

\$1.4MM in Fees From Just PPC - Cody Hofhine & Brandon Batema...

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SPEAKERS

Cody Hofhine, Steve Trang, Brandon Bateman



Steve Trang 00:00

Hey everybody. Thank you for joining us for today's episode of Real Estate Disruptors. Today we have coming back, Cody Hofhine and Brandon Bateman. Cody's gonna talk about how to get motivated sellers to call you. He did \$3.5 million last year, which I don't know how he survived on that. And Brandon actively manages \$50 million a year in digital marketing, which is another crazy thing. If it's your first time tuning in, I'm Steve Trang, founder of the OfferFast Homes app, the only MLS for off market wholesale properties, and I'm on a mission to create 100 millionaires. One question I get all the time is, "How do I become one of the 100 millionaires?" The information on this podcast alone is enough for you to get there in the next five to seven years. All you need to do is take consistent action and you will become one. When you hear a nugget, please type it in the comments section. And after the show, identify your single biggest takeaway and focus on just that for the next seven days. If you get value today out of the show, please tag a friend, share this episode, and that way we can all grow together. And this is a live show, so please ask your questions for Cody and Brandon to answer. You guys ready?



Cody Hofhine 01:03

Let's roll!

B

Brandon Bateman 01:03

Ready.

S

Steve Trang 01:04

All right. So we were talking before about what got you into real estate, but how are you staying so excited in real estate and continuing to grow?

C

Cody Hofhine 01:13

Ah, what excites me? Well, let me tell you what wouldn't excite me, maybe this will be the answer. What wouldn't excite me is if I was wearing all the hats, and if I had to do everything. So to be completely honest, what excites me is I went through that learning curve, I went through that, that hard learning curve of scaling, just surround yourself with the right team. And we tried and we failed multiple times. This is not an easy journey. This is things that it's like [it's not] you hire someone and you're like, Man, this resume said he did this, this this and on day three, I'm like, this guy isn't even close to what this resume is like, not even close!

S

Steve Trang 01:49

Wait, people lie on their resumes? [laughter]

C

Cody Hofhine 01:51

It was so bad. And so one of our methods on that is now it's all referral based, or we actually know them, and some of them are even family. Because you just know them. You know the ins and outs, you don't get this beefed up resume and then they come day three and like, I already have to fire this guy. I don't even want him on the team, right? So we've gone through the bad, believe me. But we've learned every along, along the way, learned everything. But we didn't give up. I think that's the secret, right is we're all going to make mistakes, we're always going to find ways that you're going to either win or learn. You, but you can't give up. You can't let that set you back. But most people when they get to that scale mode, they try it once and they're like, "Oh, I'm not meant to scale. I'm not meant to get there." Well, guys, here's the question I had to ask myself, it'd be honest. If, if I keep wearing all the hats? What does that look like three years from now? What does that look like five years now? And that picture was a lot scarier to me than trying to figure out how to hire a good team.

S

Steve Trang 02:47

Well, there's two things that I think are interesting here, right? Because we always see social media, you know, you always see the 5%. [Yeah], right are the best. So you see social media and see these guys, that are crushing it and they're cashing checks and this and that. And so some of you that are listening and thinking like, well, this should be easy, and they're frustrated, because they're running into challenges. So what advice do you give someone that's like, going after it, going hard, doing everything they're hearing. They're watching YouTube, listening to podcasts, they're doing it. And they're not getting traction? Like what do you tell that guy?

B

Brandon Bateman 03:15

So not even getting to scale, just someone that's just taking action, but they're not getting deals? So they're just in the grind and they don't know if they can ever scale because they still haven't consistently done deals? I always look at people's process. More times than none, it's not that they're not afraid to take action. I know plenty of go getters. I was one. I did insurance. I went out there and pounded doors. That's just the dumbest way to spend your time. I was willing to take action. I took it harder action than anyone out there. [Right.] I would outact everyone. I told myself, no one will outwork me. Well that doesn't equal success and I think that's what the secret is. I thought, "Man, all I got to do this outwork them." Well, if you take the wrong action, it doesn't matter, right? So I always look at their process, break it down and say what is it that they're doing? If they're spending nine hours a day, that's fantastic. I love that you have nine hours a day to do it. But now let's see what you're doing with those nine hours. And you may just find out it's just the process they're doing. Maybe they're sending out postcards to the wrong list. Or maybe they're cold calling the wrong list. Or maybe when they talk to people on the phone, they're like saying things that you're like, yeah, don't say that. You sound weird, man. That's why they're hanging up on you 24/7.

S

Steve Trang 04:15

Or using free skip tracing.

C

Cody Hofhine 04:27

That's right. That's right.

S

Steve Trang 04:29

So then what about... cuz you mentioned this other thing too, about, you know, I wasn't meant to grow. And this is, I think this is something that was perilous, right? It's a little dangerous. [Yeah.] Where like, you grow, and then you said, "Oh, having all these people work for me, this is just more stress. This sucks." And you go back to one. And then at some point, they'll get brave again. They'll do it again. And same thing happens, like this sucks. And they go back to one. What advice do you have for those people?

B

Brandon Bateman 04:55

I that's where I question... It sucked for me. Like I'm not, I'm not I'm going to sugarcoat this. I want your whole audience to realize, there's a suck to this. If you want to get to a point where you can be able to just work on your business three to five hours a week, you have to go through the suck. Like there was plenty of suck. I'm not going to sugarcoat anything about entrepreneurship. I think so many times we paint the picture that it was just unicorns and rainbows. And maybe that's where I think social media and this influencer space has a huge problem is because they never share the details. They never share all the bad that does come along. It's just like, Oh my gosh, guys, you can do this. You can do this in 30 days or less like this amazing.

S

Steve Trang 05:33

Well, you can't share the suckiness like it's hard, right? Like, oh, this person quit on me. This person stabbed me in the back. You don't really share those stories.

C

Cody Hofhine 05:39

Right. It's tough. It's tough. But I do that's the thing is, it is it is tough. I had bad hires. And a lot of the time to point back though, I have to also take accountability and realize... I had hired, this one guy was an A player, like this would be the greatest closer, he'd be the perfect acquisition manager. We found him. We got him. We sniped him from another business, like perfect. The issue was, I wasn't a great leader. And so he didn't last long. A players are looking for a leaders. [Yeah.] They're not looking to just work for someone because it's a paycheck. They want someone that has a vision, someone that sees longevity, something that's going to go for a long term, go a long time, and that they can see themselves growing in this place, and not have a cap. I'm that guy that they probably looked at and like, "Man, you sold a great game here." Like I'm talking about how bad it was for the resume people I was probably that person. Oh, yeah, this business is fantastic. It's gonna be like unicorns, Rainbows, and then he claims like, "Dude, you're awful as a leader."

S

Steve Trang 06:34

Yeah, I'm not going to the promised land with you.

C

Cody Hofhine 06:36

And they don't stick. You only the people that stick are just a mere reflection of who you are. So if you want A players, become an A leader, and you will attract those A players.

S

Steve Trang 06:46

So how the heck does one becoming an A leader?

B

Brandon Bateman 06:50

You don't have to be good, but you do have to be consistent. Are you willing to do little things consistently -- Darren Hardy, right? Classic compound effect: be willing to do the little things over and over again, that no one else is willing to do, but just continue to do them consistently. An easy one, I read 10 pages a day from personal development. It's not a hard task. I'm not reading a book a day. I'm not listening to a book a day. But I do make sure I get my 10 pages in every single day that's outside of real estate. Maybe it's on personal development. And it could be negotiation, it could be stuff that's used in real estate. But what about meditation, or self reflection, or I look at journaling? Most people like journaling, Cody, come on, you're a loser. And like, I guess I'm a loser. This journaling is like helped me like reflect on so many things that I'm like, "I did this wrong and here's how I can do it better next time." Where if I wouldn't have journaled, I wouldn't get better. So there's just little tactics that I do every single day that I just have to do consistently. Kobe Bryant, I want to say you sent me the video, there was a video I watched and I want to say I watched it from maybe some share that you had. Kobe Bryant, he would go to the gym four or five times a day, where most NBA players would go two times a day, right? And it gets to the point says after two years, three years, no one could now go to the gym eight times and catch up because I had consistently gone to the gym four times a day for so long that you now can't catch up to me it's impossible.

S

Steve Trang 08:14

It's mathematically impossible to catch.

C

Cody Hofhine 08:15

That's right.

 Steve Trang 08:15

Yeah, absolutely.

 Brandon Bateman 08:16

That's right. But it's not big things. It's just the little things, consistently done.

 Steve Trang 08:21

Yeah. And I think that's such a great point that, you know, it's easy to say like, What's wrong, why are these people leaving? You know, I've, I can't keep good people. But I think you're right, the self reflection, because people will look at you as a vehicle for their success and they're looking at you it's like, I am better than that guy.

 Cody Hofhine 08:36

Why am I not running this business?

 Steve Trang 08:37

Yes, like if this idiot can run it, like I'm out here. I'll go do this, I'll go crush him.

 Brandon Bateman 08:41

So true, so true. And we actually did produce great competition. They did, they left like, man, we're actually gonna make this one better. And I'm grateful for you.

 Steve Trang 08:50

So I want to touch on Brandon real quick. So Brandon and I were in CG Select together. And we both had to do a presentation. And I listened to Brandon. And it was very refreshing the way he presented because he just talked about digital marketing. And it wasn't there to sell. It wasn't a pitch. He was like, here's what I do. Here's where most people get it wrong. And for me, I'm not trying to say I'm this great marketer, but I did my own Pay Per Click management and my biggest frustration -- and I shared this with Brandon -- my biggest frustration someone's like, "Hey, you should sign up for my

services." Okay. And I'll start asking them questions, and it's silent on the other side. Oh, okay. I can't, I can't in good faith give you my money because I can't be a better at Pay Per Click marketing than you. [Yeah.] But Brandon was going into terms, things that were eye opening and I wasn't familiar with. So I thought that was really impressive. So you want to talk about digital marketing and what... How you started and what got you here?

B

Brandon Bateman 09:47

Yeah, it's a great question. Actually. It might be hard to believe but Cody was my first client in real estate.

C

Cody Hofhine 09:53

Let's gooooooo!

B

Brandon Bateman 09:55

He paid the dues for everybody.

C

Cody Hofhine 09:57

So I was, I was the guinea pig, bro.

S

Steve Trang 10:00

We're learning on his dime.

C

Cody Hofhine 10:00

This is it. This is 100% true. You guys can thank me.

B

Brandon Bateman 10:03

Yeah, it's 100% true. So it was about three years ago, I think. I was running a marketing agency and we're just kind of working with different kinds of companies, not specific to an industry. And I got a call from Mark, you know, Cody's business partner, he basically says, like, we've worked with a bunch of companies in this industry, and we just can't crack the code. I think you did last...

c

Cody Hofhine 10:21

This is what years coming too. We've tried everyone like this. This is awful.

s

Steve Trang 10:25

No, is why can't... and if there are any good or competent, then they don't answer the phone.

b

Brandon Bateman 10:30

Yep, that's, that can be true, too. So yeah. But anyways, so, so Mark was basically saying, I think you guys did like, was it like \$200,000 in revenue, and [right] in 2017 off the webside. So like, they're doing deals, but but they spent like \$100,000 getting them, you know, so it was their ROI was kind of low. They want a lot more scale and that kind of stuff. So anyways, I, Mark basically said...

c

Cody Hofhine 10:49

Let me add to this, we always ask the company, here's another kicker -- we always ask the company: We have more money sitting here. How can we spend more money? Like we want to spend more money, and they never spend it! I'm like, we have more money, like I want you to, I want to get more than \$200,000 in this year. I want a million dollars in, here's money sitting aside, I need you to spend it. And we go back and we're like, how much you spend? "Well, we spent this..." I'm like, that's the same as last month, I just said that!

s

Steve Trang 11:16

Yep, listening is an important skill. I wrote a book about it, actually,

b

Brandon Bateman 11:20

Well, when I listened, because basically, Mark came to me. And he was like, you know, we tried all the agencies in this industry. And we really can't make this stuff work. We know that there's deals to be had here. The fact of the matter is, people are going to find the companies that they sell their house to, they're going to find them on social media, they're going to find them on Google. That's just how the world works now, and it's becoming even more that way. So like they knew that there had to be deals there. But they wanted to bring someone in from the outside that, that perhaps have a little bit more competence

in exactly how this stuff works, you know? [Right.] So, So anyways, that was kind of the beginning. We saw that first year, we can't remember the numbers Exactly. We over doubled revenue with keeping the ad spend exactly the same. [Wow.] So that was that was huge for us. And then the next year, we're able to scale more. So I think 2020 we did \$1.4 million in assignments from just about \$277,000 in spend. And when I say that much in spend, I mean like that's what, what Cody's paying for his carrot website. That's what Cody is paying me to manage that stuff and my team. That's the spend that goes to Facebook, to Google, to Call Rail in order to track our calls. Like, like that's like the spend that must happen in order for everything to happen.

S

Steve Trang 12:28

So let's take a step back, though. What got you into digital marketing?

B

Brandon Bateman 12:31

Oh, man, what got me into digital marketing. It's it's an interesting, interesting story. So I...

C

Cody Hofhine 12:36

I don't know if I actually know this one. To be honest, I don't know if I've asked you this.

B

Brandon Bateman 12:38

No, I don't think you do so. So a long time ago, when I was 15 years old, my first job ever was at a marketing agency. I was doing just kind of whatever they didn't want to do. So, so I remember like one of my tasks was like, you know, here's 100 species of mushrooms. I need you to find stock photos of each of these species of mushrooms. So that, you know we can use it for talent.

S

Steve Trang 13:00

That sounds miserable.

B

Brandon Bateman 13:01

It wasn't because I was 15 working during my high school class...

C

Cody Hofhine 13:05

It wasn't? He's like, it wasn't though. I loved it!

B

Brandon Bateman 13:08

No, here's the thing. I was a 15 year old working with my, on my phone while in my high school English, class making \$20 an hour. [Okay.] You know, so I was stoked. I think that's about as legit

C

Cody Hofhine 13:19

Money, money rules the task, that's for sure. At that age.

B

Brandon Bateman 13:22

Yeah. My other job was at Publix, you know, if you know, the southeast, you know, that grocery store, making \$8.20 an hour, you know. And I had to show up and I had to deal with customers. And it was just a different, completely different experience. [Right.] So anyways, yeah, looking back, nothing... nothing crazy, but but I enjoyed it. I after that, I I've kind of always been interested in marketing, did a bunch of different stuff. I spent two years of my life living in Romania and Moldova. And that was when I got like even more into this, because I was, I was like on a, on a surface mission. And we used to teach English classes because people they're like, that's where their opportunities are, is knowing English. So I decided one day, let me try to, let me try to run some Facebook ads and just see like, what could happen. Can we get people to our English class? Turns out with \$250 in Moldova, you can reach almost the entire population of Moldova with a Facebook ad. It's incredibly inexpensive. And this is 2014. Like if you know Facebook ads, they only existed in like 2013. At that point, it was like, you know, maybe what TikTok ads are now like it just was super premature, and nobody really knew how it worked. So this is like super early stage, Eastern Europe, Facebook ads. We had 500 people come to our English course that's a 50 cent per person that shows up in person. And it was just, it was absolutely nuts and we served so many people and it was... So anyways, that's kind of when I got addicted to the high of driving results with digital marketing so to speak. I started the company when I was a sophomore in college. [Wow, good for you.] And just decided to go all out it Yeah, that's we started working with ironically some some interesting kinds of companies. We started going more the enterprise route, which is where we got of course, a lot more competence and knowing how to do it really well. Selling enterprise clients as a sophomore in college is kind of an interesting, interesting gig when it comes to digital marketing. But, but anyways, we learned a lot of stuff there and kind of...

S

Steve Trang 15:11

Did you have to sell them, or was it, was it, was all marketing and they just kind of like, sign up on the website? Like, did you actually have to sell them?

B

Brandon Bateman 15:17

Like, did you have to pitch them to get them as a client?

S

Steve Trang 15:19

Like, do they register on the website and then you have to close them on the phone? Or they were just like,

B

Brandon Bateman 15:23

Well, this is all custom marketing, right? So I was just kind of networking my way into, like, you know, doing audits saying you should be doing this instead of this. I mean, when I started out, I literally just said, like, I don't even care if you pay me or what you pay me or what you want me to, I want to do marketing. [So good.] And that was it. Right? So I literally I decided I was gonna start this. Yeah, I decided I was gonna start this company. And within 30 minutes, I'd already send 100 emails to 100 companies, and just saying like, let me just do something, and got some bytes. And then we we, of course, started charging money at some point. And I realized that the whole let me do your marketing for free business models.

B

Brandon Bateman 15:57

So how do we get back to that beginning model with my company?

B

Brandon Bateman 16:01

Yeah, so anyways, that's the story. [That's awesome.] It's a I guess, I guess the secret for me and getting into entrepreneurship was low opportunity cost, I decided to start a company instead of taking an unpaid internship. And that, you know, changed everything for me, because I'm such a risk averse person, I don't know, if I didn't make if I didn't make the jump, then I don't know that I ever would have become an entrepreneur. Yeah, at that point, I still viewed it as risky. Like, I don't want that life, like I am the guy that's happy with the corporate job. And my perspective has changed so much. I mean, after owning the company for a little bit. And like, I guess, now I believe that I'm safer working for myself

than I ever could be working for someone. And that wasn't, that never registered for me as something that could potentially be true.

S

Steve Trang 16:43

It's not how we were programmed growing up. [Exactly.] So along the way, because threat would you do right now is direct response marketing. Right. And so like, when I went through, I've shared before, like, I was managing my own pay per click back in 2011, 2012. And I still miss those days where was \$2 per click, and \$12 a lead for Buy My House, right? I missed those days. So I left a lot of money on the table. But along the way I had to learn direct response marketing, Perry Marshall, Dan Kennedy, all of this stuff. What did you do to learn to become excellent at direct response marketing and pay per click marketing?

B

Brandon Bateman 17:18

It's a really good question. I think it plays on my strengths, you as a person. I'm great with data. I just think in numbers and that pays huge dividends when it comes to digital marketing. A lot of people are saying like, you're not getting your KPIs, right, you're not tracking the right date and your business, you know, and that kind of that matters. But for every business, I see, that's not getting the KPIs together, I see two businesses that have their data, but they don't know how to use it to make business decisions. [Right.] And I think that that realistically, misinterpreted data is one of the biggest threats to most businesses. And that's exactly what happens in digital marketing. People say, well, we were kind of seeing this trend, and this is the data and I say, Okay, well, that sounds good. And then they say, well, and that means this and I'm like, Okay, yeah, about right. And and then they say so we're gonna do this in our business. And it just everything deteriorates.

S

Steve Trang 18:05

So the conclusions did not make sense.

B

Brandon Bateman 18:07

No, hardly ever. So I mean, that's where I got, I got so deep into understanding, how do we collect data, right? How do we build a system that collects as much data as possible? And then once we collect that data, how do we utilize it in a way that speaks the language of the platform that we're using? So that's where we've, I mean, I've gotten so deep in this, we've built our own software around PPC. We've tested thousands of Facebook ads for all sellers. At this point, I believe, like in terms of understanding what actually drives deals,

not just leads, we have the largest database that exists in digital marketing for wholesale and across these areas. [Really?] I believe so. Because nobody else is tracking what generates deals, right? They're only tracking what generates leads.

S

Steve Trang 18:48

And by the way, this is how you close me, right?

C

Cody Hofhine 18:53

Take my money.

S

Steve Trang 18:54

Yeah, I mean, so I'm listening to Brandon talk about this, like, yeah, we know that these phrases gets you leads. But we know these phrases close deals.

C

Cody Hofhine 19:03

That's right. It makes a huge difference.

S

Steve Trang 19:06

Okay, so we're bidding trying to get our cost per click low. Really what we should be doing and trying to get our cost per deal low. And that was the thing that he was I was like, crap.

B

Brandon Bateman 19:17

That makes sense. Perfect example of data misinterpreted. [Yeah.] Being a problem for a business, right? [Right.] Because marketers want to tell clients, we generated you this many leads. We don't care when we work with clients. We don't care if we say that we've generated that many leads, we care how many deals did you get.

S

Steve Trang 19:34

Right. And that's the important thing to trac the closings.

B

Brandon Bateman 19:38

I look at just digital marketing in general, I think that has the biggest space for growth. I look at that was what we're most excited about. Direct mail, I mean, everyone knows me for direct mail. That's what I've always preached is direct mail. It's not dead. It's still not dead. But something happened even last year that I was like, man, there's something special here and so we just... Brandon just kept learning. I wish I could say I kept learning I didn't. We just kept responding to the awesome learning he was doing.

B

Brandon Bateman 20:06

And he's been humble too, because a lot of that growth that we've had is from training his team on how web leads are different from the other ones that they manage. I think, man, that's right. So I mean,

C

Cody Hofhine 20:14

Just a different process. And yeah, different process on how you manage those leads. Although direct, or digital marketing can produce a lead, we treat those leads completely different than any other leads. So it's no different than our marketing dollars. We have a certain list and then we have a stack list that's like, Okay, this individuals on four different lists, who's gonna get majority of your marketing dollars that are the high absentee or the high, high equity owner occupied? It's like most companies, though, they're spending the same money on all these listings like guys, we got to concentrate. So the same thing with with our how we respond when these leads come in. These leads are seeking you out. This isn't you trying to seek them with a postcard or cold call or any other way that's outbound? These are people coming to you saying, "Hey, I need to sell my home." And too many times I caught my team writing a story that was just fake. And so this is over years of learning this. So yes, great digital marketing. But then this process where I'm looking at my team, I'm like, Well, I just already called him and I called him four times in the last 20 minutes, and they're not responding. This must be a fake lead. This must be one of our competitors, just baiting us over here. And we write this story. And we start to almost find justification, and rightfully so, most people fall into this. And I see this all the time nationwide, where they're like, "Oh, man, I called him five times. I mean, they're probably not as motivated. They wrote in this web form." Well, real story that took place. We have three acquisition managers in Utah. We had a webform come in, that was just like, you wish you could get this on a phone call in five seconds. I mean, everything that you needed to know was like, a number 10 on my on my hot list, like get out there now. And they call them. One acquisition call, voicemail, text. Next acquisition agent call, voicemail, text. Call, voicemail, text. Three people, in 10 minutes, from the time the webform came in, 10 minutes. Now we could all write this story and say, "Oh, man, they're not motivated." You always have our how many times you say, "Man, your phone's on your hip." Look how

fast I pulled my phone up. It's like, the phone's on their hip. You don't just leave your phone sitting around. Like, she knows we're calling her, she knows we're texting her. Well, the reality was my youngest acquisition manager, the newest one says, "I think I'm just gonna go out there." So I'm like, what a brilliant idea. Let's do it. So he goes out there. And she is already loading boxes into a Uhaul. And yes, her phone is upstairs. Goes in, talks to her, two hours later comes out with a contract. Still, to this day, our largest assignment – \$124,000 – where most people would write that off saying, Well, we've tried three phone calls, three voicemails three texts in the last 10 minutes. It must not be motivated. We treat these leads with a higher urgency and more respect than that. We just go unannounced. And we get contracts all the time, unannounced.

s

Steve Trang 23:07

That reminds me of Homer Simpson, right? Like I'm just one man. I did everything I could do.

b

Brandon Bateman 23:12

That's the story you hear. I mean, if you're not sure I can still hear it in my team. My team knows this process, and there's still times where we have to catch each other saying up. Is that real? Or did you just write that story? And they're like you're right, I just wrote that story. We have to always remind ourselves, always be aware of we write these stories all the time. But it's to justify that I don't need to follow up with this one. They're not that motivated. And we write this story out.

s

Steve Trang 23:37

And we've updated our process.

c

Cody Hofhine 23:39

Yeah, baby!

s

Steve Trang 23:40

Right now. PPC if we can't get ahold of them, get right out there.

b

Brandon Bateman 23:44

That's 100%. That's one of the... that's probably the best gold nugget guys, that I can tell

you. If it comes from pay per click, these are hot leads seeking you out – get your butt out there and go unannounced. And you'll find out that you'll still do deals.

s

Steve Trang 23:58

So three and a half million last year. [Yep.] What was your number one lead source?

c

Cody Hofhine 24:03

Number one lead source? We did was at \$1.4 million? \$1.2 million? What was it in digital marketing?

b

Brandon Bateman 24:08

Yeah, one four off digital.

c

Cody Hofhine 24:09

So that was our... Well, then we have direct mail that still did over a million. Cold calling did... it still does great too. Those are three highest. People called driving for dollars – driving for dollars is not a marketing channel. It's just a channel to get a list. It's no different than list stores. And so I don't call driving for dollars a marketing channel as much as a way to get a list that then we can market to either through texting, cold calling, or direct mail, or PPC, or I guess all Facebook and SEO. But yeah, I'd say our most when it comes to our highest return for at least amount of money out – digital marketing. All right, and that's the three piece.

s

Steve Trang 24:51

So let's talk about digital marketing, because we've been just talking about just about pay per click. Yep. But Brian's handled mine a little bit. He tells me that I'm being... What was it? It wasn't willful ignorant, but it was like, you're completely disregarding Facebook, and you're making a mistake doing this. So can you, you get your platform here?

b

Brandon Bateman 25:08

That's the other thing that he's good at. He's kind, he didn't tell you what he really wanted. Yeah, he's like, I don't think you're looking at this completely. You're not looking at this right? You really should add it.

S

Steve Trang 25:17

Yeah. So let's talk about that.

B

Brandon Bateman 25:20

Yeah, let's talk about because I don't think everybody you know, listening is probably even familiar with PPC. So there you go, that we just kind of go over the three of them. And,

S

Steve Trang 25:28

Yeah, that's great,

B

Brandon Bateman 25:29

And how they work. So PPC is the one that we talked about the most, that is people who are actively searching on Google. And the magic of that is you can just pay to be at the top of Google, and you're guaranteed that you're just gonna be there. Right? [Right.] It's, you're not guaranteed it will be a certain price, you know, you can bid according to what you want to pay. But anyways, you get those clicks out of Google. And those ones like, our best clients are closing one in 10 to 15 PPC leads. So those are pretty much like the best leads that you can get in your business. I don't know of any channel that produces at that kind of close rate. Yeah. The downside to PPC is it's expensive.

S

Steve Trang 26:02

And no, no barrier to entry.

B

Brandon Bateman 26:05

Yep, no barrier to entry, you're going to, you're going to probably be one of several companies in touch with the seller. You could of course, be the only one. But basically, if someone searches for wholesaler on Google, they will have no problem finding 100 pages of wholesalers on Google, right. So your competition is also in touch with them. And that's where PPC... Cody's team kills it with PPC. It's because they're they treat those leads with real urgency. They understand that when they get a PPC lead, it's going to be a deal. The question is, are they going to be the one who gets the deal, or someone else going to get to the seller before they do? So anyways, PPC is an excellent channel. There's a lot of scalability in it. If you want to spend a lot of money on PPC, you can and that's why a lot of Cody's results come from PPC is because we're running at scale, right? We spent

\$275,000. Last year. You can't spend that on Facebook, but you can on PPC. So it's like a lot of our bigger clients really love PPC because it produces volume. And and like, correct me if I'm wrong here, Cody, but like if I was scaling a business, you talked about all these problems with hiring people in these channels, I mean, scaling, direct mail, scaling cold calling, texting and all that stuff that requires tons of lead management and driving for dollars. That is a whole different game than scaling your PPC. Scaling a business on hot leads is so much easier.

c

Cody Hofhine 27:19

Which brings up a good point, though, how many times I mean, you're a business owner, I'm a business owner, I always used to think this like, we're just figure it out ourselves. We'll go hire cold callers. Cold calling is probably our least profitable, but it's also our least scalable. It's the one that like puts a pit in my stomach when I'm like, oh man, that person was pretty good and they're walking? Like cuz it's not... It's a big turnover. And it's still good channel. So I'm not here to poo-poo on the party of cold calling. It's a great channel, it's still profitable, but it's the one that gives me the most heartburn, too because it has the most turning parts.

s

Steve Trang 27:51

Well, it's labor intensive, a manage like it is you can yell at Google, but when you're on Google is because you did something wrong. Right? But you got people and we're you know, how do I put this? We're inconsistent. In a perfect world, you know we're automatons at work, right? Perfect world. But we're not. I mean, you could have an argument with your wife before we got here, right? Got cut off in traffic, whatever. Your mood is just not right. And it affects the entire business does. And if you had one person in the bad mood in a room with three other people, does the person that bad mood dominant, or does three people get out of bed?

c

Cody Hofhine 28:27

Negativity always wins. Always.

s

Steve Trang 28:30

That's some of the challenges of managing people.

B

Brandon Bateman 28:32

Yeah, and this is such a scalable channel, but I never as an entrepreneur, I guess sometimes I get nervous. I'm like, man, but there's, there's this ad spend, and then there's management fee. But now you look at it like, oh, wait a second. This really is actually less than hiring someone to be in my office doing this marketing channel. And I don't have to manage it. All I got to do is just respond to it. That's it.

S

Steve Trang 28:54

Well, the other thing too, is I can sleep perfectly fine at night, knowing that Google doesn't need my money. Right? Like, if things are really going bad, right, or like COVID strikes, right. Yeah. He's like, okay, let's just pause Google for a month. [That's right.] You sleep totally fine. That's right. Google, Sergey, whoever those other people are there, they're gonna be fine. You can't just pause payroll. [You can't.] That's gonna cause problems. Yeah.

B

Brandon Bateman 29:17

And I don't want to say that I don't want people to because, again, it's the mix of all of this. If I had to rest my laurels all on, on digital marketing. Yeah, I wouldn't have done \$3.5 million last year. It just wouldn't have happened. [It was a portion of that.] Yeah, it's it's the joint efforts of all of them. And so I'm not here to say don't hire a team. Yes. A good team. I mean, John Maxwell, he says, "Don't show me your dreams. Show me your team." Like that's how we accomplish our dream is we got to have that dream team in place. But man, it's so nice when you have just leads coming in that you can just respond to. It's really nice.

B

Brandon Bateman 29:50

Yeah, absolutely. I mean, so that's where like a lot of my biggest clients love PPC, because of that scalability. It's easier to scale a company on that kind of stuff. But However, Facebook, which is kind of what I told you, in 2020, was our highest ROI channel across all of our clients. Right? Facebook is, Facebook is an awesome channel. And the reason that's great is it's still inbound, people are reaching out to you. But your ad doesn't show next to other people's ads, you're reaching them kind of individually. So while there's a little bit less motivation than PPC, you're much more likely to be the only person in touch. So the average assignment on Facebook across clients has been higher in 2020, than it has on PPC.

S

Steve Trang 30:28

And so that was a statistic that surprised me a lot.

B

Brandon Bateman 30:31

Yeah, which is, which is interesting, because like PPC has those those different forces, right? They're really motivated. But also competition drives down assignments. Right, right. So that's where Facebook is a great channel. A lot of my smaller clients love Facebook, because it gets you a cheaper cost per lead. It gives you that stronger lead flow. And it gives you a better ROI, typically than PPC does. The disadvantage is you cannot spend nearly as much money on Facebook. So Facebook is, if you're looking for low hanging fruit, I think

C

Cody Hofhine 30:59

Zuck has a cap? The Mr. Zuckerberg has a cap on how mucy you can spend with this guy?

B

Brandon Bateman 31:05

Well, let me let me clarify that. I'm talking about diminishing marginal returns. All right, yeah. So Zuck's gonna take as much money as you're willing to get Yeah. But the fact of the matter is Facebook's so cheap, you'll just reach everybody that exists in your market. And after you do that, you'll do it again. And after you do that, you know, maybe the third time it doesn't do as much as it did the first time, right, and you just run into this diminishing return where people kind of get fatigued from your ads, and it doesn't do as much. Whereas PPC, it's limited by the number of people searching, but there tends to be more money that you could spend there than on Facebook. So it's a... Facebook is an excellent channel. Oftentimes, if people are looking to just get started and have a lower budget, Facebook is the best channel out of the digital ones. Whereas PPC, they look at it, like I only got like four leads this month, you know, it's kind of slow. It can be really good and those leads close at an amazing rate. But it doesn't feel like as much as happening, as it does on Facebook. So anyways, great, both great channels, they kind of have their own, their own things, I think the interactions between them are probably the best thing. When you're, for example, marketing through Google pay per click, and then you're retargeting with Facebook. So when someone visits your website, you're continually showing them seller testimonial videos, and different things like that. That help not only for you to get the lead, but also once you get it for when you call them them to be excited to talk to you, right, not skeptical of this company that they submitted their information to online. So there's definitely some some intricacies there. And we also find that a lot of

people are afraid of clicking on Facebook ads. So instead, they'll search your website on Google. And you got to be found there too. So there's, there's we find that we have a lot of leads that kind of have interactions on both of those platforms.

S

Steve Trang 32:43

Interesting.

B

Brandon Bateman 32:44

Here's the perfect story. We asked a client of ours, that it came from Facebook, on our side, it shows it comes from Facebook, but when you track it down, they were at work and they were typing it in on their phone. So I wouldn't be this would be this. They'd be typing in their phone. They click on our ad, our pay per click ad, and then the boss comes... This is the true story. My boss came by so I closed it down. And so I shut it down. And then I was at home talking to my spouse. I was like, man, there's this company is like Sell Utah or something like that. Well meanwhile, retargeting on Facebook, also they're in Facebook, like, hey, that's the company right there. And they click on it. Facebook got the credit, but that's the beauty of them working together. Where would they have found us again? Maybe, maybe not. Or what they said, was it this company I sent it to? Or is it this company I sent it to that form?

S

Steve Trang 33:32

And they can never remember.

C

Cody Hofhine 33:34

That's right. This is 100% because I mean, you got a few seconds and most of them are busy at work and they're trying to do as quick as they can. But then boss comes by and they shut down and go back to work right? That's why that retargeting, why the two of them... I didn't know what I didn't know either. I was like, Nah, just pay per click. And then you realize No, it's the power of both, because how many people are scrolling through Facebook and that retargeting is now pennies on the dollar. I mean, my saying that right?

B

Brandon Bateman 33:56

Yeah, I mean retargeting is such low hanging fruit. Like, it's, we spend less than \$1 a day for the majority of our clients on retargeting, and we still reach everybody who goes to their website. [Wow.] So it's just incredibly inexpensive. Of course. I don't know if you can

hire an agency to spend \$30 a month for you on Facebook ads, like you got to do something else too. But it's like a no brainer to spend that money on retargeting.

S

Steve Trang 34:20

Wow. So one thing I always heard, correct me if I'm wrong, right? If someone's running on Facebook generally, isn't it a longer cycle time from when they registered to the closest?

B

Brandon Bateman 34:30

Yeah, absolutely. That's where we see that PPC tends to be the quickest time in between a lead and a contract. Facebook, it's a little bit longer.

S

Steve Trang 34:37

So like you got an immediate dopamine hit with Pay Per Click.

C

Cody Hofhine 34:41

100%.

S

Steve Trang 34:41

Facebook is a slow,

B

Brandon Bateman 34:43

Yeah, it's slower. It's not like cold calling, or texting. Like it's gonna be shorter than those windows. And we still find that everything blended together and digital tends to be a quicker payoff than any other channel. But yeah, Facebook's gonna be those longer ones and PPC is definitely going to be those quicker ones. Because on PPC like if you get To the point where you're distressed enough that you're searching on Google for someone to buy your house, you're ready to move pretty quick. Whereas on Facebook, you're reaching people early. Maybe it's not time right now. But they're thinking, "Well, you know, with that thing that's happening next week, I might actually have to start trying to look options to sell my house." So with Facebook, follow up is huge. And we find that you get a lot of deals there. What do you say like something like 75% of your deals are coming from follow up?

C

Cody Hofhine 35:24

Yeah. And that varies 70%, 75% of all of our deals come from follow up. So I always like that metric. If we find out that 50% or 60% came on, on the spot closes, we missed out on a huge, like portion of the market. It really should be skewed where 75% of your deals is coming from. And that's an easy metric. Just tell anyone watching, see where your deals are coming from, track that. And if you're like, "Oh, 80% of my deals come from on the spot closes." I hate to tell you, you're missing out on 75% more of the market out there, like you're missing out on a ton of deals out.

S

Steve Trang 35:56

Exactly. And then there's a third way.

B

Brandon Bateman 36:00

Exactly. It's called SEO stands for search engine optimization.

B

Brandon Bateman 36:02

This is my favorite. When it comes to ROI, this is my favorite, but it is a later game, not a now game. And he'll explain that.

B

Brandon Bateman 36:09

Yeah. So if PPC, here's probably the best comparison: if PPC is renting a house, SEO is owning the house. SEO is basically the game of using Google for what it's actually used for. When someone searches something, yeah, Google's going to show paid ads, but also it's going to show organic listings that are the most relevant thing for that. Now, how do you ,when you're one of 100 wholesalers with websites in your market, prove to Google that you're more relevant to what the person searching than one of these other companies? It's by doing search engine optimization, things like posting content on your website, getting backlinks, optimizing pages on your website for particular keywords, and different things like that are kind of how you prove to Google that you belong there. The thing about SEO is it does take a lot of time. If you start SEO today, you will not get... I mean, most of our clients, it's nine to 12 months until their first deal from SEO. [Wow.] It's one of those things where it's relatively inexpensive each month, like you won't pay as much for SEO as you do for other stuff. Because there's no spend, there's management only. And you'll find that you're getting the same quality of leads that you get from PPC, but you're not paying for those clicks anymore.

S

Steve Trang 37:17

Is it the same quality?

B

Brandon Bateman 37:19

Yeah, I mean, technically, it's a little bit lower quality, because we have, like, if we get some, for example, some terms that people are searching on Google, that aren't exactly what we want. But we're ranking for them organically. So we don't have to pay anything extra to show up. They're like, yeah, we'll take those, right? So sometimes the leads aren't as high quality, but they're, they're really, really close. And it includes also those core things. There's different SEO strategies you could do to do the core stuff for

S

Steve Trang 37:41

Yeah, you know, I was just curious, because like, for me, it always made sense that they be more motivated, right? Like, that's what made sense to me logically. But we bought some SEO leads, right. Bought, you know, how the people ranked on SEO, and then they sell those leads. Yeah. And we use leads.

B

Brandon Bateman 37:53

Well, it's actually a brilliant model.

S

Steve Trang 37:55

Yeah, I was looking, I was like, these leads are not very good. So I was just curious, like, maybe something else was going on?

B

Brandon Bateman 38:02

Yeah, I mean, that's a matter of what is the SEO? I mean, any company that's selling leads, you genuinely can't count on the quality of the leads being the same as if you were to generate them because they're making money on each list they sell.

C

Cody Hofhine 38:13

Their model is how many leads they can get in.

B

Brandon Bateman 38:14

Yeah, so it's a I think incentives are kind of misaligned, and

S

Steve Trang 38:18

Slightly skewed?

B

Brandon Bateman 38:18

Yeah, it's not that they couldn't do right. But like, if you're looking at what's going to make them most profitable. It's rarely going to be having expensive leads and telling people but trust me, they're really good. It's just going to be providing more leads. That's genuinely what's best.

S

Steve Trang 38:30

Right? So and I'll ask you the question here that you when we talked before, was, I've got a couple of guys in my market. They're pretty big. Might heard of them: Open Door, OfferPad, Zillow. How do I compete against these guys? Because they have a little bit more money than I do?

B

Brandon Bateman 38:48

Yeah. And a lot of people think of SEO like, I want to be number one. And then I asked him like, Well, what do you mean, number one? They're like I want to rank number one. I say, well, for what? Because we identified about 5,000 things that people could be searching to find a wholesaler. And you know, if someone searches right here, where we are, or they searched five miles away, they're gonna get different results on Google. Google's a crazy machine. So anyways, there's a there's a lot of granularity to it. If you can't compete with the big guys right at the core of Phoenix on "buy my house." I mean, there's, there's more longtail stuff, right? There's things that are less common that you can be more optimized for. And then of course, there's different locations and everything. So really, for SEO, there's there's always something to be had there. There's so much opportunity. But it is worth saying that it can't scale quite as much as PPC with one website, because Google only considers one website relevant for so many things. Whereas PPC, I mean, you could bid on, like like we've had a client that has 10 million keywords on PPC. This is outside of wholesaling.

S

Steve Trang 39:52

I was gonna say I've, I've done my campaigns, it's not ten million words.

B

Brandon Bateman 39:55

Yeah, but they literally have 10 million keywords like you if you're willing to pay for it. Google's willing to you pay for it.

S

Steve Trang 40:00

Of course, they're really good at that.

B

Brandon Bateman 40:01

Yeah, they're really good at that.

C

Cody Hofhine 40:03

Cha-ching!

B

Brandon Bateman 40:04

So anyways, that's where like PPC, you can scale it to. As long as there's people searching, you can have it there. But basically the advantage of SEO is once you start ranking, it tends to be the highest ROI channel over time. Like Cody spent about \$12,000 maintaining his SEO last year, and did about \$300,000 in revenue from that.

C

Cody Hofhine 40:23

A little over 300,000. So that my friends, who wouldn't want to spend 12 grand at a slot machine, put in 12 grand, pull it down, it spits out \$320,000? That where it was.

B

Brandon Bateman 40:36

But it really is a long game.

B

Brandon Bateman 40:37

It is. That's scary as an entrepreneur before you go on to this. That's scary as an

entrepreneur, because it sounds like you're gonna just be paying me, but it's like planting a tree. It's like, I want shade right now. It's like, great, you should have planted a tree 15 years ago. This is the same play. It's you want leads from SEO, that's fantastic. Well, you should have started 12 months ago. And that's the reality. And so many people are like, well, then I'll just keep investing more money over here. And then they never start this. The problem is, you have to start this. Like get that 12 months going. Because that ROI is so crazy. That's why I love it. It's not like that was my biggest money in channel. It's this 1\$2,000 out for a little over \$300,000 in. It's just you look at that you're like, holy cow. But one of the other things that I think is crucial that we're really, really good at is find every time you do a deal. We have a process set up to get a testimonial on Google, so a written testimonial on Google. And then in fact, people can go look at it, you just type in Utah Sell Now not the www, and definitely not the pay per click. You'll see you'll see on the right side, you'll see on the right side, you'll see a I think it's like 105 or 106 Google reviews. And then more importantly, on our website, who owns YouTube? Google. And so what are they going to promote? Their company. So always get video testimonials, and at the bottom of the testimonial; always transcribe it. And now you just did search engine optimization. So when people are clicking in keywords, and we're very, very specific on if I'm getting a review for you, Steve, I'm like, Steve, how is a cash offer for you? And I have you repeat it. Well, a cash offer was awesome, because it allowed me to do this, this, this, this, this...

s

Steve Trang 42:15

Sounds a little manipulative.

b

Brandon Bateman 42:16

But that's what people are looking for.

s

Steve Trang 42:18

I know like, that's what you have to do.

c

Cody Hofhine 42:20

People are like, I need fast cash for my house. And so it's like, every question has its purpose. How was selling your home fast in Provo, like even saying a city. So if someone is in the neighboring cities of Provo, Google's like, Well, here's a company that's relevant, because this guy just sold a home for fast and for cash in Provo, and this guy's right outside of Provo and Orem. So there's, there's key things there that a lot of people aren't doing. If you go to our website, you'll see we have a lot of videos. But we also have a lot of

Google reviews. And it's not like you can just pound them and say, hey, I want 20 my friends to go and put reviews on there. Google doesn't look that as relevant. They're like, that's great. You did 20 in a day, they want to see longevity, they want to see consistent post every single week, consistently for years, and then they're gonna be like, this guy's relevant. This guy's serving a lot of people and people are willing to post about their review on it.

S

Steve Trang 43:10

So I think we should hit on real quick... The process? How do we get all those Google reviews? Like, what is the conversation? When are you asking the seller? And what's that conversation like?

B

Brandon Bateman 43:21

So we used to have our title company do it. So when they're in closing, like, hey, before you go, we'd have like a mug and all this fun stuff that we'd give them as a gift. And hey, before you go, how's your experience? Now what we do is our acquisition managers just do it. And what we do is instead of asking for a testimonial, that's like, that's like a way that's like, like, let's get better than this. Like, it's almost sounded like you owe me. They don't owe us anything. They just sold us their house at a discount. They don't owe me a testimonial. But when we ask for testimony, it's almost like, "Hey, you owe me a testimonial." They don't owe us anything. So what we do is we involve them in our mission. Our mission is to serve people and help them. Like, we want to make sure that we get them to plan B and serve them with high quality. How do we enroll those people into that mission? And so now what we do is we just ask them, Hey, your story, it's not as unique as you think. But you may find out that your story could really help someone out there that doesn't think they have an option on selling their home that they think they're stuck with this. And it might be your story that lets them know that there's hope, that could inspire them and motivate them to let them know there's other options out there. Do you mind sharing your story so we can see that? And people are like, they want to be everyone wants to help someone? All right. You ask them like, what's the biggest thing you'd want to do? They're like, Oh, if I could just serve people or help people, everyone wants to help people. So enroll them on that. How do I get a story from you so you can inspire these people? Do you mind sharing your story so we can help these individuals that might be out there thinking, "I don't have a chance. I don't have anyone by my home." You may find out your story just might give them hope to find out there's options like, "Heck yes, I will." And then they do it. I love that's what we do.

S

Steve Trang 44:59

So we're not gonna mention any names here. Okay, we were speaking offline, and there are individuals out there that promote locking contracts up at the seller's price and price dropping them. You feel that's short sighted. And I kind of go, I think it lines up with what we're just talking about. Definitely not legal. That's another conversation. But as far as the short sightedness... you want to talk about, like, I guess we just expand upon that, you know, the problem with that business model.

C

Cody Hofhine 45:32

The problem now, if you're gonna go back to digital marketing, what person is going to give you a review? If your goal is, well, gosh, I'm in a market where I have Steve Trang and Pace and Jamil and Brandon. I'm in this market that's just crazy competitive. So what I'm going to do, I'm just going to lock it up at full price. And then I'm going to go back and renegotiate because I'm gonna get an inspection and say, because of this, I have to actually pay this. Like, come on, there is no intent of ever paying that price. And on top of that, majority of them are gonna cancel. But how many people when you go back and say, I'm gonna give you \$180,000, and then you go back and say, I can only give you \$120,000? How many people can you enroll to say, "Hey, would you give me an amazing story that would inspire people?" They're like, "No dirtbag, you cut me out 60 grand like, I was hoping for \$180,000 and you didn't do it. You did \$120,000." I can't imagine that business growing. So now on the SEO side, at least for I mean, I don't know how it values? That's a great question for you. I put a lot of stock and weight and we use that as an authority play when we're talking to people. Hey, guys, we have more written reviews, more video testimonies than any other company in the whole state of Utah. In fact, on my way over there, I'll send you a couple that you can already start watching. So we use these all the time and we send them over, and we and that's our touch, right? Five to 12 touches. So we're using that. Well, if you're shortchanging people, you have nothing to say the authority but I'll guarantee you also those ones that contract that you cancelled. I'll guarantee you those people be like: dirtbags, crooks, never do business with these scumbags again. And guess what? Google's gonna sniff that out and be like, nope, we're not referring you. We're not putting you anywhere out here for people to see. Like, your SEO, you're gonna be on the 20th page.

S

Steve Trang 47:16

Well, not just that, like this. Something I taught a while ago is that every lead is an internet lead. You might not think Isn't that an internet lead, but every lead is an internet lead because even if you came by referral, I'm still just like, "Who's this? Who's this is Cody Hofhine guy? Let me look him up. Oh, he does all these things. Hey, Cody, don't even

bother coming over." Like, yeah, it impacts you. Right? That's right, the ones that you pressure, I'm gonna give you some nasty reviews. The ones that, say F off are going to give you nasty reviews. No one's loving you. Right. So it's really short side. And then the other thing where it's completely illegal, that's a whole nother story.

C

Cody Hofhine 47:55

If you want to last in the game... If you don't want to last in the game, do that model.

S

Steve Trang 47:58

Yeah. So let's see. Guys, please ask your questions here. For Brandon and Cody to answer was anything else you want to add on the digital marketing side?

B

Brandon Bateman 48:09

Well, I just say with SEO, like the way I would think about it, is like if you're at a point in your business, where you're taking home money beyond what you need just to pay for your, you know, for your family's livelihood. Like if you're buying rentals, or you're investing in the stock market or something like that, SEO is gonna get you a better return than that. It's worth investing in. The problem is people put it next to the short term stuff. And they say, well, it's not gonna work. But then they go buy a rental, I'm like, well, that's not returning your money day one, either, you know? Like, that's gonna be a long game to get your money back there. SEO returns dividends far better.

S

Steve Trang 48:41

So you're saying don't compare SEO to your pay per click results. [That's right.] Compare it to like your stocks and your rental portfolio.

C

Cody Hofhine 48:49

Because it's an investment.

B

Brandon Bateman 48:50

Because it's a long term investment, just like those things are. If you decide today, I want to stop paying Google, I want to stop paying Facebook, they're not going to give you any more leads. Now. If you have worked on SEO, and you've built it up, that's a machine that generates leads. And now you'll get leads, even if you decide to stop maintaining that

machine today. It slowly tapers off. But the maintenance can be cheaper than getting it there also. So it's a, so anyways, it's an asset. And that's how you have to view it. It has actual tangible value. Whereas Pay Per Click, Facebook ads, you bring the leads in and then they're gone. And, and it's you know, very great ways to scale a business. But I find that most wholesalers are a little bit too short sighted. So really,

B

Brandon Bateman 49:31

I had those experiences. I think you've had those.

S

Steve Trang 49:31

They want the fast money. And actually, this goes back just in line with our conversation we just said now, like I'm investing a lot on my personal brand. And we were talking about like we're talking about doubling our size of our space and investing in our personal brand. That's SEO right? [That's right.] Building our Instagram profile or TikTok or Facebook. That's just different SEO. It's just, we're just ranking on Instagram versus ranking on Google. Yeah. Right. So search engine optimization. That's definitely the way to go. So not a lot of questions here. I mean, I think there's just a lot of people that have gone through it and weren't really in love with it. So what would you say to someone that's gone through Facebook, and they have not had the results that they want it?

S

Steve Trang 50:09

I've definitely those experiences, I did not care for those experiences.

C

Cody Hofhine 50:15

No, I seriously, I had a, I had a huge coaching platform that we were single handedly building this guy's business. Like, built it big, just off our, our clientele off our customers. And it ended up turning into a bad sour deal where he was telling us he was reviewing our accounts every week. And then we had someone look at it, like this guy hasn't touched your account in six months. And we're like, Hey, you said you'd do it every go. Yeah, I do it every week. And it's like, lying to me right there on the phone and then putting other clients in front of me to where it was it was I was always like one or two spot. And then I've never found on these searches. And then I'm like, man, how are these guys must be paying more? Well, then I find out, they're being managed by the same person and I'm no longer ranking on PPC. And I'm like, Wait, what? And the guy denied it? He's like, Oh, no, I don't manage their accounts. I'm like, it says it right here. Like, I know who's managing it. So that's what I think when people are having those experiences. I had ever bit of right to be

like, I'm done with this business. Because I felt like that industry was one of those industries. I'm like, I don't know. I mean, he's talking, you might as well speak German, like, I don't know, half of the stuff he's even talking about, like, fantastic. I don't know. But when you don't know, you also don't know what to monitor, what to judge, what to expect, because you just don't know. And I'm grateful I found Brandon. But I thought oh, yeah, this is what it is. And this is the return. And that's what supposed to be doing. I mean, he told us it was a great lead. And then when you find someone that actually knows what they're doing, you're like, Ah, this is what it's supposed to be like. So that's... for those out there, don't stop. Don't let it make you lose or give up. Let it teach you to learn, and just maybe ask better questions. And really, really the big thing I like to see is hands on – how hands on are they with the account? If it's touching at once every six months...

S

Steve Trang 52:08

I can do that. Yeah. So Alexis wants to know, Alexis Adams is PPC... is PPC and SEO the only marketing that you guys are doing?

B

Brandon Bateman 52:17

No. So we do. We do all web marketing. So we do PPC, Facebook, SEO and then we do direct mail. We do cold calling. And then our texting isn't like Batch-like texting. We don't send out like blast a bunch of texting. It's just simultaneous with the people that we're cold calling. They're simultaneously through just a sideline app, that we're just sending a text if it goes to voicemail, we're like hey, we just left you a message blah, blah, blah. It's literally a copy, copy, paste and then click. But that's really all we're doing for marketing. So it's the it's squeezing the juice with multiple.

S

Steve Trang 52:52

So let me ask you, when you direct mail, is there anyone you're targeting specifically for direct mail?

C

Cody Hofhine 52:57

Direct mail? Yes. Our like go-to's every day – and this is direct mail and cold calling at the same time – is PEND. So think of P E N D, it's probate, eviction, notice of default, divorce. We love that list because it's a daily list. Where most lists you're buying, like tax delinquent, you're not going to pull up more than once a year. And so you're gonna keep that list, but so is 50, 100, 200, whatever market you're in; Other people are hitting that list nonstop. Or that PEND list – probate, eviction, notice of default, and divorce – those are

daily lists. And I can promise you, no one's getting them quicker than us. And so we're on those all time. But those are fantastic list. Anything that you can pull daily: fantastic list to target, and cold call at the same time.

S

Steve Trang 53:44

How's your conversation on those divorce lists?

C

Cody Hofhine 53:47

Divorce list, we don't bring up the spade. Hey, it looks like you're in a salty relationship. Like no, we don't do any of that as much as direct mail is gonna do its thing; they're gonna respond or they're gonna respond. But if it's cold call, it's just simple. It's just the simple script that I think everyone knows out there. Brent's been in here a bunch of time sharing it and it works. It's just the easy thing where it's, Hey, I know this is random and out of the blue, but do you own the home? Are you the owner of the home at 123 Main Street?

S

Steve Trang 54:13

It's not, "Hey, I was just at the divorce court and I noticed..."

C

Cody Hofhine 54:18

Yeah, I noticed you're on the fritz. Listen, I'm here to help ya.

S

Steve Trang 54:24

So property grabs. Do you think doing a video ad with a real human will convert better on Facebook than just a generic ad?

C

Cody Hofhine 54:31

Ooh, that's your question.

B

Brandon Bateman 54:32

Yeah, it's a good question. So so I'll, I'll say what I think it's asking. A generic ad would be maybe a picture of a home or something like that. And, and then an ad with a real human would be like a seller testimonial, or perhaps a video of you talking about what you do and stuff like that. We use both. We find that the – I don't know if I call them generic ads –

but like, for example, an ad featuring a picture of a home or something like that, like that can work really well because it helps to qualify a bit. Because that particular... it's not interesting to anyone who's not selling their home. It's the most boring ad ever. And that's what makes it great. Because someone has to be motivated in order to actually reach out from that ad. Right? Yeah, we're not a pay per view provider, we're not trying to just like bring in like the most flashy,

C

Cody Hofhine 55:15

I had to like, think through that. I'm like, you're right. That is boring.

S

Steve Trang 55:18

Yeah, I'm not clicking on that ad.

B

Brandon Bateman 55:20

Yeah, and, and Facebook's algorithm works in a very interesting way where it sees who responds well to your ad, and will show your ad to more and more people like that. So if you have an ad that instantly qualifies, then you can find more and more of just those right kind of people in your market. So that's one where like, we almost want ads to have a really low CTR, that's the click through rate. [Interesting.] And we want a high conversion rate.

S

Steve Trang 55:45

Because I think a low CTR with higher cost per click, but I guess it doesn't matter because that's just part of the game.

B

Brandon Bateman 55:51

It's just part of the game, because you can increase conversion rates because you can qualify better. So there's that, right, so that that's how it works. There's also the video ad side where you know, maybe having that person in their face can help have some better connection. We find that those tend to work really well as well. We also get feedback from our clients consistently that when they talk to the person, and they show up at their house, for example, the person is much more warm to them. It has kind of that celebrity effect. If I saw you on Facebook and an advertisement, like you must be a big shot. So I you know, it's a good sign that you're giving me is really valuable. So we want to have that stuff, especially in retargeting because it keeps your face in front of them over time. Even if

they're not ready to sell right now.

s

Steve Trang 56:28

Are you, are you, is your face on the app?

c

Cody Hofhine 56:30

No. So that's the key thing is my team is on the ad. So it'd be my acquisition manager, the ones that will actually be going out. So I'm glad you brought that up. Because I'm like, this is this is perfect. Because if it's me and I don't go out there, like who's this schmuck? Like, Who's this guy?

s

Steve Trang 56:43

Well, because I'm just laughing because of Max. Right? He goes out to the appointments. He'll call him and it's his... the testimonies are his testimony and my testimony. It's like me interviewing sellers and him interviewing sellers. And he had a lead, and she's like, Hey, this is Max, like, "like the Max, the max in the ad?"

c

Cody Hofhine 56:59

The Max? Sign here. I want your autograph before I sign there.

s

Steve Trang 57:06

So yeah, let me ask you...

c

Cody Hofhine 57:08

In personality type. So think about this. I had a guy that I sent. I didn't know this until I met a title company. This guy walks in, and he's like, "\$78,000 check." It's a guy that went through a coaching program. And I'm like, I'm looking at like, Oh, that's awesome. Really, what I was doing is like getting the name. I'm like, what's the name and address, I jot it down, right. And I go back to the office, and I'm like, we have to figure this out. Like, he just did a \$78,000 deal. We got to figure this out. And I'm like, we mailed this guy, like, like six or seven times. He cold called them once. And the guy's like, "I keep getting postcards. And I'm like, no one's gonna buy my house. This is the awful it's the worst house out there." He's like, "Well, tell me about it." But it's because he called them, he gets a lead. So there's

these personality types that respond to different things, that that's still image versus like a video image. I think there's also that personality type that says, I'm gonna go with the still image, or I'm gonna go with the video image. I think it's a personality part.

B

Brandon Bateman 58:03

And this gets... Actually, I don't think you quite understand the the implications of what you said to because Facebook uses that exact system. But in a much deeper level, right? Facebook knows who's likely to respond to a video, or respond to an image, etc. So what we're doing,

C

Cody Hofhine 58:19

Do-do-do-do... it's so scary,

B

Brandon Bateman 58:20

like, like, imagine you have different postcards, and you're mailing to people and you're dynamically delivering the postcard to each person based on things you know about them, and what they're most likely to respond positively to. And that's exactly how Facebook ads work. So with every client, we really stress having as many options in terms of breath of creative as possible. Having that video and maybe also having that image of a house or something like that, because it allows us to dynamically deliver whichever one is going to be most effective to each person.

S

Steve Trang 58:49

Have you experimented with Instagram?

B

Brandon Bateman 58:51

Yeah, we when I say Facebook, I mean Instagram too; they're kind of one in the same.

S

Steve Trang 58:54

Do you get conversions from Instagram?

B

Brandon Bateman 58:56

We do. What we care about as people. We don't care about where they are. So we target

the right people. And if that person's on Instagram, we're there. If that person is on Facebook, we're also there. They tend to be on Facebook more often than they're on Instagram. But we're kind of agnostic to where they are. We just reached the person. So at the end of the day, we've probably spent less than 10% of our budgets on Instagram, but we still spend money there when it works, you know.

s

Steve Trang 59:20

That's interesting. Jacob Birkin wants to know, how does he go about getting the PEND list?

c

Cody Hofhine 59:25

The PEND list, so I'd be curious where he's at; if it's a disclosure state or non-disclosure state. I would be talking to either title companies or talking to like a probate attorney or a divorce attorney. Because ultimately, some states allow you to just log in and get it, especially right now with it being closed down. Some are already switching over now. Some of these slower cities, they're not. They're like, wow, the courthouse isn't open so you can't get it and they have no, they have no ambition to change that. They're like when opens again after COVID, you can come and get it. Some cities are sophisticated enough where they're like, let's switch this to online so people don't come in. So it's readily accessible just through online searches through your government, through your county or Township, your courthouses, you can get them online. Or you talk to title companies or probate attorneys or divorce attorneys and ask them say, how do you – they know how to get leads. Believe me, they're not just they're not just like, well, let's put it out on PPC. They're like, how do I get leads, they have lists that they get, and title companies have access to lists. So ask them, Hey, I'm looking for probate, eviction, notice of default and divorce. Is there any lists I can get from you? If you're doing deals with with a title company and they have accident list? They're gonna be like, yes, I'm gonna give you that list all day long so you can keep bringing deals to me. Probate attorney, they're a little bit... a little bit yeah, they're a little like, like hold to it, like I can't share this much. Or it may be a might be against fiduciary responsibility. But ultimately, what we did find out there is a software out there that you can enroll in, that gets you those lists that get them the same list. So it's either gonna be software based, city based, county based, courthouse based, or, unfortunately, you're gonna have to literally drive there and get them. You can get them daily.

s

Steve Trang 1:01:11

So Reginald David has a question, I think, because you're, you saw this problem with

Facebook and like, not everyone can just plop a large chunk to start marketing. So he wants to know, if you have a small budget, how do you get started with digital marketing?

B

Brandon Bateman 1:01:26

Yeah, it's actually something that I'm pretty excited about right now. Because we, I mean, traditionally, we've worked with, you know, larger wholesalers. We never really started working with people who were doing less than say, 50 deals a month, or something like that. You have...

C

Cody Hofhine 1:01:40

50 deals a year. I'd say a month. I don't even do that, man. Who are you working with? I wanna meet this guy?

B

Brandon Bateman 1:01:48

No, yeah, a year. But anyway, that's, that's got arbitrary number depends on the market and everything like that. But like, yeah, traditionally, we were dealing with like, more, you know, bigger budgets, and more full service type things. We did just launch a product literally last week. So this is brand new. For Facebook ads, where it's basically an entry level Facebook ad advertising type of product. You go to a website, which I mean, I think you're gonna have a link in the in the show notes here,

S

Steve Trang 1:02:15

I just posted it.

B

Brandon Bateman 1:02:16

Perfect. So that link, you can you can go there and then sign up for a strategy call. So we can figure out if it's actually a good fit for someone. But it's a \$50 a day minimum program. So that means it's like I mean, that works out to what, like \$1,500 a month as a base for Facebook ads. And instead of trying to figure out what exact audiences are we going to target, and how are we going to pull that data, and what's our creative, and how are we going to optimize this, and how do we know like, which form of capturing the leads is best, and getting our website up and our hosting, like all these, this host of things – you literally just go in and say this is how much I want to spend each day, these are the counties I want to spend that money in, and you get the leads. And it's as simple as that we set up the website on our end, we set up the ads and the audiences we have our

own advertising that we've tested across a bunch of clients already that we're using for that. So it's kind of more of an entry level thing. It's not, I don't think it's right for every company, because it's not custom to their brand, right? So they're not going to have like their face in those ads, and stuff like that. They're not going to integrate that with their PPC marketing and all that stuff. Like that's all stuff that I think counts...

C

Cody Hofhine 1:03:16

But do they tap into your knowledge? Like I guess that'd be the question I'd want to know. Do they tap into, you're now working with, let's say X amount of wholesalers. I think that's what makes, in my mind, I'm like, man, that knowledge is getting wiser and wiser on you end saying, hey, amongst all of our clients, do they get a tap into that knowledge base that saying, Hey, we now have a big massive look-alike audience that you're just tapping into already or no, does that not work like that?

B

Brandon Bateman 1:03:43

No, no, it works exactly like that. So we're basically taking our knowledge of what's worked across clients. And this is just kind of taking the core of that, and making it more... like by making it not custom for every client and not, you know, making a website for everything and customized and all that stuff. It basically just makes it more efficient on our end. So we can make that really simple.

S

Steve Trang 1:04:03

You're leveraging magnitudes of scale, and using your, what you know already.

B

Brandon Bateman 1:04:08

So I would say like, if you're looking to potentially get into digital marketing, but you have a smaller budget, that's probably the best way to start. As soon as you do have the budget to afford it. I think a custom service could make a lot of sense, where you're going to be building something for your company specifically. And taking into account those nuances of your market and all the different channels and the interactions and having your brand there and everything like that's definitely valuable. But this can be a good stepping stone. We intend for it to be a place where we can kind of start getting clients, some deals, and build up that trust in digital so that we can get them on the you know, the full solution. That's better I think in the long term. But I do think it's a step up from say a pay per lead type program because it is built for quality of leads. It is built for as much efficiency as possible. So kind of like in between a custom service and a pay per lead type

program.

s

Steve Trang 1:04:59

A step a stepping stone. So you said you were spending how much a year or per month on pay per click?

s

Steve Trang 1:05:05

Pay per click, you know, that number probably better and I do. I'd say, is it \$17,000? Is it \$15,000? But that's between both markets. So that's Utah and Dallas. So I'm like, it's not \$15,000 in each state, Utah and Dallas, Texas, \$15,000 between the two.

s

Steve Trang 1:05:18

That gets you enough, huh? I'm kind of surprised. I thought you can go bigger in Dallas. I mean, everything's bigger in Texas.

c

Cody Hofhine 1:05:23

You can, but we have to scale that team and make sure the processes in place. So that's a one year old business, where we're going on year, what are we? Since May of 2015. So we're going on year six, almost six years. And this one's just in its infancy. So we're now building that out. So we just brought on our second acquisition manager. We're now building that out so that it can handle when we turn that up, because yes, there's... that's why I love Dallas. It's like, what a nice city where I'm like, oh, man, I love this city because it produces deals. You can like chuck a rock, and you'll hit one of those cities in Dallas. It's like, they're ,they're everywhere. It doesn't matter where you throw a rock, you're like, there's a deal. There's a deal.

s

Steve Trang 1:06:01

It's a massive, massive area.

c

Cody Hofhine 1:06:03

It's true.

B

Brandon Bateman 1:06:03

He could spend probably 50 grand a month on PPC if he wanted to.

S

Steve Trang 1:06:08

So that was gonna lead to my question. Right? I mean, everyone in Phoenix just completely disregarded this episode. So How big can we get as far as spend goes in Phoenix for our operation?

B

Brandon Bateman 1:06:23

I mean, this is the I mean, this is one of the key advantages of working with a company that really knows what they're doing. Right? Because when we work with you, we can figure out these kinds of things. To know that before you enter into a market, and because we're starting with you, Steve, today. [Yeah.] On your advertising, right. So it's like, we don't have all this data to know like, yeah,

S

Steve Trang 1:06:41

Ryan doesn't know it, but you're meeting with him right after this meeting.

B

Brandon Bateman 1:06:44

Yeah, so we... So anyways, that's where, like, we need some of this information. But to give you an example of like what we're doing with Cody, oftentimes we're saying we have some more money, where should we put that money? We're saying, here's the data that we need on your side. And then we'll look at things on PPC, like, how often are you showing up? And I'm what keywords are you showing up? And how high are you showing up on those things? And we could do some simulations. If we were to spend more money, how would that affect your cost per lead? You can always spend more money. Almost always. The question is, how much is that going to increase the cost per lead and how far into diminishing returns so you can get? If I had to guess in a market like Phoenix, over 30 grand a month, you could probably spend on PPC with with a reasonable level of efficiency. But it is always that trade off between do we want to kind of be a small player and just pick off the lowest hanging fruit and have that advantage? Or do we want to play at volume, and we're going to spend a lot more per lead, but we're gonna get so many more leads, and we're gonna do a lot more deals, and could we be more profitable doing that? It's always about finding that balance between those two.

S

Steve Trang 1:07:42

And actually, that's a great point, because this is a question I was wondering about. Do want to be... I always bid enough. So my average was 1.5. Right? Sometimes I was number one. Number two, but I was never number three. Yeah. And so I just always adjusted my bids. Well, I didn't adjust. I had it set so Google automatically adjusted my bid so that my average is 1.5.

B

Brandon Bateman 1:07:58

That ages you Steve.

S

Steve Trang 1:08:00

Huh?

B

Brandon Bateman 1:08:03

Average position doesn't even exist as a metric, much less positional bidding. But yeah, anyways, it's just funny, cuz that's before my time even.

S

Steve Trang 1:08:11

Oh geez!

C

Cody Hofhine 1:08:14

So even he's...

S

Steve Trang 1:08:15

So like I said, \$2 a click, \$12 a lead. Anyway. What... So then there is no like magic now where you say like, you know, you want to be number one and number three, like, it's just like, is there a goal here, then, as far as bidding?

B

Brandon Bateman 1:08:31

Yeah, ROI. [Okay.] Right. So what that comes down to is, sometimes there's going to be searches where you're like, Oh, those aren't amazing. Someone's searching "sell my house." It doesn't say they're motivated, but also they're searching on Google. So maybe

like bash on some type of motivation. Yeah. But it's not like a "we buy ugly houses search." It's not a "sell my house fast for cash," or "get a cash offer my house" search.

C

Cody Hofhine 1:08:52

It can be traditional real estate.

B

Brandon Bateman 1:08:54

Yeah, it could be it could be more more retail focused. Everything has a value. That's the key point. Like, in an extreme example, you could be a wholesaler in Dallas, and then someone could be searching for a divorce lawyer in Memphis, Tennessee. And one in a million of those people searching for a divorce lawyer in Memphis, Tennessee also has a house in Dallas that they're wanting to sell. So that click has value to you. It could be like a millionth of a penny. But it has value, right? So that I think that's, that's a key thing that we want to change in terms of our mindset about PPC, is it's not that there's good things and there's bad things. It's that there's things that are overvalued and undervalued. When you go into a market as a wholesaler, you're not looking for, I mean, you're wanting to you're wanting to sell houses at top dollar for as much as possible, right? But you don't go into the market and say, I'm now going to look for the most expensive houses, because that's how I sound find the ones that are gonna sell for the most, because that's not how you make the most money. Right? That would be really silly. What you're looking for is houses that are undervalued. So you might find one where the house is only worth 20 grand, but you can lock it up for five grand. Well, that's a deal. All right. Same thing with PPC we have some stuff that's better, some stuff that's worse. The thing that's most valuable is understanding what those things are worth and bidding for appropriately to it. So if you have a click that's worth \$100, you don't pay \$120 for it. Right? So that's that's the main thing is basically we look at.

C

Cody Hofhine 1:10:08

This is that German talk I was talking about, it's like [whistle].

S

Steve Trang 1:10:10

Well this is the reason I signed up with him. We were talking,

C

Cody Hofhine 1:10:12

This is what I was saying, this is why I had to bring him. I'm sitting here and I'm like, Steve's

gonna ask me a question, and I'm like, I don't know. I have no idea. I'd better bring Brandon.

S

Steve Trang 1:10:21

But this is exactly why I sign up for this guy. So Alexa is asking, you guys are pulling a list you said daily?

C

Cody Hofhine 1:10:28

Yes. On on those four? Yes. Tax delinquent, it's not worth pulling daily.

S

Steve Trang 1:10:34

And how often are you following up with a lead? So let's say someone hit the PEND yesterday, you pulled it today, what's the follow up like after that?

C

Cody Hofhine 1:10:40

Yep, that's gonna depend on what it sounds like when it comes in, right? Like, not every lead's gonna get the same follow up. Someone's... because we're reaching out to them on directly, it's called cold calling, everything's cold, you're just reaching out to them. Some people are interested, great, they're gonna get follow up. But we have a process. So our acquisition managers are the 30 days and less. Like someone that's gonna move in 30 days less, that's the only leads they touch. They don't touch our medium, and they don't touch our cold. The medium's done by like a lead manager. And then our cold is done by our cold callers. And so if it's like, oh, yeah, I might sell next year, that stays in the biggest pool that has the most leads and just gets followed up by our cold callers until they're ready. And then it changes the pools or changes buckets. But we only have 25 leads per acquisition manager at any given time that they're following. That's it. We want 90% of their effort on those 25 leads, not dinking around with these other leads that yes, are important, but not important for them to follow up on. So that's a hard question to answer, because it's not all the same. It just depends on where they're at. 30 days or less, they're getting a phone call, it could be daily, it could be 2, 3, 4 times a week, someone's gonna move in the next six months, maybe a medium lead; it could be once a month. All right, and then it gets closer and it switches over here. And it's like now it's twice a week, then it's once a, once a day. Just depending on timeframe.

s

Steve Trang 1:12:01

Tyler is asking do you pull from the county daily or is there a software? I think they're just really depends on the market

c

Cody Hofhine 1:12:06

Depends on the market. So that's going to be completely reliant upon where you live. And that's going to be unique. But if you find out that you have probate attorney that says, hey, here's this or here's that, you're going to find out that you're probably one of the only people in your market that had the courage to go find that list daily. And if you get it...

s

Steve Trang 1:12:26

It's a goldmine.

c

Cody Hofhine 1:12:27

Thank me later. It's awesome. It's awesome list.

s

Steve Trang 1:12:31

Prince wants to know, Brandon, if you want to learn SEO, where should you start?

B

Brandon Bateman 1:12:35

Learning SEO. That's a that's an interesting one. I don't get asked that very much. Because most business owners, they're like, I don't want to spend my time doing that. Like if you learn enough about SEO, you realize it's not worth your time.

c

Cody Hofhine 1:12:44

Because it's a 12 month pay off. I'm not gonna go work on something that doesn't pay me for 12 months.

B

Brandon Bateman 1:12:48

And SEO is a labor game. It's really like, like, as an agency providing SEO, our game is how cheaply can we write content. And if you, if you learn, like if you learn like what you get with an agency, and you calculate it in your mind, like how long it would take you to

do those things, you'd be like this, there's no way it's worth my time as a business owner to do SEO.

S

Steve Trang 1:13:09

But if they wanted to...

B

Brandon Bateman 1:13:11

But if they wanted to, I think a good resources backlinko [www.backlinko.com]. It's a it's a blog that ranks really well on Google, kind of.

S

Steve Trang 1:13:19

So I should stop reading Search Engine Journals what you're saying,

B

Brandon Bateman 1:13:21

Yeah, Search Engine Journal, backlinko. I mean, you can

C

Cody Hofhine 1:13:24

It takes away your time from talking to motivated sellers.

B

Brandon Bateman 1:13:27

Yeah, yeah. Good heuristic is search on Google "SEO" and see who shows up first, and then I'll tell you something. But yeah, anyways, it's a there's definitely a lot that you can learn about it. I can touch on the very simple things real quick. You want to produce content, and you want to be posting that content targeted to particular keywords. So you need your keyword strategy, you need to produce content. And then you need a backlinking strategy, a strategy for getting links to your website. Beyond that, it's just about optimizing your website for particular things. But that's, that's most of what comes into an SEO service. So you can do that, right? Like if you're just the guy who's gonna run 100 miles an hour and in whatever direction that is like, start producing content and posting on your website, start getting links from other websites to yours. Get your Google listing set up, get Google reviews, if you do those things, like you will rank it's just a matter of like, you could be more aggressive with SEO and get it done faster, or you can be slower.

s

Steve Trang 1:14:17

So Prince, one thing I'll add, because I used to do all my own SEO, is don't. [Laughter] Because the algorithms change. So even what worked last year,

c

Cody Hofhine 1:14:27

You were still doing a 1.5...

s

Steve Trang 1:14:29

Yeah, right. Stuff that used to work, no longer works. And so for me, I did all my own SEO and it's, that was not a good like... all those hours, poof, gone. Right? And then Property Grabs is saying the pre-foreclosure list, eviction list – with all these moratoriums, how are you guys adjusting? So are there moratoriums right now going on Salt Lake?

c

Cody Hofhine 1:14:53

So there was that eviction moratorium where it's like,

s

Steve Trang 1:14:56

There was an eviction moratorium, but was there foreclosure moratorium?

c

Cody Hofhine 1:14:59

Yes. But I don't know if that's gonna be as big a problem as people think it is. Because at the end of the day, there's the market hasn't dropped. So even if they're like, Hey, we're not kicking you out of your house, a lot of those people still have plenty of time to sell their home, and as long as they have equity, majority are just going to sell their home on a traditional market. Where I think in a way is a different there was a full on crash. It's like, people were now negative. Right now, just because you're in foreclosure doesn't mean you're negative or upside down. So I... everyone's hooting and hollering about this foreclosure thing. And I'm like, I don't know what there's, thing why people are hooting and hollering about it. There's so much equity in these homes, that majority are never going to come to us. [No.] I know. That's my two cents.

s

Steve Trang 1:15:42

I actually agree with you 100%. What is a great budget – I'm assuming here, this is about

digital marketing – If you want to scale to 100 deals a year.

c

Cody Hofhine 1:15:54

We did about 150. So I can talk about is comparison. We did 150 deals between Utah and Dallas and our budget, I hope you know that.

b

Brandon Bateman 1:16:04

You spent \$275,000 across those two, but that was for digital. Yeah. I don't know what you're spending on your other stuff.

c

Cody Hofhine 1:16:10

Yeah, but that was just digital. He's asking, right. I'm presuming so \$275,000? Did 150 deals in two different markets.

b

Brandon Bateman 1:16:17

That's 150 deals was total, right? Not just digital?

c

Cody Hofhine 1:16:20

Oh, that's a good point.

s

Steve Trang 1:16:22

That's so anyway, it's like 40%, 40% of your deals.

c

Cody Hofhine 1:16:26

That's right.

s

Steve Trang 1:16:26

So 80?

c

Cody Hofhine 1:16:28

Yes.

B

Brandon Bateman 1:16:28

So the thing about that is to like the market's going to be different. We provide some numbers like that someone in Indiana is going to be like, Oh, this is a horrible idea. Right? And somebody in California in San Francisco is gonna say, well, that's amazing, you know, because they just have different assignments. And naturally, areas with lower assignments are also cheaper to get deals. And so those things kind of adjust. I can tell you, a lot of our clients starting out are spending around \$8,500 a month for all three channels. If you're doing one channel, you can bump that to say four grand a month. Or there's like with Facebook with the you know, the base level program as low as \$50 a month. So that gives you the

C

Cody Hofhine 1:16:50

\$50 dollars a day.

B

Brandon Bateman 1:16:58

Or \$50 a day. Yeah, not a month.

S

Steve Trang 1:17:06

So Said's follow up is he was on talking about all lead gen. So how much would you need to spend to do 100 deals a year?

C

Cody Hofhine 1:17:12

So 100 deals a year all lead gen – for our 150; I can just go off that – we're about, let's call it 40... We vary between 40 and 50 k a month.

S

Steve Trang 1:17:24

In marketing.

B

Brandon Bateman 1:17:25

It's all your average assignment though.

C

Cody Hofhine 1:17:26

Yeah, average assignment? Well, depends on what channel, but overall, like digital marketing, it's a \$32,000 assignment. Guys, when I got into the game in 2015, my average was right at \$13,500 like \$14,000. [Really?] So all we've done is just get better at our process, and better in our process and got dialed in on getting good at acquisitions, but getting really good at dispositions. And between that now our average assignment anywhere from \$28,000 to \$30,000 every deal. So you times that by 150 deals and you start to get it going.

S

Steve Trang 1:17:56

Yeah, it works. It works. Warner wants to know, what is your preferred PPC bidding strategy?

B

Brandon Bateman 1:18:03

We... this this will mean nothing to most people...

C

Cody Hofhine 1:18:07

German!

B

Brandon Bateman 1:18:08

CPC. Because we do want to do some dynamic, some dynamic changes to the bids based on different signals. But we also recognize that Google's never going to have quite enough data in one account for real estate investing to actually be able to bid automated. So our database is so much more powerful than than any type of automated strategy. But we do allow Google to make slight adjustments to our bids based on different conversion signals.

C

Cody Hofhine 1:18:35

Also, let me make sure I don't screw anyone up on this. I have to correct some things. Of those 150 deals, 27, 28 of them are fix and flips. Not a lot of people know I do fix and flips. I do them, so that also helps that assignment. So I also want to help people understand like I'm a truth teller, truth seeker. I'm not gonna be here and say Oh, these are straight assignments; they're not. And a lot of wholetail deals guys. I think tis the season, tis the market to be really considering buying that home and putting it right back on the market. And you'll see that it's, it's crazy. We got a deal for \$250,000. ARV was \$350,000. So

instead of getting like a \$15,000 assignment, right, let's just put on the MLS for \$299,000. This home still needed about 20 grand of work, but it was livable, and it was lendable. That's the key thing. We put on the market and it got bid up to \$350,000 and then the guy's like, I'll pay the difference, whatever it doesn't appraise for I'll pay the difference because I want my daughter to live by. And we're like, This is absurd. So we made \$100,000... Well, we didn't make 100 grand but there's \$100,000 spread on a home that was probably \$299,000.

s

Steve Trang 1:19:40

Yeah, it's, it's nuts right now.

c

Cody Hofhine 1:19:42

Yeah.

s

Steve Trang 1:19:43

So I want you guys to think about some last thoughts you might leave the listeners with. Guys, if you got value today, please like this, subscribe, share, comment. Let people know right? Like if we're all getting better together as I think it's better for the industry if we're all getting better together. And then next week, we've got Brian Iregbu who's going to talk about how he does six figures a week, during COVID, which I think is pretty crazy, using creative finance.

c

Cody Hofhine 1:20:10

That's huge.

s

Steve Trang 1:20:11

So I'll start with you. [Okay.] Last thoughts and how can someone get hold of you?

c

Cody Hofhine 1:20:17

Last thoughts. I think it goes back to cuz I think a lot of times our listeners, I mean, we have some seasoned people out there. But I think a majority of people that watch content are like they want to get in the game, they really haven't done this something yet. You don't have to be good. You just have to be consistent. I can't say that enough. That's probably one of my favorite sayings because too many people don't get in the game

because they're waiting to be perfected. They're waiting for this perfect plan. But the individuals that just get out there and take massive, imperfect, not perfect, massive, imperfect action will always outperform the individuals that are sitting at home, building a perfect plan taking no action at all.

s

Steve Trang 1:20:57

Alright. How can someone get hold of you?

c

Cody Hofhine 1:21:01

You can go to goreff.com. That's a new website up, they can learn more about me, but also just my handles just at Facebook and Instagram. That's just Cody Hofhine.

s

Steve Trang 1:21:12

And that's REFF with two F's.

c

Cody Hofhine 1:21:14

Yeah, REFF. Go REFF stands for real estate freedom formula.

s

Steve Trang 1:21:19

Brandon...

b

Brandon Bateman 1:21:20

Yeah, I mean, I would just say a lot of stuff is kind of tightening up and digital marketing is only getting bigger, right? So I would encourage anybody who doesn't have this as a piece of their strategy to just recognize that like, the internet's not going to go away. And people are going to find the companies they do business with on the internet. So it's like, it almost sounds silly saying it. But there's so many wholesalers, that are just so only mail and cold calling. And this is a big chunk of business that exists out there. So I that's my recommendation. I have a link that I think you shared, where you can book a strategy session with me where we'll basically talk about your specific market, what we know about it, get some idea of the data there. And if you've done advertising before, and it hasn't worked for you, for whatever reason, whether it's pay per click, whether it's Facebook ads, whether it's SEO stuff, like I will look at that, and try to figure out what went wrong. I've done that with you, Steve. [Right.] Where we just looked at your stuff and said

like, this is why it is the way it is. And also don't make the same mistakes over and over again, because a lot of people be like, oh, that didn't work. And then just try the same thing again, because they don't understand why it didn't work. Alright, so so if I can provide that kind of clarity to anyone, I'm more than happy to do it. Because I know it's tough, to, it's tough to have something that didn't work and not know if it's you, if it's your marketing, if it's your market, that's not going to work. And you never know anything for certain but because we work with over 30 wholesalers all across the United States, we have a really great idea of what exactly it takes to scale your website to more than a million dollars a year in terms of assignments. So yeah, I'd encourage anyone to go to that link. It's I think it's www.BatemanCollective.com/disruptors. And there you can, yeah, schedule a strategy session and let's just dig into it.

S

Steve Trang 1:23:05

Awesome. Awesome. And it's only wanting to reach out to you directly, is there another way?

B

Brandon Bateman 1:23:08

Yeah, there's Brandon Bateman on on Facebook.

S

Steve Trang 1:23:13

There's got to be more than one of those.

B

Brandon Bateman 1:23:15

Yeah, there there probably are.

C

Cody Hofhine 1:23:16

There's 72 of these guys!

B

Brandon Bateman 1:23:20

For someone who advertises a lot on Facebook, I hate it so much. I hardly ever use it. But there I am. There's also just by email. My name is Brandon@BatemanCollective.com, and that's B A T E M A N.

s

Steve Trang 1:23:36

Awesome. Oh and guys, don't forget I do have the book, Active Listening 2.0 on Amazon, check it out. Thank you.

c

Cody Hofhine 1:23:43

Steve Trang, my man. Dude, I appreciate you. This stuff's killer.

s

Steve Trang 1:23:48

Yeah, it was fun. Fun, it was a great episode. See you guys later.