

# Wholesale 70+ Mobile Homes On Land w/o a Buyers' List During...


Thu, 12/17 11:02AM 1:11:06


## SUMMARY KEYWORDS

mobile homes, people, properties, deal, wholesaling, money, buy, buyers, literally, investors, home, tampa, year, mobile, lenders, loans, business, started, months, sellers

## SPEAKERS

Sandy Cesaire, Steve Trang

 Steve Trang 00:00  
...traditional real estate school?

 Sandy Cesaire 00:00  
The traditional, yes to get my real estate license. [Okay.] And so... but I didn't have enough money, right? Like, I went on the payment plan, I think it was like \$250 or \$245. So at the last day, I did not have the \$45. So they did not allow me to take the test at all. [Oh Wow.] Yeah, exactly. So I couldn't I couldn't do it. So I went back two years later, I think I was like, 20 at the time, like, right before I was 21. This time I had saved the money paid up front, you know what I mean? Like, here's your money, took the class. I did, um, you know, did very well, studied, passed the test. I like to brag about passing the test on the first time. Cuz you know a lot of people don't. So you know, passed it. So now as, when I when I started, when I got my license, I went to work for this real estate company, and they had good trainings and everything, right. But I had a friend who is doing mortgages. Okay? So... and he used to tell me, you know, Sandy it's better on this side, you can come on, come work for this company. We make more money than the commissions you're making. I mean, he bugged me so much. And I was like, fine...

S Steve Trang 01:07  
What year was this?

S Sandy Cesaire 01:08  
This was 2002. So I got my license. Yeah, I got my license in June of 2002. And then, so fast forward to December 2002. And he had been bugging me, like, the entire time to, like, come to mortgages, come to mortgages, right? So then I went to work for their offices. And I mean, at first, like, really, like, it took me a while to get it, okay, like, literally took me a while to get it. Like, you know, like, I remember, you know, the account executive, like they would come with their loan products. And, you know, we have to have a certain credit score to qualify, you know, depending on whatever the loan is. And so, you know, we'd go by the middle score, right, for the longest time, like, I literally thought the middle score was the score in the middle. So, but anyways, but I ended up doing really good because I'm a hard worker, I used to, I would stay late all day, just calling like different lenders and seeing who have pretty much good products and also to like, you know, like, basically, there were a lot of lenders, cabinet investors at, let's say, 10 properties, right? So I used to stay all night, just calling lenders, calling lenders, figuring out who can do what, who can do like basically the hard loans. Like I found the lenders that would do unlimited properties, right?


S Steve Trang 02:19  
Were you wholesaling loans?


S Sandy Cesaire 02:21  
No, I had no, I hadn't even... No, I hadn't start wholesaling, I was just a loan officer.

S Steve Trang 02:25  
But you were a loan officer calling banks? Usually, I thought that was like a wholesaler within the mortgages that would do that.

S Steve Trang 02:31  
Yeah. So no, so I was that would be doing the loans. But now what I'll do is I'll call basically, they all have basically account executive, right? People that work for them, they go to the different mortgage offices to sell their loan products. So the loan officers can

basically, you know, if you have choices of let's say, five different lenders that offer basically, they can finance your, your person, right? At the end of the day, they want to get the business, you know what I mean? So I would basically call them to see who's offering the best, with basically the minimal requirement to do certain, certain type of loans, right, and the best rate, you know, down payments by just getting all of their criterias, basically, so now I know, this bank, this, this lender can do this type of loan, they only require 10% down or they require 5% down, and then you only have need to have basically this amount of credit score. So basically, I would just be gathering all the information, as much information as possible. So now whenever, you know, I was either helping out a client or looking for something for myself, I know this lender can do this, this lender can go over this. And what happened was I ended up finding a good amount of lenders that would do like maybe a lower credit score, you know what I mean? Or that would do maybe like a 3% down or allow the seller to hold like a second where these other lenders wouldn't do that, you know what I mean? So basically,

 Steve Trang 04:02  
The subprime products?

 Sandy Cesaire 04:03  
Yeah, so basically, I will just basically gather all, as much information as possible from as many different lenders as possible. So now I know who can do what, you know what I mean? And what happened in that process is I got pretty good at finding out the, the ones that would do, basically the creative stuff that other lenders wouldn't do. And what happened with that is then people started bringing me all their hard to do deals, you know what I mean? So because I know who could do them so everybody would be bringing me all day hard to do deals. But in the process of that, I was like okay, you know, one of the hardest thing for people -- especially because I wasn't even thinking wholesaling at the time, right? I was thinking investing, but not wholesaling, right? So, so what happened was doing that I was like, well, we're the hardest thing to do is finding the money. So now I kind of like figured out how to find the money and at the same time, I'm going through investors meetings, right? So I'm... Yes, I'm going to investors meeting basically just learning as much as I can. Just learning as much as I can.

 Steve Trang 05:01  
Like REIAs?



Sandy Cesaire 05:01

Yes, like, the REIAs, right? And then at the investor meeting, I ended up meeting this one guy, and he was he was an investor, he was a handyman, like, he would be, you know, rehabbing the houses. So, um, he had 10 properties to sell, right? So I bought 10 properties from him.



Steve Trang 05:18

Oh, you went to REIAs and you bought.



Sandy Cesaire 05:20

Yes, I bought, I met... Yes, I, you know, network meeting people. So I bought 10 properties, no money down, because I got, I was able to get the 80%. And, you know, he could finance the rest, right?



Steve Trang 05:31

Seller carried the rest.



Sandy Cesaire 05:32

Exactly. Right, exactly. You know, and I end up you know, using different family members and things like that, cuz I was really young, you know, what I mean, my credit sucked at the time. However, but like, you know, partnering and using family members, you know, I got the first 10, and he introduced me to other investors. Bought 10 more. Like, you know, I'm just like, the going all in type, you know, and I'm going to swim to figure it out. I don't really know how to swim in real life, though, but I'm just gonna figure it out. So, so, so the mortgage in that sense, kind of helped me, right? Because, man, once I met him, you know, I could put the deal together. So that's how I basically literally got started in... I used those properties as Section 8 rentals at the time in the rates were like, they were stupid low, and you're talking about, like, 2003 at this time. 2003, 2004. You know, like, the, like, my payments would be like, \$400. You know what I mean? I mean, I can get \$900 to \$1,200, section eight, you know, so it was like, basically pretty good, you know, pretty good income, right? Yeah. So in at the same time, at the same time, while as I was doing that, I was also rehabbing. I started rehabbing. Hey, why not, right? Why not? So in Joey, and his name is Joey right, Joey actually, was really helpful, because he taught me a lot about that. And he used to basically rehab the properties for me, you know, and then if we had to hire contractors, we would hire the contractors, but he took me through all that

process. And I bet, I learned a lot. You know what I mean, I learned a lot. So that's literally how my real estate career, you know, got started.

**S** Steve Trang 07:04  
So but as you learned about the real estate investment side, you continued doing the mortgages?

**S** Sandy Cesaire 07:10  
Yes.

**S** Steve Trang 07:11  
For how long?

**S** Sandy Cesaire 07:11  
I can see... I continued doing the mortgages, I think, for about, it was like somewhere between five to seven years. So maybe till like 2007-ish

**S** Steve Trang 07:19  
So untill the crash.

**S** Sandy Cesaire 07:20  
Yes. Yeah. So I continued, yeah I continued doing... Because I enjoy doing mortgages. I like the challenge. You know what I mean? So I, that's like, and I literally, like, I still have my real estate license. I keep it active, but I don't like doing the realtor thing.

**S** Steve Trang 07:37  
Of course not.

**S** Sandy Cesaire 07:37  
I don't have the patience for it. You know what I mean? I just don't have... Like I have some friends, they're very good at, you know, great realtors. But I don't... It's not my thing. You

know what I mean?

S

Steve Trang 07:48

The fact you were out here for a week, right, it's kind of hard to do those things. If you're actively working with clients. Okay. So you said you, you, you did this up until the crash. Anything... Like what changed then after that? Was, so the crash was basically when you pivoted?

S

Sandy Cesaire 08:01

So... well, so what happened... Yeah, so what happened was, I mean, during that time, I maybe have... I wholesale like one deal. But it was not because I was trying to be a wholesaler, it just happened to be the circumstance, right? Um, so what happened was... so now I had like, made tons of money, right? I made a lot of money and I had all these properties. And so I was, I used to go to those Dave Lindahl, you know, apartment complex, you know, seminars and things like that. And my goal was, okay, you know, you want to get rid of all these single-family properties and get into an apartment complex. So I started selling everything I had before the crash.

S

Steve Trang 08:03

Well that was fortunate.

S

Sandy Cesaire 08:05

That was right. Yeah. So I mean, like, some of my friends was, like, well, how did you know? I mean, I didn't know anything. I just started, you know, I started selling them off, started selling them off, you know, I, you know, had accumulated all of this cash, and I was going to use that to get the apartment complex. But in the process of there, right, you know, there is a longer due diligence process. So a friend of mine, and he happened to be a hard money lender, right? So he was like, okay, you know, why don't you let me use some of that money to lend out, you'll get your return. I know, right? So so the mistakes, the mistakes and that came after... After like I had literally... so I lost about like five properties, but the majority of them I had already like, sold, Okay? So, so now I'm lending money here, money there. So all the cash I had basically, I lend them out. But here's the kicker, right? So I did not get anything as collateral to protect myself. So at the end of the day, the market crashed, all of these people now who had all the cash that I had, you know, went to them, you know, I'm like, Okay, so now Where's my money? You know, a bank, you borrowed money from a bank, they gonna take your house? Where's you know, where's my, where's

my collateral? What am I going to take back? There is nothing. But the thing about that is, it's just, it was a huge lesson for me because I had not take, taking the chance and that was just trusting you know people to do right by me. And I don't think they meant any harm but you know, they say the road to hell is paved with good intentions, right? So now, I did not take the time to make sure I had the paperwork drawn out to make sure that they actually, you know, signed, you know, documents that would basically protect me, protect my money. So I didn't do, I didn't do any of that. So what happened was, I ended up losing it all anyways.



Steve Trang 10:33

What, uh, how much did you lose?



Sandy Cesaire 10:35

Over \$800,000. Cash. Cash money. Yeah. Yeah. So so it was a bummer. Because I mean, on several like, on several different levels. Like, you know, my plan was, you know, to help my mom, you know what I mean? And I come from a very poor family, and I don't like to talk about well... It's not even like I don't mind talking about it. But No, I don't. I messed up my makeup with tears coming out. So hopefully, no tears go my right. But like, you know, I had planned on paying off my mom's house and I was like, You know what, let me just go ahead and do this investment, then I'll do it, then I'll do that. Right. Right. Exactly. So you know, none of that happened. And, you know, I was really depressed. I got really depressed for a while. Yeah. But you know, you know, sometimes, I think, well, at least at that time, you know, that I was a little toughy, you know what I mean? But, but then, you know, like, yeah it really broke me down to my core, you know what I mean? I was like, Man, I'm, you know, I, I've been working hard. And what, you know, what hurt me the most was that, you know, the plan that I had to help my people. And, you know, that couldn't have... that didn't happen. And, and I remember one day, and I called my mom. And I was like, you know, I'm depressed. And this is, this is the stuff. Okay? Anyway, so I called my I called, my mom was like, I'm depressed, you know, so she got everybody, like, the entire family on the phone, and they just started praying. You know, in that, like, broke me, because I was like, Man, you know, you know what I mean? It's like, my family... And I felt like I had let them down. I felt like I had let them down. But they were like, you know what, Sandy, it's just money. It's just stuff. You did it before you can do it again, like they were doing, doing all the encouraging stuff. You know, okay, my makeup's messed up.



Steve Trang 12:18

Your makeup is good. But Sam, you might want to bring some Kleenex in here.



Sandy Cesaire 12:23

But yeah, but you know, yeah, I mean, that always like bringing bring tears to my eyes, because that was like, you know, my people, like, we come from struggle, you're, you know, we're from Haiti, you know, what I mean? And my parents, like, they, they came here, before I did, they left me and my sister, you know, behind with my aunt. And they were here for three years before they could even send back for us, right. And so, um, they came here on a visa in the 1980s. And they weren't in the cornfield, the sugar cane field. And, and they're, you know, they're packing like boxes of corns for 10 cents a box, you know what I mean? 'And a full day, a full day of work is like \$16, \$20. You know, what I mean? Like working hours and hours in a full day really is basically like a 16 hour day, you know, what I mean? Like way above and beyond. So it's like, they worked so hard. And then, you know, when they, you know, I don't even know how they did it. I don't even know how they did it. But they got the money to bring me and my sister here. And there was this whole organization where basically, you take on somebody else's identity, right? They find somebody in America who's legal here, who has either a green card or was born here, and they kind of pair you with that person, you know, you know that you have to somewhat look like them, right? Because you got to get through the whole embassy situation, and they bring you to this house. And you should see, it's like a bunch of kids like on a dirt floor, right? And you have to stay there until you have learned everything about that person. You got to learn their name, you got to learn their background, what school they go to. Basically, it's like you're learning an entire, you know, other identity, so that when you get to that embassy, you do not mess up because if you do somebody's getting arrested, right? And I didn't know all of this, because that was just a kid. I was, I was nine. I know. But you know, this year, I put it all together, right? So but yeah, so, so me and my sister and I just... you know what? I just found out. My mom just told me this Thanksgiving, I wasn't even supposed to be here. That was by accident. Okay? So the plan was, it was my sister because she's older. So you know, in the Haitian communities like the older one, you know what they gonna be in charge. You're gonna get them here first and then you know...



Steve Trang 14:45

Figure out the rest.



Sandy Cesaire 14:45

Right, figure out the rest. So the plan apparently was, it's my sister that was supposed to be here, but I ended up... now my sister and I, we got split into two different houses. I think it's because the other people had somebody that looked like her and so we got split up at the time where my uncle dropped us off. So I ended up coming... Um, I think they, about two to three weeks it took for me to get here in the country. But when I got here, it was like



June of 1990, right? So when I got here, my mom, she's a migrant worker. So she was away, like, they go away for like, a month or two months, you know, just doing migrant work. So, and you know, this is before, like the cellphones were? Yes. So somebody told her and she just she literally just told me this this Thanksgiving. Somebody told her that, Oh, your daughter is here. And then then she'll say, Oh, great. She's thinking it's my sister. Right? And then she says she come, she said I come in and it's you. I'm like, well, but because she had only she only had money for one of us. Right? She had been raising them when she had money for one of us. So I'm, I'm there and my sisters still end up at the other house. Should I... What am I gonna do now? Because that was not the plan. The plan was to get the oldest one here first, and then we go back for you, right? So I mean, it's just literally by miracles after miracles that I'm even here. You know what I mean, because that wasn't even the plan.

S

Steve Trang 16:10

So your parents or your mom or your family pray for you, and kind of got you out of your funk?

S

Sandy Cesaire 16:17

Well, that didn't really get me out of the funk. Like, initially, it made me feel even worse. Because he was like, I mean, it's like, I appreciate it. Right? It was great. It's just... what made me feel bad about that... It's because I feel like, man, you know, I was, I felt like a disappointment. You know what I mean? But they're like, "Oh, no," you know what I mean? I felt like in this room, I felt like I you know, I let them down. So, you know, it was, it was almost like the fact that they could be so gracious and kind. It made me feel even worse. He was almost like, man, just tell me off, really. You know what I mean? Like, cuz sometimes that motivates me to just Okay, yeah, I'll show you. You know what I mean? But yeah,

S

Steve Trang 16:57

So how did you turn things around?

S

Sandy Cesaire 16:59

So basically, you know, after, after a good while, maybe it was six to nine months, I didn't even think nine months. It was just like, okay, you know, you have to do something, you know what I mean? You have to do something, you can't just allow yourself to remain in this funk. Like that's not you, like I had, like, I gave myself so many pep talks, right? It was a

lot of pep talks, listening to motivational stuff, a lot of prayer, you know, lots and lots of prayer. And, you know, it just got to the point I was like, you know, what, what you're doing? you know what I mean? What you're doing this, this, not you you know what I mean? Like, you gotta like, shake it off, you got to do what you got to do. Get out there, do it, you know, how to do you know, best, like, Get yourself together, you know what I'm saying? Like, like this, this isn't you, you know? And then, and you know, and I had some really good friends to like, you know, if they knew the situations, and you know, they normally for me for you know, some you know, it's important to have some good people in your life. I had some good friends like encouraging me you know what I mean, it's like,

**S** Steve Trang 17:57

I think it's important because a lot of us, you know, like, it seems a lot of this business seems great, right? A lot of it seems great. But there are days where it's really awful.

**S** Sandy Cesaire 18:06

Oh, yeah. Sure.

**S** Steve Trang 18:08

Having the right support, right people around you.

**S** Sandy Cesaire 18:10

Yeah. It's very important.

**S** Steve Trang 18:13

Okay. So then, what was the first step? I mean, did you just from, from there, did you jump in wholesaling? When did that transpire?

**S** Sandy Cesaire 18:22

Alright, so what I did was, I did you know, I was like, Okay, all right, get yourself together. All right, get yourself together, sister and, you know, get out there. So I got in the car, you know, I started driving around, and then there was a For Sale sign. Alright, alright. So, you know, I pull over, I call them. And then of course, one of the thing I always do is like, you know, I asked him your property still available? I said, Do you have anything else? Anything else for sale? He said, "I have four." I said Hallelujah! Like I did, you know, I mean,

I said Hallelujah. So I you know, put that property in the contract, and within a couple of weeks, sold it and made \$20,000. All of the properties, you know what I mean? I went knocking on some doors that I already knew, like, by doors. I mean,

**S** Steve Trang 19:05  
\$20,000 total?

**S** Sandy Cesaire 19:06  
Total Yes. \$20,000 total for four. Yeah. So, yes. So then I went to you know, I still knew some of the investors. You know, that's always mine. So I went to one that was right down the street. Now, I was in St. Pete at this time, by the way because I had ended up losing my, my personal home. I had in yeah, I end up losing my personal home. So I ended up having to move to this hood. Alright man, right. And I grew up in the hood. Don't get me wrong, but I wasn't trying to go back. Okay? So, I ended up in St. Pete in this two story... It was like a upstairs apartment. I mean, it was a mess. But anyways, in the hood, and I'll tell you how hood it is. When I ended up moving out. I had to move out because I went home for Thanksgiving came back somebody had broke in. Yeah. So that, if that tells you where I at was, right? So, So basically, um, Anyways, back to the story. So I knew an investor that was basically right down the street. I was like, here you're coming with me. I literally dragged them -- and I don't like to drive right -- So I was like, come on you're driving. I took them to the property. You know he bought one, then his brother bought the other one, and then the other two, one was a bandit sign and one was Craigslist. You know, so yeah...

**S** Steve Trang 20:27  
When was this?

**S** Sandy Cesaire 20:28  
So this was 2000 and... I think this was maybe 2010-ish.

**S** Steve Trang 20:36  
Yeah, that was a really interesting time. There was a lot less competition.

S Sandy Cesaire 20:39  
Mm hmm.

S Steve Trang 20:41  
But buyers are harder to come by as well. [Yeah.] Yeah. So like, now you got a deal, you got a deal. Yeah. But back then, like you had to have a really good deal. So

S Sandy Cesaire 20:50  
Yeah, they had, Yeah, and they were good, they were good deals. But what I did, so when I took I took that money, and then I started, um, because now now everybody's doing the online auctions and things like that. But then I... but I started focusing on getting deals from the online auctions. And I just I used the money for the earnest money deposits, you know, because they asked, they want their deposit. You know what I mean? So, so then I just started building back up like that, you know what I mean? I would just be on that, on the auction site just all day. I'm like watching that, watching it, right?

S Steve Trang 21:20  
So was it the same REIA group that you were at before that helped you? Like, was it those connections? Like, how did you go from going, you know, you basically transitioned industries, right? Went from being a loan officer, creative loan officer, but a loan officer, to just wholesaling. I mean, like, was it those connections, you created the REIAs that helped you? Or like, how did you...

S Sandy Cesaire 21:40  
Yeah, so so like, for example, that one investor actually was kind of like, there's certain people in the network, I guess. So like, Joey, like the investor, I said, I literally went and got him saying, like, you coming with me. Like Joey also does rehabs for him. So it was like a group. That's this group of investors, a lot of them from the REIA connections, and others from people just meeting through the whole to the group, to the circle, basically.

S Steve Trang 22:08  
And so at this time, you're mostly finding properties to auction?

- S** Sandy Cesaire 22:11  
Yeah. So now, so after the, um, after I did those four deals, getting back on my feet and everything right? So I just literally... was it Hubzu? I think it was Hubzu.
- S** Steve Trang 22:22  
Hubzu was a big one. Yeah.
- S** Sandy Cesaire 22:23  
So anyways, I would just sit there and just bid on properties. You know, I'm bidding. I bid all day, all night. I'm just bidding and bidding and bidding, and then I will just, see until I get it.
- S** Steve Trang 22:37  
I hated Hubzu.
- S** Sandy Cesaire 22:38  
Yeah. Why?
- S** Steve Trang 22:39  
It was always difficult to use, and as an REO agent, right? You get these offers, like that's a lowball offers, like, got it. And so you're, as an investor, you're bidding, and it's fine. Me as an agent at that time, I would have to go and look at those offers and take them and type them in. Like, here's an offer for \$50,000. I never listed at \$90,000; here's an offer for \$50,000. I have to do that all day.
- S** Sandy Cesaire 23:00  
That's annoying.
- S** Steve Trang 23:01  
It was very irritating on the agent side for sure. Yeah. Okay. So So you basically rebuilt using, so bidding on auction sites?

- S** Sandy Cesaire 23:10  
Yeah. Bidding, bidding on auction sites. And then to... then I started getting referrals again, you know. One of the thing is like, cuz... you know, I guess there's this thing about me that, you know, attracts the hard deal sometimes, right? So like, people, they will bring me the deals that they cannot get done. And I'll get them done, which is the problem because they keep bringing me the hard stuff that they can't do.
- S** Steve Trang 23:32  
Well you're supposed to get paid more on those, are you getting paid more on those?
- S** Sandy Cesaire 23:35  
Well, see, here's the thing is, the numbers still have to work? You still have to make sense. So if they're like bringing me the deal, we're typically splitting it. You know what I mean? I am good at maximizing it, though.
- S** Steve Trang 23:46  
But it should be a larger spread if it was harder. It's not, you're telling me that's not the case?
- S** Sandy Cesaire 23:50  
Well, not, it's not always the case. It still has to make sense. But it's not always it's not always the case. And the thing with me is, you know, I don't know if I'm like obsessive like that, or it's obsessed like that. It's just like, once I touch, once I've touched the deal, and I feel like I can do it. I'm not gonna let it go until I do it. So it, then it doesn't actually always become about the money. It's just just I got to get this done. [Right.] You know what I mean?
- S** Steve Trang 24:17  
And that's a good quality. Yes. I'm just asking because I got another, you know, one of my mentors, Dave Day. He only does deals that are worth... like he's wholesaling for like, six figures. You know, so, but he does deals that no one else can do.
- S** Sandy Cesaire 24:27

Yeah.

S

Steve Trang 24:29

Okay, so then that was, you know, 2010 like, what were some of the other significant events as far as building your business? Because there's a lot of, you know, just get here, right, like, what are some other major events?

S

Sandy Cesaire 24:40

I mean, there were me there, there was still some ups and downs. First of all, I mean, just on both personal and business. And then I went through the struggle too when I first got in there was like, man, do I still want to be in this business? You know what I mean? I went through that, through the mental challenge of just trying to figure out... Okay, you know, secondly, there's, there was this thing about people said, Well, you know, you're good at it, you can do it, but I'm like, Yeah, but I don't know if I want to do this anymore. You know what I'm saying? [Yeah.] And then it was just like, um, you know, there had to come a time where, okay, I had to kind of like refocus my mind in, in what this means for me. So I literally, you know, you know, just a few years ago, I was like, you know, I don't just want this to be just about the money anymore. You know, what I mean? Money is the money is the money, okay? So it's like, I don't want it, I want it to mean something more. So I literally started praying about, you know, what, I want this to have more meaning, you know, to mean something, I don't just want to get up just for another check or for another deal. So you know, so one of the thing I started to do was just, like, out of every deal, I gave away 10% with respect to family members who need it, like just so like, just, just making it like doing this, there's a reason, there's a purpose for me to do this. It's not just a selfish reason. And you know, once I started doing that, just like refocusing, reframing the, the reason why I'm doing this, then you started to become more fulfilling for me, you know what I mean? So, so, yeah, so just a lot of changes occurring with that and also too, then, then once I figure it out, okay, you know, what, you know, now, there's the purpose behind this. Now, let's organize this, you know, in a way that makes sense that you can grow it and you know, and I'm, like, so excited now because, you know, I'm, I'm like one of these people that's like scatterbrained, you know what I mean? So I have learned that I gotta stay focused and not get ideas and think so. So I learned like, literally, I have to focus in especially now to wanting to grow everything and bringing Gary in... Oh, my gosh. So they have, you know,

S

Steve Trang 26:56

You brought Gary in?

S Sandy Cesaire 26:56  
Yes. Yeah.

S Steve Trang 26:57  
How long ago?

S Sandy Cesaire 26:58  
I need just this a couple of months ago, like September was the first.

S Steve Trang 27:02  
So not that long ago.

S Sandy Cesaire 27:02  
Yeah, September was like the first meeting. And we just had our two days. Yeah, I think it was like around Thanksgiving, right? Yeah. I think it was around Thanksgiving. But I mean...

S Steve Trang 27:13  
Yeah he just came out for us, it was very humbling.

S Sandy Cesaire 27:14  
Yeah. Oh, my God. Yes. Yeah, yeah.

S Steve Trang 27:18  
But that's a good thing.

S Sandy Cesaire 27:19  
Yeah, it is. It's a great thing. I'm really excited, man. Because just bringing some clarity, because that's not my strength, you know, like, those stuff are not my strength.

S Steve Trang 27:27



So let's talk about before we were talking about COVID -- mobile homes, when did you transition into mobile homes?



Sandy Cesaire 27:33

So a couple of years ago. So um, here's the thing like we used to do all the other property types, right? Now, I was in Tampa initially. Okay, so I was in Tampa for like, basically 20 years outside of the, the window that I had moved to St. Pete, but same area, same difference, right? So and you know, Tampa is one of those areas that's like saturated, right? Yes, they're still deals, but I don't wanna be fighting 20, 30 people for the same deal.



Steve Trang 28:00

Tampa is... before Phoenix became the guru capital of the world, it was Tampa. I think we took it from you.



Sandy Cesaire 28:08

Yeah, I believe you now. Yes. Yes. I can't think of as many people, you know,



Steve Trang 28:12

Right. So anyway, so yeah, so it was it was tough to compete in Tampa.



Sandy Cesaire 28:16

Well, yeah. So you know. Yeah. Because now I would do like the marketing pieces and stuff like that. But then, you know, we got to fight so many people for the same dealing. And I'm just always thinking of ways of, Okay, so how do we do things differently, right? And initially, initially, I um, there was a time where I was marketing straight towards like condos. Like cuz condos for investors, unless it's a hell of a deal they're not messing with it because then a lot of them don't want that association fee. That's just eating out of their profit. Yeah, so But unless it's just a great deal, that makes sense, they're staying away. So I so for a while I just I was just doing condos. 55, 55 plus and all, you know what I mean? So like, seriously?



Steve Trang 29:01

It's very niche, very niche.

**S** Sandy Cesaire 29:01  
Yes, yeah, yeah, it is. So um, but you know it there are some frustrations with that too, dealing with the HOAs, and then you have to break it down, like oh my gosh, but um...

**S** Steve Trang 29:11  
And longer closes because of the HOA.

**S** Sandy Cesaire 29:12  
Something right? So you know what, so then a couple of years ago, and we used to get mobile home leads all the time, but I was in the mindset of who wants to do a mobile home? You know what I mean, like... Cuz here's the thing too, especially like some of these investors, a lot of them want block home. They, you know, there's a few that I have found for being in St. Pete that you know, are more open to frame homes, but there's still a lot of them don't even want to touch a frame home. So now I'm thinking, people don't even want to touch your frame home. What are they gonna do with a mobile home? So I used to just basically just ignore those leads.

**S** Steve Trang 29:48  
We did too.

**S** Sandy Cesaire 29:49  
You too. Yeah. And so one day, I was you know, we got a lead and I was like, You know what, let's, let's give it a try. Let's give it a try. And we did, and we made \$10,000. And I was like, what? We leaving some money on the table. So I... So immediately, I did a mailer that was all mobile homes. All mobile homes, and we got a bunch of deals for me. And I was like, okay, that's what we're gonna do. And that's, that's literally how they got started. It is not because that I was some mobile home expert and know anything about a mobile home. You know, it was literally like, let's give this a try. And then and then after I did the mailer, man, like we would get people that call us. They're... That's the man. We never got an offer from anyone to buy our property I was like, you don't say?

**S** Steve Trang 30:38  
No competition.

S Sandy Cesaire 30:39  
Yeah, yeah, exactly.

S Steve Trang 30:40  
I would say like our largest fees are multifamily properties. But then right behind that is mobile homes. [Yes.] manufactured homes is way better than single family. [Yeah.] As far assignment fees go.

S Sandy Cesaire 30:51  
Oh, yes. Yes, yes, yes. Yeah, like way better.

S Steve Trang 30:56  
Okay, so you decided to go there. When did you decide to go do it virtually?

S Sandy Cesaire 31:01  
So well, I was already working virtually at the time anyways, right? Now, it wasn't always virtual because when I first started in the business, I was, you know, used to like, going to see the property, you know, checking everything out, bringing my contractor out, you know what I mean? And then, you know, say I got the house got to talk to me, I got to feel the energy, you know what I mean? If it ain't talking to me, we you know, we got nothing going on here. But anyway, so, yeah, so I was in that mindset, right? And then years later, my husband and then some other friends was like, yo, you don't really need to be going to all these properties all the time. Like you're really wasting your time. I was like, No, I don't think so. But eventually, you know, I was like, Okay, you know what, I need to be open-minded to that, right? And then so, we started doing everything virtually from there. And I was like, Okay, this, this works. This works. So I was, and that was way before, you know, we got into the mobile home space.

S Steve Trang 32:03  
Okay, so you went virtually, and then you started doing mobile homes? At which point was it a national thing? When did you say well, cuz you're, you're doing Florida?

S Sandy Cesaire 32:15

Yeah, we were doing Florida because I had initially, initially I started just, um, you know, basically was I was in Tampa, right? So initially, it was just like Hillsborough County, Pinellas, Polk, you know, the surrounding areas, right? So when I when, like, when we started doing mobile homes, we were had only been doing stuff in the surrounding areas, but now it's like, okay, hmm, there's only so many mobile homes. You know what I mean? So I was like, okay, we gotta spread our wings. Okay, so then I started just marketing through the, like, by counties through the entire state, and then basically seeing which one works better for us, you know what I mean? So yeah, so we just started like with the the entire state of Florida and then, now because remember, it's only been a couple of years doing mobile homes, right? So now this year we've added on some more states because we've you know, we got more people they can handle more leads now. So we have Arizona, you know, we've closed some already here and got some more in a contract. And than Texas. North Carolina. You know, in we're adding on, and we're adding on more. Yeah, and then you know, and I'm and I'm finding out man, and like, every state got their own challenges, their own thing. Like really, it's funny because like we're learning so much as we go because every area got their own little thing. I didn't even know, like I noticed the desert and all here, right? I didn't know that there were some properties that have no oil, they get water delivered every month. [Really?] You didn't know that either. Oh my god. So we got to do right now. Okay, we got to do right now. And in, in... so we had a buyer go out right. And the buyer is like "There is no well." We called the county, we...

S

Steve Trang 33:57

Yeah there's no well and there's no, there's no well and there's no sewer Yeah,

S

Sandy Cesaire 34:01

Yeah, there's, it has septic but it doesn't have well, right? In fact, there's no well, no like it's not city water or anything, like literally there's no water, okay, like none. Alright, so and then the buyer is like, yeah, there's nothing. And then this other buyers said, "Yeah, I live on that street. Yeah, we don't do, we get water delivered." I'm like what? And, and it's... so it's, um, Heather. She works with me, right? She's like, my right hand helps me with everything. So I'm like, Heather, you can you call the county and kind of like verify this thing. Right? And she did. And she's like, yeah, that's no well. So then we call the owner, "How is that possible?" Like, how did this so she goes, "Yeah, like they have this," I guess there's this service where they just haul water. But how do they get all that to work? That I'm still trying to figure out, but somehow they get it, and that's how they run everything.

S

Steve Trang 34:46

So obviously, each area has their own different challenges. [Yeah.] What about... so you expanded nationally, that was before the COVID crisis?

S

Sandy Cesaire 34:56

Well, we started... Yeah, we still... No, no, no, not before, like right after, right after COVID.

S

Steve Trang 35:03

SoCOVID starts, and then you decide to go nationwide.

S

Sandy Cesaire 35:06

Yeah, what I tell you that I say I'd like to joke. I figure it out. But yeah, yeah.

S

Steve Trang 35:11

Okay, so, um, because one things to talk about was like, Man, you know, you built... you sold 70 of them during, you know, this whole pandemic, from scratch.

S

Sandy Cesaire 35:19

Yeah.

S

Steve Trang 35:20

So how was that journey?

S

Sandy Cesaire 35:22

Well, I mean, it wasn't, I wouldn't say it was hard or anything like that, or difficult. It was just, you know, I'm just basically doing what we do, you know what I mean? Just just working at it, working the leads, just doing what we do now. When the, when the COVID did start, I did not know initially how it was going to affect us. I didn't know.

S

Steve Trang 35:44

Yeah we didn't know.



Sandy Cesaire 35:45

Yeah. So in... I mean, because I mean, there, there's a percentage of the properties, we sell that's vacant, and then there's a percentage too that's occupied, I was more concerned about the occupied ones, you know, because it's like, if we can't show it, it's hard to sell, you know what I mean? But we eventually, you know, found some people that would kind of work with us that. Like you know, they'll, you know, leave the house and they let like one person walk in at a time, like, we just had to restructure some things around. So it turned out a lot better than I had, you know, expected because I expected the worst, you know? Cuz, I mean, nobody knew what the heck was going to happen with this thing, right? So...



Steve Trang 36:22

So, you're direct mailing everybody? [Mm hmm.] Is that correct? [Yes.] All right, who are you mailing?



Sandy Cesaire 36:28

So I'm mailing absentee owners. I'm mailing owner-occupants. Now, I start... I typically start off every area though first with absentee because I want to increase my chances. Now um, I do get some motivated seller lists from Erik. I don't know if you know, Erik Torrente? Like he sells like the you know, inherited lists, divorces, all that kinds of lists. Because it was mainly so I do mailer... mail to those however, to again, there's only so many of them, right? So you're not gonna get a huge list once you start breaking it down like that



Steve Trang 36:59

Well once you're consistent, it's hard.



Sandy Cesaire 37:00

Yeah. But, but so like absentee owners, I do a lot. Sometimes I do. You know, any age. However, a lot of elderly lilke from 60 and over, or even 50 and over sometimes. Because a lot of these mobile homes, right? Especially like in Florida, they're second homes. Some of them, they're like the vacation homes, you know, or second homes, and even some are just, even if it's like a rental property for the people. Now what we have found is, you know, especially like with the older people who have all these mobile homes, sometimes they don't visit them for years. They're just like, Look, we're just tired. We don't even go there anymore. You know what I mean? Like, like, seriously in some time, and some of them just

they leave the property. They're just rotting away. You know, like, I don't even know what it looks like anymore. Like seriously.



Steve Trang 37:53

So you're direct mailing. Now, how are you finding the buyers?



Sandy Cesaire 37:58

So the buyers once we get a property under the contract, like Facebook marketplace, Craigslist, honestly, like literally



Steve Trang 38:05

Craigslist still works?



Sandy Cesaire 38:05

Craigslist still works. Does, yeah, Craigslist still works. Facebook marketplace works a ton. We boost our ads to you know, place it in front of more eyes. But a lot of the buyers come from there. And here's the thing, like the buyers, though, are typically owner occupants, like their end users, the majority of our buyers, I mean maybe like 10% of our buyers or investors, the majority of them are literally end users. And what I've noticed is that a lot of them, you know, they're like basically hard working people who've been saving up their cash and they want to buy their home, and they want to buy like a fixer upper because they've just saved enough to buy that fixer upper to move in it while they fixed it up. You know what I mean? So there's a lot of...



Steve Trang 38:52

So you know who your buyer is. [Yeah.] So right now, because you hear typically we look at manufacturing in my experience, a lot more investors are trying to get higher cap rate. So you're seeing in, and buyers -- are you doing creative financing/seller financing or everyone's getting loans? How is that? How are you doing that?



Sandy Cesaire 39:10

So, so everybody's basically they're just cash buyers. I've owner financed one of them just a couple of months ago for like, I bought it cash and owner financed it out to the... Basically like, I bought it for like \$14,000, and she put like \$15,000... no not \$15,000, \$11,500

down, paid the closing costs, but I did it and I sold it to her get \$35,000. You know what I mean? So um, so yeah, and then I'm gonna be doing more of that, you know what I mean? But but but there's the opportunity to even buy them owner finance. It's, it's there too, right? Yeah.

**S** Steve Trang 39:44

So for the people are listening because a lot of people they don't necessarily pick the the type of properties. But I mean, we mostly do single family. Yeah. So what is your average... Do you know what your average fee was when you were doing single family?

**S** Sandy Cesaire 39:57  
Single Family average fee...

**S** Steve Trang 40:01  
It's been a while.

**S** Sandy Cesaire 40:01  
Yeah, it's been a while.

**S** Steve Trang 40:03  
Okay, what's your average fee now in mobile home?

**S** Sandy Cesaire 40:06  
Yeah, average fees, average fee is \$10,000. Now, we want to raise it to \$15,000. However, but like, you know, we get so many deals we're making like \$17,000, \$20,000. \$34,000 was the highest so far. But yeah, like we have so many. That's \$17,000. And, you know, \$14,000, like date, like the fees are really good.

**S** Steve Trang 40:30  
Yeah, yeah. We did a lot of \$20,000s. Yeah, we were doing them last year. We were really hard on them last year. I think we found all of them. So because it kind of stopped. Yeah. Okay, so anyone that wants to transition to this, their fees may be higher if they go to



mobile homes on land versus single family?

**S** Sandy Cesaire 40:48  
I think so. Yeah, I think so.

**S** Steve Trang 40:51  
So you're in multiple states. I'm curious, how, how did the fees vary between all the different states?

**S** Sandy Cesaire 40:58  
Well, I don't think it does. Because like, you know, like, Texas, we're still pulling the \$17,000s. Here we did \$17,000, \$14,000, \$11,000. And then we have a couple that we working on. And those are like, \$12,000. And I mean, and I think it does, really, I think it really boils down to how you negotiate the deal. You know what I mean? Um, yeah, I don't think it does.

**S** Steve Trang 41:22  
Got it. Okay. So...

**S** Sandy Cesaire 41:24  
At least from the ones that I've been doing so far. Now, we'll see when I start going out even more.

**S** Steve Trang 41:28  
Where else you gonna go?

**S** Sandy Cesaire 41:29  
Everywhere there's a mobile home.

**S** Steve Trang 41:33  
Yeah, well, I mean, if you hit... if you hit the Carolinas, you're in Florida, and you got here. I

mean, I think those are some of the, some of the biggest spots.

**S** Sandy Cesaire 41:43

Yeah, Oregon. There's some there's some more out there.

**S** Steve Trang 41:47

Up in the Northwest. Got it. All right. Well, so we talked about how your, how your business is different. How... we kind of talked about you transitioned, so maybe this isn't really a relevant answer, but how did COVID impact your business?

**S** Sandy Cesaire 42:02

I guess it didn't in a sense, It was just, you know, you just said the beginning, we didn't know what was going to happen. But like, we've um, yeah, we stay pretty busy. We stay pretty busy, um, consistently, for the most part, you know what I mean? I mean, there were some like, there was like, a couple of months, there was like, uh, you know what I mean? Because, but I don't even think that was that had anything to do with COVID? You know what I mean?

**S** Steve Trang 42:26

So having... Well, I guess, looking at the rest of the year, right? Because we're coming up at end of the year. I mean, what is your numbers gonna look like?

**S** Sandy Cesaire 42:35

By the end of the year, I hope to reach at least 80. We'll be at 73 by tomorrow. So we should be at at least at you know, my goal was to exceed that. But you know, hey, it is what it is. Yeah. But now next year, once we've been able to implement everything that we know we getting from Gary, and you know, next year, we should be able to double that.

**S** Steve Trang 42:58

Yeah, yeah, I think so.

**S** Sandy Cesaire 42:59

God willing. I mean, we're definitely gonna try.

S Steve Trang 43:02  
What What was your business? Like in 19?

S Sandy Cesaire 43:04  
At 19?

S Steve Trang 43:05  
2019.

S Sandy Cesaire 43:06  
2019. So 2019, we did... 2019 we did less than that. We did about 50-something deals, but I also had a baby in 2019. Yeah, so I had a baby... you know I've been having... I've been popping out babies for the last few years. Um, but yeah,

S Steve Trang 43:26  
So 2019 you did 60 transactions. You weren't nationwide, so I'm guessing that most of your transactions are still in Florida, then?

S Sandy Cesaire 43:34  
It's Yeah. Mm. Hmm.

S Steve Trang 43:36  
Got it. Okay. And then everything is wholesale.

S Sandy Cesaire 43:40  
Yeah, everything is wholesale. Yeah. Eventually. Now we want to add back in... because I do. Now used to rehab, right? So you know, I actually have a love for that, you know. So eventually, eventually a want to get back into that. But then I have also learned, like, with my personality, I need the focus. I need the focus. You know, otherwise, I'll be chasing way too many rabbits. So, yeah, yeah.

**S** Steve Trang 44:03  
What does your, what does your company look like today?

**S** Sandy Cesaire 44:06  
So right now we have you know, Heather, she helps me with everything. Acquisitions. I'm involved with acquisitions as well. I'm actually like, involved in too many things. But like, you know, Heather helps with acquisitions. And I'm now after meeting with Gary, he's, he's wanting us to move her to disposition and bringing bring on somebody else for acquisitions. And then we have three lead managers. We have a transaction coordinator that I needed one bad. Actually we just brought her on because I was doing too much. Yeah. So, So she's, she has been really helpful so far. And then we have an admin. So it's really small. So we like about seven people and then once we bring on like another acquisition will probably be at eight.

**S** Steve Trang 44:49  
How much you're spending a month on direct mail?

**S** Sandy Cesaire 44:51  
Direct mail, \$8,500 to \$10,000.

**S** Steve Trang 44:54  
Got it. Yeah. And then, so Orlando Herrera wants to know are using the same contract. wholesale mobile homes, that you do single family homes?

**S** Sandy Cesaire 45:02  
Yes. Because so so here's the thing. So like, the, their own land, their own land, right, the, the ones that have been doing. So basically the land is still real property now. If the mobile home is retired, then it's considered real property anyways. um, But yeah, I typically, I just use the same contracts and I might have, you know, different like clauses in there for whatever.

**S** Steve Trang 45:27  
Yeah, um, let's see, guys, if you guys have any questions, please, please post them in here.

One of the guys says that if someone took \$800,000 of his money, they'd be missing kneecaps. Okay, so, you're, you said you're using Erik Torrente?

S Sandy Cesaire 45:42

Yeah, yeah. Erik Torrente, I think is like FlipThisRealEstateList.com or something like that. But yeah, he's everywhere. But yeah, he does... He, he can get you like, motivated, any motivated list that you need.

S Steve Trang 45:53

Okay. And then using that you're only doing direct mail. You're not cold calling, you're not texting?

S Sandy Cesaire 45:57

Yeah, so we have done some cold calling. Not much. I had, like three people doing cold calling. I got rid of all of them. Um, yeah, so I got rid of all of them. Now we're gonna bring... We're gonna add that back on, but be a little bit more structured and have eyes on people more. So I figured, okay, let's just get rid of that. And then we can revisit that later on. But yeah, but like, the majority of my deals are, are direct mail, I use ListAbility, I get my, you know, my list family ListAbility. And then when I was, you know, needed skip tracing, then they actually added that on as a service as well. And also Erik does that too. And he gives me a pretty good result for that. So...

S Steve Trang 46:40

Got it. And then, Sam's here with you, how involved is Sam in the business?

S Sandy Cesaire 46:45

Oh, I fired my husband. He has his own company. He has a digital marketing company that helps, I guess, you know, coaches that, they have, like high-end products. So he markets their stuff online, Facebook ads, and I'm not the best at pitching his stuff at all. I'm sorry, hubby. But yeah, so um, but he has his own company. And like so in, in my business, you know, I'm always bouncing things. This is he, before he started his digital marketing company he was actually in real estate for like, 10 years. Yeah. So he knows the business. I can bounce ideas. And then, you know, go to him. And whenever I have some crazy idea and ask him, he's thought, so he's pretty helpful with that. And he's just like a supporter. You know,

S Steve Trang 47:30  
Oh that's good. Well, yeah, like, like I said earlier, like everyone needs support. [Yeah.]  
Nate brown wants to know, have you... have you mobile... Have you wholesaled any  
mobile homes that are located in a park?

S Sandy Cesaire 47:40  
Not yet.

S Steve Trang 47:41  
Okay,

S Sandy Cesaire 47:41  
Not yet.

S Steve Trang 47:42  
So that sounds like this. You're going to.

S Sandy Cesaire 47:44  
Yes.

S Steve Trang 47:45  
Talk about that.

S Sandy Cesaire 47:45  
Yeah. Yeah, I do plan on do I definitely plan on doing that. However, again, I have to kind  
of like keep myself focus. Yeah. because trust me, like, this has been the plan for like six  
months now. Right? Like literally, literally six months. But it's like, I have so much going on.  
I have to stay focused. And then let's get this first. Get me out of that. Before I jump into  
that. However, that is the major plan. That's that's like on top of the list.

S Steve Trang 48:12

Got it. How do you plan on wholesaling those?

**S** Sandy Cesaire 48:15  
I don't know. We'll see. I haven't figured that out yet, but...

**S** Steve Trang 48:18  
Because it's easy to get the sellers.

**S** Sandy Cesaire 48:19  
Yeah, it is. I'm gonna figure it out, though. When I do, I will tell you.

**S** Steve Trang 48:23  
Yeah, yeah. Cuz we get those and we just throw them away. All right. And then Sam's asking, how many mailers are you sending out? And how many deals under contract do you get per mailing?

**S** Sandy Cesaire 48:33  
So we send out... so all year, this year, we literally sent out about 220,000 mailers, you know? So, and out of those, let me see... every month. I think the average is about 200... 200, 300 leads or something like that, that we get. Yeah, that's about the average for that.

**S** Steve Trang 48:57  
Yeah. Got it. Um, and then Orlando wants to know, you know, what, what are some of the big challenges when you compare wholesaling a mobile home to mobile, wholesaling a single family?

**S** Sandy Cesaire 49:07  
Hmm. Some of the biggest challenges from wholesaling mobile homes to single family. Well, I would say... I would say, okay so, so one of the biggest thing is, now when the, you know, especially like when the trailer, when the mobile home is not retired. You know, it's, it has its own separate title and then the lien you know, is also separate. Now we have we use a third party company that does the mobile home title search. Yeah, what are the

biggest thing with that is the title, some... When it's a mess, that thing is a mess.

**S** Steve Trang 49:45  
It is a mess.

**S** Sandy Cesaire 49:45  
Okay. Oh my gosh, is like literally so, so like, that is probably the biggest thing, is just we need some mess, it's a mess. And then now, that comes two. The good thing is the good the if the land, the land is clear, and it's just the mobile home part that's a mess, okay, we don't worry because if the land you know...

**S** Steve Trang 50:03  
Because the value is in the land.

**S** Sandy Cesaire 50:04  
Yeah because, because now you can you know the title company can still close it. It's just that now the buyer would have to sign some form of a hold harmless that say hey look, you know we're not responsible you know what you're getting.

**S** Steve Trang 50:15  
Yeah, it's personal property.

**S** Sandy Cesaire 50:16  
It is and then you know what? And then surprisingly enough buyers still will still buy a messy trailer title, or a trailer with a messy title. Yeah, yeah, so but it...

**S** Steve Trang 50:28  
Cash though.

**S** Sandy Cesaire 50:29  
Yeah, definitely cash.



**S** Steve Trang 50:30  
Yeah, cuz that's what I can tell you last year we had on the board like \$140,000 in a month. We're, like, stoked. You know, we're beyond excited. We had some big, some big ones in there. At \$70,000, you know, for one of those deals. And then the \$140,000 once we ran into this mess, turned into \$40,000.

**S** Sandy Cesaire 50:49  
Yeah, yeah, I had some of those. I had some of those was like we were, you know, like you counting the eggs before they hatch? [Oh, yeah.] Yeah, man. Yeah. So yeah. Yeah, that's, that's, that is the big challenge, though you'll run across. But like, you know, at the end of the day, though, like, there's still hope to do the deal. Sometimes you just got to find a buyer that's just willing to take it on. And, you know, because the, you might have already a buyer for it, and they don't want it, that's fine. You know, and then situation, too, you know, sometime we'll use that to renegotiate a better deal and say, Look, this is messy, like, nobody's gonna buy this at that price. You know what I mean? So and then we just continue working on it and get a different buyer.

**S** Steve Trang 51:27  
So Kevin Saunders wants to know, how are you finding cash buyers for mobile homes? Are you doing anything different besides Facebook marketplace?

**S** Sandy Cesaire 51:33  
No, really, that's obviously that stuff works. Now, here's what I will suggest, though. Because at the end of the day, sometimes you don't have control over what Facebook does. Right?

**S** Steve Trang 51:44  
Nope, you do not.

**S** Steve Trang 51:45  
Well, there's a reason, you just may not agree with it.

**S** Sandy Cesaire 51:45

So. So you got to have a backup plan. You got to be ready man. Like, you know, you got to have other you know, do do have other options. Because sometimes, you know, you know, Facebook, they'll shut you down for no reason. You know, so

S

Sandy Cesaire 52:00

Yeah. Yeah. But yeah, so they'll shut you down. So I mean, we have a team of people and we have different accounts in case we need to use them. However, you know, you just don't want to have all your eggs in that basket. And just counting on that to go well, without a hitch. But just in case it does have another playmate one of the things we're doing we're, it's not ready yet. But we were creating our own website platform with the apps. And then we just now we can do run ads and bring people to us, you know what I mean? So just that way, we're ready for anything. You know,

S

Steve Trang 52:32

What is your biggest struggle right now?

S

Sandy Cesaire 52:34

My biggest struggle right now? Hmm. Well, my biggest one of my biggest struggle right now is like, you know, the the stuff that I'm basically had to go, you know, to Gary, for. It's just, yo, I need some organization, because this head right here, that thing can be chaotic sometimes, right? Yeah. So just kind of like getting clarity on everything. And just then now implementing because I'm, you know, I'm a creative person, a creative thinker, and I got a lot in my head. And sometimes, like, I tend to complicate stuff more than it has to be which my husband, he helps with that a lot. Because to him, it's like, so simple and straight to the point, you know what I mean? I'm like, I'm like, it's not that simple. He's like, no, really, it is that simple. But you know what I mean? So, so like, I will complicate some things that doesn't need to be as complicated. You know, what I mean? So, so, that has created some of those struggles. You know what I mean?

S

Steve Trang 53:29

A lot of times, the biggest bottleneck is us. And that was actually what Gary made very clear. Like, I thought I was not the bottleneck. Yeah, I still am. So, uh, Kevin wants to know, a follow-up question is, How are you comping mobile homes?

S

Steve Trang 53:46

Well, so now that's a tricky one sometimes, because sometimes there are no comps. Sometimes there are no comps. However, though, you know, I will look at you know, I will look at you know, what everything's selling for for sure. I'll compare it you know -- land size is big, too, especially, like in some areas you know? So I'll compare all of that all the you know, apples to apples type scenario, but sometimes we can't always do that. So I just basically look at the big picture. You know, I look at the beach picture from, you know, in some areas like Louisiana though, says value like that thing, they don't help nothing at all, but some areas I can look at the assessed value and get some ideas. You know what I mean?

S

Steve Trang 54:24

Right, a baseline.

S

Sandy Cesaire 54:25

Yes, and then I you know, if there are comps, I will look at the the different comps. You know, I checked Zillow but you know, you, you know about Zillow, so. But I look at it, I see what's going on there, what kind of transaction is happening, if those are available. And then sometimes you know, if that's available also, like I will look at you know, say some, there's no comp, then I'm looking at, okay, what did this person buy it for, you know, how long... I look at everything. You know, I just look at as much information as possible now, when it comes to Lake um, offers. Now one of the thing is Sometimes because I'm selling to end user really, sometimes because of that my offer can be more but you know, of course, I'm taking into consideration conditions and things like that. But my offer typically can be more nice there. If it's an area that has a lot of activity. If there's a lot of sales activity, you know, that will let me know, look, people are buying in that area. So, you know, and if the sellers basically kind of like a hard ass on that one, I'm just I'm like, Okay, well, I don't have to beat them down on the price. Because at least if I get like, maybe I get it at like, \$20,000 less, I can still make a 10 G's on there. And then the buyer still feel like they're getting a good deal because their mindset is not -- they're not thinking like an investor, where I have to be at 50% or 60% or 70%. You know what I mean? They're just making Oh, yeah, I save some money and get a good deal in this. You know, if retail, let's say the property's going retail for like, \$70,000 and they're getting it for like, \$62,000, they feel like they're getting a deal.

S

Steve Trang 55:52

So, Robbins wants to know, do you think the mobile home industry will be more popular with the affordable home crisis that we're experiencing?

**S** Sandy Cesaire 55:59  
I do for sure.

**S** Steve Trang 56:01  
Yeah, [I do.] Um, Diane says that she sees that you have children? [Yes.] How do you balance raising young kids and being in real estate?

**S** Sandy Cesaire 56:10  
Oh, girl. That is the million dollar question. It's hard. Okay, like so it's hard. And my kids they're but -- I got a five year old, a four year old just turned four, and then the youngest is, so he'll be 18 month at the end of this month. And they're all bossy. They all think they control me. Right? So it's really hard. But, now, one of the reason why like I used to be in Tampa we moved to South Florida is to be close to my mom. Free babysitters. All right? So mom's there, she's retired, she can help, and then we had to get, we have a nanny that helps us out. She's a huge help. Because otherwise it's just, they don't care. You know, they want their time when they want their time. They don't care you on a call, they're gonna be banging on the door. You know,

**S** Steve Trang 56:56  
They don't, they don't care.

**S** Sandy Cesaire 56:57  
They don't care. So it's just, it's, it is, it's not easy. It's not easy. I have a lot of mommy guilt. You know, it's just...

**S** Steve Trang 57:04  
How do you deal with the mommy guilt?

**S** Sandy Cesaire 57:05

Oh my gosh, I don't. You know, it's just like, you know, sometimes I do the stuff that you're not supposed to do, like I try to compensate with a gift or something every now and then just you know? You're not supposed to do that though, you know what I mean? But yeah, it's not it's not the right way to compensate for that. But it's just really hard, but the thing is though is like you know, I am though in in the process of making the right moves, so that I don't have to take as much time away.

**S** Steve Trang 57:35  
Z wants to know who is this Gary guy?

**S** Sandy Cesaire 57:37  
Gary is the boss, he's the man!

**S** Steve Trang 57:43  
Gary Harper with Sharper Business Solutions. Yeah, so he came in, beat us up pretty good too. But we're gonna have a killer coach winning 20 and 21 with him here.

**S** Sandy Cesaire 57:51  
Yes, for sure.

**S** Steve Trang 57:52  
I see Pace Moreby in here... What's up Pace? You should definitely talk to him. He's... I think you could probably increase your cash flow even further [Oh, really?] talking to him. [All right.] Let's see what else is here. Can you describe the cash flow from finding the lead to closing now that your virtual... Oh workflow, sorry. Can you describe the workflow from the leads you're closing now that you are virtual?

**S** Sandy Cesaire 58:13  
Yeah, so basically, you know, so when we send out our mailers, the leads calls, they come in. Right now for... we have actually been having our leads go to a recorded voicemail. Next year we're going to change it to everybody answers live. Okay, but that's been you know, coming into recorded voicemail and then you know, the people that said, "Hey, you know, I want to sell," you know, they get called first, right? So once we lock up that property on the contract, we get all the information from the sellers. Property is then

locked up on the contract. Once property is locked up on the contract, then we send somebody local there to go take pictures, we actually... we don't have to just take pictures, though. We have them do videos -- inside, outside everything. Yeah, we have them do videos, we have them take pictures and then write a short basically a short report. Some of them you know, depends on how lazy they are. You can't know which one really is lazy or not. So we'll try to give you a paragraph. But if they follow an instruction, they're telling us you know, exterior like what are you observing? What are you seeing, you know, what's going on? What's going on with everything? Like interior and then by rooms, kitchen bath. Like give us details, tell us what you see, what's going on? What's happening, you know, so, aside from the pictures, the videos, we want a detail report of what's going on. And then if the owner mention anything interesting we should know, you put that in there. You know, if the tenant mentioning anything interesting we should know, you put that in there. You notice anything interesting with the neighborhood, you put that in there. Like literally, like they have to follow that format. And then they send us everything and then that kind of give us a general idea of what we have, you know, in our hands. I mean, so once we have that information, then we put it up for sale.

S

Steve Trang 59:46

Got it. Got it. All right. Let's see what else is there. People are recognizing that mommy guilt is real.

S

Sandy Cesaire 59:53

Yes, it is.

S

Steve Trang 59:55

So I don't know how I'm saying this right, is it Tholio? But he was to know, if you're getting lists, your data from Erik Torrente, should he not rely on PropStream, wait for mobile homes?

S

Sandy Cesaire 1:00:05

Should we not? You know what? I'm I have PropStream actually, but I haven't actually learned how to use it the right way. So I haven't used it. So I can't really answer that for you, honestly. But like, I just haven't figured it out, you know, the right way. But yeah, but Erik is pretty good. So, you know, definitely 100% I recommend him. And, um, you know, I used

- S** Steve Trang 1:00:31  
What's his company name?
- S** Sandy Cesaire 1:00:32  
I think it's FlipThisRealEstateList.com?
- S** Steve Trang 1:00:33  
That's really long.
- S** Sandy Cesaire 1:00:35  
I think it's flipthis... I could be wrong. I think it's that or similar. But he's on, he's on Facebook and Instagram. So he's easy to find.
- S** Steve Trang 1:00:47  
Bill Ransom wants to know, and I think that's kind of where I was going with this earlier, is have you considered buying them and then over owner financing, rather than straight wholesaling?
- S** Sandy Cesaire 1:00:54  
Oh, yeah, for sure. So we definitely, you know, I did they recently did one, but definitely want to start doing more of those. Yeah.
- S** Steve Trang 1:01:02  
And then Robbins wants to know, are you planning on buying a holding for a legacy for the kids?
- S** Sandy Cesaire 1:01:07  
Not buying and holding as rental for not, not individual, because I don't want to deal with that headache. You know what I mean? So I don't want to buy individual mobile home and hold them as rental. Owner financing, I don't mind doing that all day. But I'm not trying to have that mobile home maintenance call all the time. No, I'm not trying to deal with that. But no, but maybe mobile home park eventually. Yes. You know, something on a larger or

larger scale?



Steve Trang 1:01:32

Yeah. Someone did correct us. It is [FlipThisRealEstateList.com](https://FlipThisRealEstateList.com).



Sandy Cesaire 1:01:35

It is. Okay. Thank you.



Steve Trang 1:01:37

So Daniel Moore wants to know, how do you deal with trailers that need to be moved, but may be too risky?



Sandy Cesaire 1:01:41

So I haven't had to do that personally. Now I have buyers who buy from me. They buy it sometimes, they figure they want to move the trailer, you know, elsewhere, whatever they do. Like right now, we've just been keeping it simple. You buying it As Is, and then whatever they do is whatever they do. Yeah. So we haven't we haven't even got involved in that.



Steve Trang 1:02:02

Yeah, I think that's the direction we would go as well. Yeah. So Pace wants to know, when he can come on the show. Pace, we'll have to talk offline about that. And then Monica wants to know how do much you pay for boots on the ground?



Sandy Cesaire 1:02:14

So \$90, on average, you know, it's been, you know, between \$80 and \$90, but on average it's \$90. Now, if we need them to put like a lockbox on there, they go and buy the lockbox, you know, they don't you know, we don't pay them any extra to put it on, we just reimburse them for whatever it costs. Now, if we need them to every time they like change locks, that costs typically will range from \$10 to \$40 to change the lock plus the cost of the extra lock. We'll just... any purchase.



- S** Steve Trang 1:02:41  
That's it? \$40 dollars or less to change a lock? Man. I can't get that. Need to go talk to our vendors. Alright, cool. So, um, what do you foresee, I mean, we kind of talked about for 2021. I mean, any, anything else you see big time for 2021?
- S** Sandy Cesaire 1:02:58  
Um, I mean, honestly, I don't know. As far as like, you know, you know, I'm curious to see where this... this country really is gonna go with the COVID situation. Some places shutting down some urban. I don't know,
- S** Steve Trang 1:03:14  
You're in Florida, I'm in Arizona. It's like it doesn't exist.
- S** Sandy Cesaire 1:03:16  
Yeah. Right. Exactly. Exactly. So
- S** Steve Trang 1:03:21  
I was there in Tampa, right. Last week. And there's 200 people in the room. [Yeah.] And I think two people wearing a mask. Right. And but, I, and I did come back and I actually was not allowed to be in the rest of the house. So I was actually quarantined to my daughter's room until I had passed two negative tests. Well this morning at the second negative test. So now I'm allowed to hug my babies again.
- S** Sandy Cesaire 1:03:40  
Oh, good.
- S** Steve Trang 1:03:41  
Yeah, that was tough. Honestly, it was tough. When you're on a road, and your... it's business, right? You're focused on business. You're not, you know, it's not that you don't miss the kids, but like your focused. But you're at home, and you can't like play with the kids.k That was tough.



Sandy Cesaire 1:03:56

Yeah. Were they banging down and knocking down the door?



Steve Trang 1:03:59

Oh no, they knew I was in quarantine. [Okay.] No, little Emily, she's three. She finally was able to say quarantine correctly by the end of it. What is your superpower?



Sandy Cesaire 1:04:10

So, you know, I know you're gonna ask that question. And I was like, okay, what's my superpower? You know, I think a part of it is, I'm intuitive in the sense of like, I'm able to pick up certain things. Um, very well and like, it helps me in my deals. You know what I mean? It helps me... Like for example, you know, like, um... Heather like, she was talking to one of our sellers, right. And the seller, he you know, she was like she seemed, she was a big a bit flustered. You know, I mean, she was a bit flustered. And when Heather called her, Heather asked her you know, can she put a lockbox on the property for us? And she was like, how am I gonna pay for that? I ain't got no money for that right? And then I said, huh, so it just kind of gave me a sense of you know, like cuz she called me though she gave me the rundown and I was like, Okay. So I felt in that moment, like really like in my spirit, really. I was like, you know what call her back, I said I bet she needs some money. I said, I said call back. Find out what's going on with her. And then like, I'm like something told me in my spirit that, I think this lady needs some help. And if she does, we'll send her some help. So Heather call her back. When she called her back, you know where she was at? She's... she was literally on the line, like when it was like shelter line waiting for food with her kids. I was like, well, Heather was like, "How the hell did you know that?" I was like, I don't know, my spirit, just like told me something was off about just that conversation. And I wasn't even the one talking to her. Right? I wasn't the one talking to her. It was happening when she's telling us or something does happen. That was like, something is not right. And then so yeah, so we sent her \$750. You know, I was like, you know, just go get some food for your kids. You know what I mean?



Steve Trang 1:05:51

Intuition.



Sandy Cesaire 1:05:52

Yeah. So so they have that thing about me that just picks up on things. And then I guess one of the thing is, like, you know, any scenario, right? Any scenario, I'm able to dissect it

in a way where it's like, okay, so I can said, okay, you give me a scenario. And I said, Okay, this is a possibility of what could happen, like I give you all the different scenarios. All right, now, this is how you can react to this one, or respond to that one, respond to this one now choose one, you know what I'm saying? But what's this? This is, you're gonna get one of those results, one of those answers.



Steve Trang 1:06:24

Yeah, well, that's what I was gonna say. Given our conversations. Stick to-itiveness. Right. You're gonna solve the problem? That's definitely your superpower. Alright, so we're gonna wrap this up, I want you think about just something you want to leave the listeners with while I make just a couple really of quick announcements. Guys, if you guys enjoyed today's show, please Like, Subscribe, Share, Comment, Tag some friends. You know, it helps us grow our reach. The more you guys tell YouTube and Facebook that you like this, the more other people will see it. We've got no show next week. So we're taking the rest of the year off. We'll probably be doing something, you know, we got our new studio, it's all wrapped up. So we're probably gonna do something fun with it. But right now, there's nothing scheduled for the rest of the year. So for you, someone wants to get ahold of you, how did they get hold of you?



Sandy Cesaire 1:07:14

Yes. So I am, for Instagram it's @lamSandyCesaire. Right? And then also too, mobilehomesflip.com, you can find me on there. We're going to be coming out with the course, as I mentioned earlier. And then of course, I'm on Facebook, you know, just Google my name. I'm on Facebook and also to my website is my personal website is lamSandyCesaire.com.



Steve Trang 1:07:43

There it is. Yeah. What, what message do you want to leave the listeners with?



Sandy Cesaire 1:07:47

Um, you know, I think one of the biggest thing is, you know, for the year that we've had, you know, life is unpredictable, right? Life is predictable.



Steve Trang 1:07:57

This year, that's more accurate than any other year.

S Sandy Cesaire 1:07:59

I mean, tell me about it, like, you just, you know, never knowing, you know, some of us did, okay, but, you know, there this thing disrupted a lot of lives, you know, what I mean? Leaving a lot of people just, you know, like struggling or losing family members, or just, you know, just a lot of changes. So, you know, I think that going into 2021, whatever, whatever situation that should be named, like, especially, you know, especially if it's not just been a good year for you, just, you just kind of have to remember to just, you know, get yourself back together, you know, let go of anything that's not working for you. You know, if it's anger, if, you know, it's like how is that working out for you? Is it making things better? If it's not, then let it go. You know, something, you know, some day I gotta let go of people, you know? Some people that's might be the bad apple in your life. Let it go. Like you're getting a new year, you want to start fresh. So whatever the situation is, that ain't helping you, that's not working out for you -- Let it go, and then start the new year fresh, you know what I mean? Get your mind back, get yourself back together, you know, this too shall pass. You know what I mean? There's, there tomorrow. So you want to start with a good spirit. Because, you know, tomorrow is not promised, tomorrow is not promised, you know what I mean? If, If you want things to change, and note that nobody's gonna change that for you. So you need to make sure that change, happens for yourself. You know, it's like somebody said, you know, you need to be an agent of change, not a victim of change. So basically the change that has to happen for you and in your life -- whether that be people, your environment, your own mind -- change that thing, man and go into 2021 with a fresh start.

S Steve Trang 1:09:42

Yeah, there's nothing wrong with firing people from your life.

S Sandy Cesaire 1:09:44

Exactly. [Right.] Yeah.

S Steve Trang 1:09:46

So perfect. I love it. All right. Thank you.

S Sandy Cesaire 1:09:50

Thank you.



Steve Trang 1:09:50

This was a lot of fun. [Yes.] Thank you guys for watching.



Sandy Cesaire 1:09:53

Oh, and now you know -- got my Haitian flag going on here.