for yourself, you know, that it's a wholesale deal, you know, that it's a good one. [Mm hmm] And, you know, the, the man that chases two rabbits catches none. [Yeah] So, so, and that goes that that goes, that goes for real estate too. And, and dipping and dabbling into different, you know, neat niches as a newbie. So yeah, I would stick to, stick to one thing. Oh,



Steve Trang 1:03:40

Awesome, love it. [yes sir] And if someone wanted to get a hold of you again, how would they get ahold of you?



Willny Guifarro 1:03:44

You could um, you could hit you could follow me on Twitter. I'm very active on Twitter. Uh, Willny Guifarro W-I-L-L-N-Y Guifarro, should be on here. Yeah, you could just hit me up through there. And I'm active on Facebook too. So



Steve Trang 1:03:59

Awesome. Very cool. All right. Thank you guys for watching. Thank you,



Willny Guifarro 1:04:03

This was great, man. Thank you.