

# Build System Automation (Left Main REI), Process for Data cl...

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## SUMMARY KEYWORDS

salesforce, people, deal, crm, money, building, marketing, podio, zach, big, lead, hire, talking, company, buy, run, business, industry, house, started

## SPEAKERS

Steve Trang, Stephanie Betters

**S** Steve Trang 00:00  
Hey everybody. Thank you for joining us. For today's episode of Real Estate disruptors today, we've got Stephanie Betters who, with multiple companies, I can't pick one specifically. And she's going to talk about how you can scale your business through systems, processes, and also being a nurse as well, which is kind of crazy. If this is your first time tuning in, I am Steve Trang, sales trainer for some of the top wholesalers in the country and I'm on a mission to create 100 millionaires question I get all the time is how do you become one of the 100 millionaires. The information on this podcast alone is enough for you to become a millionaire in the next five to seven years, all you need to do is take consistent action you will become one. When you hear a nugget, please type into 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, please tag a friend below or share this episode right now. That way we can all grow together. And this is a live show. So please ask your questions for Stephanie to answer. You ready? I'm ready. All right. So first question is what got you into real estate?

**S** Stephanie Betters 01:02  
Okay, my husband is responsible for that my husband Zach. We met in college really, really young. We were I was 19. When I when I met him, we started dating. And when we

graduated college, we had nothing. We had no money. We just had fresh, fresh degrees and no money. And he convinced us convinced me to buy a foreclosed house. This was in 2007. Right? Like, right, great timing, right? And because that's what you do when you have no money if you get a fixer upper, and you live in it, and you flip it. So that's what we did. And I tell them all the time, that was not what I imagined you carry me over the threshold into this disaster of a house with water damage and mold and whole thing.

**S** Steve Trang 01:43  
Did you guys move into it?

**S** Stephanie Betters 01:43  
We did. But thankfully we got with it before we moved in. So we took care of the mold. And literally then we moved in

**S** Steve Trang 01:49  
like so you guys were house hacking back in 07?

**S** Stephanie Betters 01:51  
07

**S** Steve Trang 01:52  
That's awesome.

**S** Stephanie Betters 01:53  
That was the first one. So we lived in it. We flipped it took us about a year and a half. And we sold it literally at the peak like it was 2009, early 2009 when we sold it and we were in Binghamton, New York. And literally two weeks after we sold it. The whole market there crashed IBM was a bigger and bigger employee there. They laid everybody off. So we like just got through the nick of our team.

**S** Steve Trang 02:14  
Fantastic time.

S Stephanie Betters 02:15

Yes. So then we took all that money, we put it in a CD and we went to grad school. And so Zach is a physician assistant. I'm a nurse practitioner. And after we graduated, we were trying to figure out what to do next. We were living on Long Island. It was really expensive to live there. Young Professionals. Now, Charlotte, my daughter was born. What do we do? And he's like, let's do the real estate thing. Again. That was good. We made money. And I was like, Okay, well, I'll do it again. But I will never live in it again. So whatever we do, we've got to figure it out. We don't to live in that because I had like sheet rock dust PTSD was ridiculous. Yeah. So we'd looked to our family was all over the US at that time. So we weren't married to a certain area. So we literally picked a place on the map. We looked at Charlotte, we did a little market analysis of that compared it to Raleigh comparative to Jacksonville. And we really felt that Charlotte had a great potential. And it was kind of following those two markets. It was near International Airport, and it was warm enough that our parents would retire there. So we did it.

S Steve Trang 03:14

There was a lot of thought and I went to where you guys are moving to.

S Stephanie Betters 03:16

Yep.

S Steve Trang 03:16

And had. I didn't hear anything about being a doctor or nurse practitioner. So you guys were both going through medical schooling like Well,

S Stephanie Betters 03:25

Yeah, we were at where we fit. We sold our house, went to grad school, finished grad school, then then started this.

S Steve Trang 03:32

Right. So you guys were studying for what? Exactly?

S Stephanie Betters 03:34

Yeah, medicine? Yeah.

**S** Steve Trang 03:35  
So you guys are both starting from medicine. And you guys went to Raleigh?

**S** Stephanie Betters 03:40  
No, Charlotte,

**S** Steve Trang 03:40  
Charlotte.

**S** Stephanie Betters 03:41  
Yeah

**S** Steve Trang 03:41  
You went to Charlotte. And no part of your calculation was practicing medicine.

**S** Stephanie Betters 03:47  
Well, you know, it was a good it was definitely a good place to practice. That was part of it. There was the job market there for us was really good. So that was part of that was it's funny. That was secondary.

**S** Steve Trang 03:57  
Yeah.

**S** Stephanie Betters 03:58  
Yeah.

**S** Steve Trang 03:58  
So you went there. And then you got right back into the real estate game.

S Stephanie Betters 04:02

Kind of. So what we decided to do was build a house. So this was my thing. And, and this comes up a lot for me and my story and still now but fear is like a big thing, right? Like we just made a huge investment in our in our careers. We had cumulatively over \$200,000 in debt now, even though we made like 40 grand, it wasn't a CD, we didn't count it we had over \$200,000 in student loan debt. So I was like, Oh my God, we can't just abandon our careers at this point, just start a company. What are we going to do we need to have some sort of plan I need to have some sort of like proof that this concept is going to work at scale. So we decided to build a house in a neighborhood we thought would appreciate we're like okay, this this neighborhood looks really good. Let's do it. If we build the house when you move in and we and we get equity, you know, if it if it gains value, we'll take a HELOC out and that's what we're gonna use to start a business. So that took two years. So Meanwhile, I had another baby. We're working we're trying to pay off as much as we can. We're both working full time just kind of learning as much as we can reading everything.

S Steve Trang 04:58

What are you guys doing?

S Stephanie Betters 05:00

Listening to podcasts.

S Steve Trang 05:01

I mean, like what we guys do for money?

S Stephanie Betters 05:02

Oh, we were still working full time. So I was working as a CT surgery nurse practitioner, Zach's a PA and an urgent cares, we were working full time doing that and like absorbing as much as we could about real estate. And then so two years passes, and I'm starting to feel a little more secure. We bought a rental, and was like, okay, that wasn't too scary. You know, we found a special program where you only had to put down 5% for that. So we bought a rental. I was like, Okay, I think I think we can do this. So then we got an appraisal on our house. And we had like 30 grand in equities, we took out 20 like, Okay, here we go, we got 20 grand, what are we gonna do? And we bought, we started, we started looking at MLS and our first deal was actually from a MLS, and simultaneously a HUD deal. So we

got two at the same time. So when we kept as a rental on one, we flipped with private money from, you know, colleagues in the hospital, which is great, you know, just kind of chatting about real estate while you're stitching. So went up, you know, so that that guy became a private money lender, and he funded our flip. So we took we we put a tenant in that in that house. That was great. And then we flipped that one the other house, which is a little condo, and then we just kept taking that money and turning it and then we started after four deals like that we started marketing direct to seller marketing,

**S** Steve Trang 06:14  
And what was the those two deals He did? When was that? Exactly?

**S** Stephanie Betters 06:19  
That was 2015?

**S** Steve Trang 06:21  
Okay

**S** Stephanie Betters 06:21  
2015 and 2016.

**S** Steve Trang 06:23  
So you guys were in grad school for like four years,

**S** Stephanie Betters 06:25  
Three

**S** Steve Trang 06:26  
Three years. And then you guys went down and started. work for a couple years build some equity, and then you guys decide to jump in. Yeah. So you're not the crazy people that jumps jumps in?

**S** Stephanie Betters 06:36  
Well, in in 2007, we did we just bought the house and tried to figure it out. But then after that, we were trying to be a little more calculated.

**S** Steve Trang 06:42  
Okay, so

**S** Stephanie Betters 06:43  
That's 2015 is when I started again.

**S** Steve Trang 06:46  
And then you guys had success right off the bat.

**S** Stephanie Betters 06:49  
Essentially, I mean, we definitely bumped her head a lot we made a lot of mistakes with contractors with repairs and things like that. But we're pretty good out of the out of the gate. We made money.

**S** Steve Trang 07:00  
And you guys were husband, wife, team, beginning. So you guys would both work? Well. I mean, do you have a normal schedule?

**S** Stephanie Betters 07:06  
No

**S** Steve Trang 07:07  
So you didn't have a normal schedule? So how are you guys able to balance work and life? Well, I guess work, marriage, and another business.

**S** Stephanie Betters 07:16  
It's really hard. It was really hard. I mean, we worked all the time. We worked we put the

kids to bed and we were to one o'clock two o'clock in the morning, every day.

- S** Steve Trang 07:24  
Got it? What, you know, a lot of people that are jumping into this are predominantly single with a spouse that may or may not be supportive.
- S** Stephanie Betters 07:32  
Yeah.
- S** Steve Trang 07:32  
Right. And that's kind of kind of the challenge.
- S** Stephanie Betters 07:34  
Yeah
- S** Steve Trang 07:34  
For entrepreneur. How is it joint or starting a business together? As a married couple? with kids?
- S** Stephanie Betters 07:41  
Yeah. I mean, it's it's hard. It's really hard. I was not on board at first, right? Like I had all my own fears I had to deal with and he had to be like, patient with that yet also inspire me to you know, so it's funny, I think, I think his vision, so I'm not a visionary. He's a visionary. I'm very much a CEO type.
- S** Steve Trang 07:59  
I'm really surprised. Cause I'm looking at all the accomplishments you've not seem, like someone who needs to be dragged along?
- S** Stephanie Betters 08:04  
Well, I did it first. Then I got like addictive. Now he created a monster, right? So I think the

job of the visionary, you know, we say you want to start the company, you want to be CEO, you need to inspire your employees to follow you. But I really believe that the first person who should inspire you have to inspire is your spouse, if you're married, you've got to like they've got to see your vision. So that took me a bit to see it. And then once I saw it was like, I believe we can do it, I believe you can do it. I think we can do this together, you know, but it took me a minute, I had to deal with my own stuff. And I had to talk about what I was afraid of and and how do I overcome that? You know, and I have my own personal baggage like we all do. You know, my parents actually, were both entrepreneurs. And I'm, I'm the firstborn American in my family. My parents were both immigrants. And

 Steve Trang 08:47  
From where?

 Stephanie Betters 08:48  
Norway and Italy. And they were like, No, you go get an education. Right? So I was like, I don't want to throw my education away

 Steve Trang 08:56  
That was my parents.

 Stephanie Betters 08:57  
Right? So you have to deal with that. They just want you to go get educated and they don't want you to risk it. So we had all this like trash from everybody else. And although my parents are super supportive, they still have that even though they don't mean to be like don't risk it. And oh my gosh, do the safe thing. You know.

 Steve Trang 09:12  
They're looking out for your best interest.

 Stephanie Betters 09:13  
Yeah.

- S** Steve Trang 09:14  
Right. So what were your fears in starting?
- S** Stephanie Betters 09:19  
Losing it? balance.
- S** Steve Trang 09:21  
Losing the business or losing like your because your career was kind of fixed
- S** Stephanie Betters 09:25  
Losing like money. That was really scary, because we didn't have any margin. We had a ton of debt. It was like what if we take this little bit of margin we have and we lose it all? What if we make a big mistake? What if we get sued? Like what if the roof. What if we don't do it right? And like, you know, contractor comes back?
- S** Steve Trang 09:39  
I'm telling conversations, my wife.
- S** Stephanie Betters 09:40  
Oh, my gosh, I'm telling you, I was more stressed dealing with that than dealing with people literally dying, bleeding to death at the hospital, like contractors were more stressful to me than that. That's how bad it was.
- S** Steve Trang 09:51  
So you were. We were talking earlier, bantering before the show and you were mentioning like you were kind of nervous. It's like well, no one's ever died on podcast.
- S** Stephanie Betters 09:59  
Yeah.
- S** Steve Trang 10:01

But you've actually had to deal with that.

**S** Stephanie Betters 10:02  
Yeah

**S** Steve Trang 10:02  
In the hospital. And with all that stress, pressure, dealing with contractors is more stressful.

**S** Stephanie Betters 10:11  
Yeah. Now Now it's not but but then yes, absolutely. It was unknown. I wasn't educated for that, you know, you kind of learning as you're going, that was different from what I was experienced before you read a book, you go to a lecture, you learn, and then you apply it. And for this, it was like, all at the same time. So it took some adjusting for me, you know, to get used to that. But then, once you figure out that, no one's gonna die, that the worst isn't going to happen. You're like, okay, I can I can. I can move with this.

**S** Steve Trang 10:37  
Yeah. So then you do you get a handful of deals.

**S** Stephanie Betters 10:41  
Yep.

**S** Steve Trang 10:42  
And in this situation, he was a visionary. You were the integrator. And then what was your first hire?

**S** Stephanie Betters 10:49  
Lead manager.

**S** Steve Trang 10:50  
Okay

S Stephanie Betters 10:50

Answer the phone. That was a big pain point for us. So what happened was, we started marketing, and we were doing our own flips. And I didn't know what wholesaling was, we read something about that on bigger pockets. We're like, we're not doing that we're gonna flip. But then we started marketing, we started getting deals that we couldn't close, or our our contractors are busy. So we're like, Well, what do we do now? You know, like, we can't let this we can't make a promise to this homeowner, and then not deliver. So we had some other investor friends that we met in the area, we wholesale the deal. I think our first wholesale we made like \$8,000. And I was like, that was good. Let's do let's do some more of that. Right? And then so then the phone keeps ringing, right? And we keep marketing. And I'm trying to answer the phone with like crying babies in the background. Like it was super stressful. So we hired that because it was the major stress point for us is how do we answer live? How do we deal with this? So so that's when Ryan joined us? And he's still with us actually,

S Steve Trang 11:42

And when was that?

S Stephanie Betters 11:44

2016

S Steve Trang 11:45

Okay. So a lot of employee loyalty. So that's really good.

S Stephanie Betters 11:51

Yeah.

S Steve Trang 11:51

So he solved that pain point. Was it also? Because you guys are working full time still?

S Stephanie Betters 11:59

Oh, yeah. Yeah.



Steve Trang 12:00

So I mean, there's this, a lot of leads kind of falling through the cracks.



Stephanie Betters 12:04

Exactly. Yeah.



Steve Trang 12:05

Got it. Okay. So when did you guys scale your operation?



Stephanie Betters 12:09

Shortly after that first hire? So I want to say the end of 2016, we really increased a ton of marketing spend. And we went we did I think 11 deals in 2016. And then in 2017, we did I want to say more than 50. And then we kind of stuck at 50. Up until last year, we did 200.



Steve Trang 12:34

Okay, that's a big jump,



Stephanie Betters 12:35

Big jump.



Steve Trang 12:36

What were the keys to a big jump like that, cuz I think a lot of people are stuck, even just, you know, a deal every other month, or maybe one or two deals a month. Like that's there's that window. And the biggest challenge, I think in that in that area is either your CRM or the right people. So what were the biggest things that helped you jump from 50 to 200,



Stephanie Betters 12:59

Addressing those problems right away, I like both of them. They were both huge problems for us. Hiring is huge I and this is kind of where like, I became addicted to business, right? Because once I realized that I can do more with help. I did more and more of my echo a whole nother room and my brain opened up and I was like, Oh, this interest is a little thing

I had an idea about or wanted to have time to further develop, I could never do it. So it's like nagging in the back of my brain. As soon as I released some of that tasks I had to do to somebody else. And they did them well. Like I was afraid what if they? What if they ruin it? What if they dropped the ball? What if bla bla bla all the what ifs? And when that didn't happen? And it was okay, then I had the time to develop these other thoughts. And then other things were born from them, you know, so I felt like I could just do so much more, I could reach more homeowners, I could think about new marketing channels, you know, I could train more people, etc. So, hiring was huge, huge, huge, but I had to figure out what I needed first. And, again, I didn't we didn't have a playbook. I didn't know who to hire. I don't know what positions a company needed, you know, so we kind of just bang some rocks together and try to figure out what the like, what the pipeline that the lead comes in and the deal with how does it work, right. And then we joined some groups and some masterminds in the move. And we felt Okay, now this is a thing, like there are people who are doing this. So let's replicate some of the things that they are doing. And we kind of had a pan a plan moving forward on how to hire, and then a huge problem became data. Our CRM was awful, I couldn't I couldn't figure out things. I couldn't predict anything. And, you know, my personality profile now and like, the CEO type, I wanted to be able to interpret data and then make a decision. And I kept coming back to that as an issue. Like, I don't know what I should do next. Because I don't know what's happened. I don't understand why this lead didn't convert or how many leads actually need to generate or how I should spend my money that I'm making a marketing how to, I just didn't know what to do. So we kept we kept looking for a solution. For a CRM, and there wasn't one, and then eventually I got really mad. Like, I'm not even like I snapped, I get really angry, sometimes very passionate person, you know.

 Steve Trang 15:10  
At Zach? At the team? At yourself?

 Stephanie Betters 15:13  
I just had everybody I was so mad that there wasn't a solution for data that I just made one myself. And then we launched it for our company.

 Steve Trang 15:21  
So when was that? Exactly?

 Stephanie Betters 15:22

That was in 2019.

S Steve Trang 15:25  
Okay. And, and it's in Salesforce.

S Stephanie Betters 15:28  
Yep.

S Steve Trang 15:29  
Which is not cheap.

S Stephanie Betters 15:30  
No

S Steve Trang 15:30  
Generally speaking

S Stephanie Betters 15:31  
No.

S Steve Trang 15:32  
So what kind of investment? Was that? As far as time? You know, as far as hours goes,

S Stephanie Betters 15:39  
Yeah

S Steve Trang 15:39  
And financial?



Stephanie Betters 15:40

Yeah. So you can either spend money or you can spend time, right? We are in a position where I didn't feel comfortable going forward with the quote that Salesforce developers gave us, which was like, upper 100 1000s of dollars. Like, and that was for phase one, right? So like, you know, it's gonna be 500. By the time you're done with this thing. Yeah. So that's really what made me the most angry, I was like, what, how is it let's this much money, and I'm so desperate for a solution. So I decided to do it. And I spent the next after that decision was made. And I like snapped on this zoom call with like, all these people. And like, I really, it really wasn't pretty. The next 200 hours, I just built Salesforce, I figured out how to code on it. I taught myself I've watched videos from like 2000, because all the new Salesforce training videos are several \$1,000 each, if you want to do like a developer course, you have to take like six, and they're all two to \$3,000. Like, this is like grad school. This is crazy. I'm not doing this. So I bought an old course and taught myself and then just messed with it for 200 hours, and got it to a place where it was good enough that we could launch it for our business. So we launched and then I probably sent another 50 to 100 hours tweaking it and like making things a little better once it was live. And then it like posted, it was awesome. The whole team like adapted to it really well. And I still I still tweak it here and there. I'm still trying stuff all the time. We're building out like a project management side of it too now. But it was amazing. And, and I didn't I I spent 150 bucks a user to do that. But I didn't pay a developer.



Steve Trang 17:09

So that's crazy. Because it's not simple to just get in there and just start banging things out. And so you're the second person in a row. So because Darien was on the call show last week, oh yeah. And he went in there and he's like, whatever. And he just kind of made it happen.



Stephanie Betters 17:25

Yeah



Steve Trang 17:26

It's crazy. I guess you know, if you know what you want, you're willing to go? What's the word? Go all out.



Stephanie Betters 17:31

It's right

 Steve Trang 17:32  
To make it work.

 Stephanie Betters 17:33  
Yeah.

 Steve Trang 17:33  
So you did all left man yourself. So that's kind of nuts.

 Stephanie Betters 17:36  
Yeah.

 Steve Trang 17:37  
Let's take a step back. You mentioned that you are joined a couple of masterminds that kind of helps you open your mind a little bit.

 Stephanie Betters 17:44  
Yeah.

 Steve Trang 17:45  
What was the first mastermind you joined?

 Stephanie Betters 17:46  
Seven figure flipping

 Steve Trang 17:48  
Got it.



Stephanie Betters 17:48

And Justin Williams was running at that point. Now. It's bill Allen. It's awesome. A great group of people. And BiggerPockets is a big part of that, too. And then I joined CG collective genius.



Steve Trang 17:58

Yeah. Which is awesome.



Stephanie Betters 17:59

Yeah.



Steve Trang 18:00

So like, Darien kind of shared with me. You know, like, for a minute, you know, he was like, the hot chick, right? Like, everyone loved Darien. And he's like, he kind of said to me, kind of like, you know, joking. I was like, well, thanks a lot, Steve. Like, I was like the cool kid. And now you're like, now you're the cool kid. And I'm sharing with him. I was like, well, maybe it was us a little bit. But now it's Stephanie. Right? You come in with the CRM. And so, you know, one of the reasons why I never got into Salesforce, you know, because I recognize that is the most powerful, right? There's a reason why it's the 800 pound gorilla in the industry.



Stephanie Betters 18:31

Exactly.



Steve Trang 18:32

Right. And I did the Infusionsoft thing. And I've done some other things. Yeah. But I always avoided Salesforce, because it's prohibitively expensive.



Stephanie Betters 18:40

Exactly.



Steve Trang 18:40

And my wife is an actual admin, right? Like she's gone through certifications. I don't know how many badges she's gotten. But she's got a lot of badges, right.

**S** Stephanie Betters 18:49  
Yeah.

**S** Steve Trang 18:49  
And so I know what they sell it for and what they pay for us, like, I will never do this.

**S** Stephanie Betters 18:53  
Right.

**S** Steve Trang 18:54  
Then I was talking to Dan, bro. And he was like, well, you need to check out this left main thing or this Salesforce thing?

**S** Stephanie Betters 19:00  
Yeah.

**S** Steve Trang 19:01  
No, I'm good. Yeah. Right. Because I wasn't prepared to drop like 20,000 right to sign up. And then we were talking like, no, there's no ways I guess it's five grand like, there's no way. There's no way it's impossible. Yeah. And so, but then there was a thread that was started within the CG Facebook group. Yeah. And, and they're all talking about it. And then like, you know, there was like, You guys need to sign up for it. And then a couple other people. And and I talked to I had conversations with Phil Green, because they were building out their own Salesforce.

**S** Stephanie Betters 19:28  
Yeah

**S** Steve Trang 19:29  
I've had conversations Scott Hoots because they're building a building on their own Salesforce.

**S** Stephanie Betters 19:32  
Yeah.

**S** Steve Trang 19:32  
And well, they both said, asked me we're just gonna go with Stephanie. It's like, I they've told me personally, how much they invested.

**S** Stephanie Betters 19:37  
I know.

**S** Steve Trang 19:38  
Right? And they're like, we're scrapping that we're going over. And so I was talking to Eric Guydison, who's Phil's right hand, man.

**S** Stephanie Betters 19:45  
Right?

**S** Steve Trang 19:45  
He's like, are you signing up for it? And my response and this is, you know, a lot of stereotypes of volunteer, as of course I'll sign up for it. You know, like, if nothing else like the Asian in me. I just love a good deal. So when I saw it was 5000 like it was like a no brainer.

**S** Stephanie Betters 19:59  
Yeah, yeah.

**S** Steve Trang 20:00

Right. So I'm really impressed. You did it on your own. I assumed that you imagined developers this whole time. So the other thing I want to give credit to you because and I don't know the exact words, but you know, Identic is auditing all our data.

**S** Stephanie Betters 20:15  
Yeah.

**S** Steve Trang 20:16  
Right. And so Ryan is our integrator was on the call, you mentioned that you had the best conversion rate. As far as you know, the fewest pucker is I guess, everybody. So, to me, I was like, well, Identic saying that then, really glad we sign up for a CRM.

**S** Stephanie Betters 20:31  
That's really cool.

**S** Steve Trang 20:31  
Yeah. So you got your team, you're doing 200 deals a year in one market?

**S** Stephanie Betters 20:38  
One market, Charlotte?

**S** Steve Trang 20:39  
And what is your primary marketing platform for that?

**S** Stephanie Betters 20:43  
Well, we actually we have two primary online is is the is one, the number one and we have a couple of.

**S** Steve Trang 20:49  
Pay per click

S Stephanie Betters 20:49  
Yep, pay per click, we also do some of the, like, need to sell my house fast. And some of the other people who are selling PPC leads, essentially, Facebook is huge.

S Steve Trang 20:58  
Yeah.

S Stephanie Betters 20:59  
And then we do some niche mailing. Really small, less like 100 letters a month, like very, very small SEO, referral stuff. Deal some wholesalers for new builds, because we're we buy land and buy and build new spec homes.

S Steve Trang 21:16  
Oh, you do? You're a developer as well.

S Stephanie Betters 21:17  
Yeah.

S Steve Trang 21:18  
Wow.

S Stephanie Betters 21:19  
We do wholesale and we new build

S Steve Trang 21:22  
What does it take to qualify to be in the 100 letters a month list?

S Stephanie Betters 21:26  
You have to have gotten an auction date on your house.

S Steve Trang 21:29  
Okay

S Stephanie Betters 21:30  
So not not pre foreclosure, but foreclosure, that you're assigned an auction date.

S Steve Trang 21:34  
Alright, so this is happening. It's not like Hey, your default Hey, get your stuff together. Like hey, by the way, we're taking your house.

S Stephanie Betters 21:40  
Yep. So we open up that line like, Hey, Hey, Mr. seller, this is definitely a better path homes. I got a notice across my desk here that looks like the bank is trying to take your house. What's going on here? You know, this is something that we can help you with potentially that way you can get your you don't lose your equity.

S Steve Trang 21:55  
Right

S Stephanie Betters 21:55  
And people are like, Oh, yeah, I know, I just had my I just had my off my my court date with the judge. I just gave me a date. My guess it looks like it's in 30 days.

S Steve Trang 22:04  
It's that how fast it is over there?

S Stephanie Betters 22:05  
After they get assigned that date. So it can it can be yours up until I get to that point. I'm always alarmed by how long people can go without paying. Crazy. And then of course, like I sweat it, right? I want to be paying everything on time. And then people like don't pay their mortgage for two years. But so it can be a long time before they physically get to the courthouse and get assigned a date. The when they get assigned a date. It's always

almost always 30 days later. COVID COVID made a little bit tricky, but it's generally 30 days later.

**S** Steve Trang 22:31  
Yeah, it's fascinating, because we're over here for the most part now, right? Not during the crisis many years ago, but for the most part now if you're late three months, you're getting foreclosed on. Yeah. And it's in three months. Yeah. Right. And for us the greatest challenges for the first 90 days first 60 out of those 90 days. So like I got time, I've got time.

**S** Stephanie Betters 22:49  
Right, exactly.

**S** Steve Trang 22:50  
Right. And by that time they've been harassed, non stop. So I think in some ways is kind of, you know, a plus as investor. Like, once that date hit, you got 30 days,

**S** Stephanie Betters 22:59  
Exactly. And then they know what's real. And even still, though, people will be in denial.

**S** Steve Trang 23:05  
So what are you doing to get to get them out of that denial,

**S** Stephanie Betters 23:08  
We just get to them in person, or we get them with a sales conversation, which is digging a little bit deeper. And we get them to start pulling out some paperwork and starting to look at numbers. And I'll tell you when you start getting people to open up their mail, and look at that what it says then they're like, Oh, it's real. I can't tell you how many times sellers just don't even open their mail anymore, from the bank or from the courthouse. even notice.

**S** Steve Trang 23:29  
It's better to not know

S Stephanie Betters 23:30  
Exactly

S Steve Trang 23:31  
At least they think it is

S Stephanie Betters 23:32  
Right. So if you can get them to start talking about it, and they're opening up their mail, they generally come around, they're like, oh crap.

S Steve Trang 23:38  
So like you're on the phone with them. It's like, hey, once you open up your mailbox.

S Stephanie Betters 23:40  
Or we do this in person

S Steve Trang 23:42  
Got it.

S Stephanie Betters 23:42  
Okay, this is really important. I want to make sure we don't miss anything. Where's that letter you got from the county clerk's office?

S Steve Trang 23:48  
So you got a bit of a visual. You got a bit of the kinesthetic, they're touching it they can hold this notice.

S Stephanie Betters 23:55  
And it says there how much is past due and how much they need to pay to catch it up.

And it's a big number. And now it's like.

**S** Steve Trang 24:01  
Well, if it takes two years to get to that point

**S** Stephanie Betters 24:02  
Right, it depends on how long it's been but I mean, it can be 10-15 or maybe five even people can't come up with that. You know

**S** Steve Trang 24:09  
What um what is the so over here in Arizona, right? If someone gets foreclosed on, there's an excess proceeds and that's supposed to go to homeowner the lawyer is going to take their money out of that. But

**S** Stephanie Betters 24:19  
Yep

**S** Steve Trang 24:19  
Supposed to go there. Is it different in Carolina because I see a lot of people talking about excess proceeds programs.

**S** Stephanie Betters 24:24  
Yes.

**S** Steve Trang 24:24  
Does it matches automatically go to homeowner in Carolina?

**S** Stephanie Betters 24:26  
It doesn't. You have to apply for it? You have to essentially not sue for it. But you have to you have to submit a complaint to get that proceeds back. So yeah, that means you have to monitor the situation. Know that there was excess proceeds and then apply for it.

- S** Steve Trang 24:39  
Interesting. Yeah, that's very different that we have going on over here.
- S** Stephanie Betters 24:42  
Yeah. So far as I know anyway.
- S** Steve Trang 24:45  
So 20 deals a year. What does your organization look like right now?
- S** Stephanie Betters 24:49  
We have a see I think. 12 employees. We have a CEO who's my husband, a COO, who is Matt, I hired myself out of that position in 2020. Which is very exciting. That's a big goal.
- S** Steve Trang 25:01  
Yeah congratulations.
- S** Stephanie Betters 25:01  
I don't sit in any seats over there anymore. Well, technically, I'm in the technology officer seat. And then we have a lead intake team, an acquisition team, transaction, coordination, dispositions, finance and marketing.
- S** Steve Trang 25:15  
Got it.
- S** Stephanie Betters 25:16  
And every department is about two people deep.
- S** Steve Trang 25:19  
So stepping out of the COO role. I mean, that's kind of like a lot of our dreams, right? Like we start this, to have time freedom and financial freedom. Yeah. But then you get into it as a lot harder than they make a look on social media.

S Stephanie Betters 25:35  
Yeah, yeah.

S Steve Trang 25:36  
So you were able to step out of it? What were things you had to do to be able to step out of it?

S Stephanie Betters 25:41  
Well, first, we had to fully develop the universe that this was going to be. And I think that's something that we kind of take for granted as entrepreneurs is that people aren't normal people don't think like that. Like, you can kind of imagine which world you're in. And they're like, yeah, just do it. It's in your in this world. But people who enter your company, they don't know where you want to go. So having a really clear vision, and then strategy to execute on that vision is really important. And then putting those people put at least those pieces into place. Like your your marketing channels, your hires, at least defining what a department is, or job descriptions are, you kind of have to materialize this company first. And really articulate where it is that you want this thing to go. And then hire people that are appropriate for those seats that do better than you would have done in it. And then you have to coach them along to do that. Like you can't just hire him, but Peace out. Like you have to be there.

S Steve Trang 26:34  
That's a dream.

S Stephanie Betters 26:34  
I know, right. But it doesn't work that way, because everything crumbles. So you have to be there to organize it. And then to make sure that there's accountability and that the the people you hire, have leadership skills, so they can lead other people. And that they can kind of pass, you know, you can pass a baton or they can carry it. So that that takes some time. And that's really hard to articulate. But putting together what you want, like your vision planning, and then your strategy is really important. And then you have to find the right person to take over your seat. So for us, Matt, our COO was our project manager, department chair. So he ran all of our rehabs all of our new bills, and he had people underneath him. So we chose him because we trusted him. We worked with him for years, who was actually our agent before we ever employed him directly. And he did a really

good job of managing that department and affecting the bottom line, which is what we need as a co COO.

**S** Steve Trang 27:24  
Right

**S** Stephanie Betters 27:24  
Like you got to show me you can you can move the bottom line number, and you can keep it together. So he over the course of a year or so we saw him develop out that that department himself, improve, improve numbers, improve efficiencies, and he wanted to put his hat in the ring for the COO. So I was like, let's interview. Very cool. Yep. So then we hired him, and then I trained him for a year. And then I left in 2020.

**S** Steve Trang 27:49  
So you're not involved in the day to day. But Zach still is

**S** Stephanie Betters 27:55  
Zach

**S** Steve Trang 27:55  
Zach Zach.

**S** Stephanie Betters 27:56  
Yup.

**S** Steve Trang 27:56  
So how much and how involved is he on day to day?

**S** Stephanie Betters 28:01  
So he he runs the acquisition department right now on top of being the CEO. So he kind of it's he's kind of vacillated there a little bit. But acquisition department will be good. And

then it'll require more more attention. It's just like, you know, this funny, that's, that's our department that definitely has had the most churn. But now people that are in there, the average, the average length that people have been with us, there's about a year, which is a long time

**S** Steve Trang 28:26  
For sales.

**S** Stephanie Betters 28:27  
Yeah, for sales. That's pretty good. A little I think it's just about a year is the average between all those people. So he just hired somebody that I think can ascend into the department chair roles.

**S** Steve Trang 28:36  
Awesome.

**S** Stephanie Betters 28:37  
And then he can be more just in the CEO seat. But that's the one seat that he gets pulled into quite a bit.

**S** Steve Trang 28:42  
It's tough. That's the managing salespeople was I was on a call yesterday, and it was with Eli Fisher and Chris Rector of Identic, The Funnel Walter challenge.

**S** Stephanie Betters 28:53  
Yeah.

**S** Steve Trang 28:54  
And Chris is asking what's the most difficult things it's like it's always it's been the same in every company. It's people.

S Stephanie Betters 29:00  
Yeah.

S Steve Trang 29:01  
It's always the people's hardest thing. And then within that subset, the salespeople

S Stephanie Betters 29:05  
I know

S Steve Trang 29:06  
Right there

S Stephanie Betters 29:06  
We call them diva butterflies. And we love them, but they're diva butterflies. No detail.  
Where do I go? Where's the deal?

S Steve Trang 29:13  
Yeah

S Stephanie Betters 29:13  
Yeah.

S Steve Trang 29:14  
Okay, so you stepped out of that. And then you join Gary Harper. What was the next step?

S Stephanie Betters 29:22  
Yeah. So that's funny. So I met Gary in 2018, when he helped us merge. So we merged with a third partner in 2018. Jeff Johnson, who's awesome, like, all the core values are aligned, the vision is aligned. He's awesome. And so we met Gary then to help us make sure we were we merged appropriately, through Hey, we really like each other. Let's not mess this up. And he helped us with just like vision planning to now that we have to, we had really

had two visionaries come in and like, how do we do that? So he taught me a lot about systems and processes. Like I thought I had some understanding and I was like, Whoa, a non biased person coming in and like telling you some of the stuff was invaluable. So I met him then we became really good friends. And the goal at that point, I was like, Gary, I want to I need to retire. I want I need to be in the owners box. I can't

**S** Steve Trang 30:08  
Retire.

**S** Stephanie Betters 30:09  
Right. So farce right? I'm too young to retire. But that was a goal. So I need to be in the owners box. I you know, I don't want to leave medicine. I was still working full time. Until really recently, about a year and a half ago. I was wondering when I went part time. So I was like, I can't give up medicine. What do I do? And I need to get out of the seat. So we did it was we accomplish that in January 2020. Hired Matt. That was like his first time we started that the year of 2020. What a great year to start as a new COO. Right?

**S** Stephanie Betters 30:36  
It turns out was fine. But anyway, so when I when I that happened, we accomplish it. He's like, well, what, what are you gonna do tonight? Just gonna go eat bonbons? Do you want to come like, hang out with me? And I was like, Well, what do you want me to do? He's like, well, what if you come in and you help other COOs? What if we talk? What have you get to be like a strategist with other companies? And kind of, you know, and help us out? I was like, this sounds fun. So So then I started working with them. Yeah. And then simultaneously launched Left Main.

**S** Steve Trang 30:36  
All right.

**S** Steve Trang 31:03  
So what does that structure look like? I mean, is is Gary's baby? And like, you're just kind of talking to people or you're selling people into the program? Like, what is your responsibility?

S Stephanie Betters 31:15  
Yeah.

S Steve Trang 31:15  
Within Sharper. I don't know. Which one is it?

S Stephanie Betters 31:18  
Sharper Business.

S Steve Trang 31:19  
There you go.

S Stephanie Betters 31:19  
So I'm, I'm the chief growth officer.

S Steve Trang 31:22  
Okay.

S Stephanie Betters 31:23  
So what that means is I analyze people who are interested in hiring a business coach, and make sure that we can help them grow. Right, like, do you are you establish enough? Or do you have enough of at least a foundation that we can help you?

S Steve Trang 31:37  
Yeah.

S Stephanie Betters 31:37  
And, okay, what do you need to grow? I'm, like, there's something I'm good at. I'm good at growth, right? Like, if you give me an idea, I can do something with it. But I need any of that vision to you know, but anyway, so I look at those those potential clients and make sure there's something that we can do here to add value. And then I then after that, so

essentially, it's kind of like a sales position, but I don't, it doesn't really feel that way. Honestly.

**S** Steve Trang 32:02  
No, you didn't sell me.

**S** Stephanie Betters 32:03  
Yeah. It doesn't feel that way.

**S** Steve Trang 32:05  
No, I jumped. When I when I had that call with you. It was like, here's what I want to do.

**S** Stephanie Betters 32:08  
Yeah.

**S** Steve Trang 32:08  
Okay. We can do that.

**S** Stephanie Betters 32:09  
Yeah, yeah, basically, right.

**S** Steve Trang 32:11  
But I think probably the people that got in that car already drivers.

**S** Stephanie Betters 32:14  
Yeah. And then and then sometimes, sometimes we're not the right fit, or sometimes power days aren't the right way to start maybe we need starts to hear first and then grow to that. So there's a lot. I mean Sharper, does a lot of different things. So I just tried to direct them in the right place, if we're the right fit. And then besides that, I do COO training. And I run people's quarterly meetings and do some annual planning, and I do strategy sessions with companies and kind of hand picked, you know, I only do a little bit

of that. Because I kinda can.

**S** Stephanie Betters 32:14  
Yeah

**S** Steve Trang 32:14  
Yeah

**S** Steve Trang 32:42  
Right

**S** Stephanie Betters 32:43  
You know, and that's cool, because then I get to pick a good to work with people I have chemistry with. And I think that's been really important, too.

**S** Steve Trang 32:48  
How much time commitment is that?

**S** Stephanie Betters 32:52  
Probably like five to five hours a week.

**S** Steve Trang 32:55  
Got it

**S** Stephanie Betters 32:55  
It depends if I'm running a quarterly meeting, like you know, the change of quarters, I'll do two or three quarterlies in that week span, just because it's a new quarter. But that's really out of the ordinary.

**S** Steve Trang 33:05

Got it. And then Left Main. Did you know Left Main was gonna do what is done?

**S** Stephanie Betters 33:11  
No.

**S** Steve Trang 33:12  
Okay, what was your initial projection for Left Main?

**S** Stephanie Betters 33:17  
So first of all, that was never even on the horizon. My Salesforce account manager told me to do it. You know, when I showed them what I built, she was like, this is something. I was like, no, it's not. It's okay. She's like, no, this is something you need to do something with this. Should we don't have anything for the real estate industry that's good on Salesforce, like at all like that whole vertical is a big empty hole. And she's and she said that constantly Salesforce executives are talking about the real estate space on Salesforce and how it's underserved. So she's like, you need to do something. Like well, what does that mean? You know, I don't know what that means. It's like an app just like iTunes, you make an app. And we test it, we try to break it. And if you pass and you can launch and you can sell it. Sounds like well a lot, okay, let me think about that. So, I thought about it. I talked to Zach. Zach is like, I don't think you should do that. He said, I don't think you're gonna make any money at all. I think that it's gonna be way too much work. And it's people are pains in the butts, and it's not gonna it's not gonna be worth it.

**S** Steve Trang 34:12  
The last part or the second last part. Where people are pains in the butt is definitely true.

**S** Stephanie Betters 34:16  
Yeah. And, you know, he's like, how many people are going to switch your CRM, like how, you know, so, and I took that to heart, I was like, I want to make sure I do this, right, because I'm not here to then, you know, kill myself again. I just killed myself and got out of that, you know, and for me, I'm a workhorse, like, I will work right like that, but I will hurt myself. So I need so he's great because he protects me from that too. Because when I get an idea in my head, I, I can't stop. So what I decided to do was to go through the whole app process because I didn't even know if I would pass. I'd coated this thing myself. I was like, let me see if it even passes their security review. I'll go through the steps and I'll go

through the contract thing. So I did it pass. It was awesome. It launched in January 2020. Right after New Year's like literally that next year, the next day, after new years. Whatever the next business day was, and then I told my at some my friends about it. I was like, This is what I'm cooking. They saw my Salesforce. And they're like, yeah, this is cool. I want to try it. I was like, okay, let's try it. I'm gonna, I'll put it in your org and let's do it. So I did. I did like a little beta test with two people. And they flipped out. They loved it. And I was like, You like it? to like, Yeah, no, this is really cool. I was like, Okay, well, maybe we should let maybe we should let other people try it. And then they kind of told people and there was this kind of this organic thing. And it didn't really hit me until like, q3, q4, last year. When they when I had, I don't know, I probably had 20 businesses on there. And they were all like, this is really great. This is really helped me, they've all they all had growth. They all felt like they had better data clarity. They felt like a really impact with their business. Like this is really awesome. Like, are you advertising this? I was like, Well, no. Like, why aren't you advertising this? And I don't know why I was scared. But I cared so much. I care so much. Like, this is like my baby. If what if someone says my baby's ugly? You know, I can't I don't know if I can handle it, you know. But thankfully, when you're around the right people, they encourage you, right. And I'm very grateful for a really awesome network. So I was taught, we had this accountability group. And I was you know, we did this weekly thing. And everyone on that call, there was five other people and they're like, You're acting dumb. You need to talk about it. So this was September, so I was like, okay, fine, I'm gonna do it. I'm gonna launch I'm gonna do it, like bump pump myself up. I'm gonna do it. And I started marketing it in October 2020. And then it literally like exploded?



Steve Trang 36:34

Yeah, caught fire.



Stephanie Betters 36:35

Absolutely did. And it I mean, I'm so humbled by it. And then I'm so excited at the prospect of helping the industry. And like, after I see, after I've seen what's happened now, like, I'm coming for the whole thing, like the whole industry, I'm coming for, like, all of real estate investment. And like, no, people are on podio. Like, I have a thing for like, against podio. Like it almost broke my soul. And I.



Steve Trang 36:59

What is your thing against podio?



Stephanie Betters 37:01

I just think it's, it's not serving our industry the way it should. Right. I think that the tools that we have out there right now available to us, as real estate investors who are trying to run multimillion dollar businesses, the tools that we're using are embarrassing.



Steve Trang 37:17

Pretty strong words.



Stephanie Betters 37:18

I know



Steve Trang 37:19

What's embarrassing about it?



37:20

It's embarrassing, because they're clunky. They don't integrate well, they don't automate well. And it doesn't give us the clarity and the data access that we need and an easy way that we're able to make decisions. Right? Like, I want to be able to look at my CRM and have it helped me instead of fight with it.



Steve Trang 37:40

Yeah



Stephanie Betters 37:40

I want to pull a report up and know what's happened and then be like, okay, what's this percent conversion, like, maybe I turn this dial, turn that dial? It's supposed to give me something, it's not just me inputting leads into right, and then like, trying to sort through and find them. It's supposed to make me better supposed to make our employees better. And they're supposed to make me a better executive. So the ones that are, I think, that are out there in the industry right now are just really they're difficult to do that. But I do, you know, I will say, I will take a little step back and say that there are people who are ready who need that, right, there's a there's a, but for every seat, when you're first starting, and you need something other than a post it note, you got to start somewhere. So I have

no qualms with that. But I think if you want to scale, there's nothing in there for us.

S

Steve Trang 38:21

Yeah. Well, especially at this price point. I mean, like I said, I think I've said this multiple times. And I'm sure you've heard this actually from a bunch of other people. Your price too low.

S

Stephanie Betters 38:32

I know. But I'm doing that on purpose.

S

Steve Trang 38:33

Yeah. So was that purpose?

S

Stephanie Betters 38:36

Because I want the industry.

S

Steve Trang 38:38

Yeah.

S

Stephanie Betters 38:39

I want that. I am also, I think that the way Salesforce, I mean, they're they're huge gorilla, right? Like, they're the host of my app. So you can't be you can't be too negative about it. But they've they've been too aggressive, in my opinion with price that they've they've out priced our industry, just like you said, so they've the way the developers, attritional developers has approached our industry, I think has failed us. So what I really wanted to do was bring something that's affordable out to our industry, so that people can actually use it and grow their business. And the idea here is a volume play for me. Like, I don't make money until I have 1000 users.

S

Steve Trang 39:13

Yeah

- S** Stephanie Betters 39:14  
Right. Like, you make a little bit but I don't take a salary until that happens. So it's a it's a long game for me. I'm almost there. Well over halfway there. Which is awesome to have happened so quickly. But that's the play. The play here is like, all time like I want I want this I want a lot, right? I don't want to just sell three, four and be like, Oh, that was fun. I really want to help I want to impact the industry.
- S** Steve Trang 39:37  
So you know, we're talking about Salesforce and overpricing I have a friend very successful, super successful. And she was looking at you know, building out this project.
- S** Stephanie Betters 39:45  
Yeah
- S** Steve Trang 39:45  
You know, and the quote came back and she's successful. She's got the money. She can afford it. Yeah, right. But she quote came by 150k
- S** Stephanie Betters 39:51  
Yeah
- S** Steve Trang 39:52  
For phase one.
- S** Stephanie Betters 39:53  
Yeah
- S** Steve Trang 39:53  
Right. She was looking I was like, that doesn't make any sense. So she's like, just dumped it on my wife's plate. Like, here we go.

S Stephanie Betters 39:57  
Yeah.

S Steve Trang 39:58  
Right, because it was just so cost prohibitive

S Stephanie Betters 40:01  
Right.

S Steve Trang 40:01  
And so yeah, I think you're absolutely right. The industry or the 800 pound gorilla has a very interesting pricing strategy.

S Stephanie Betters 40:08  
Yeah

S Steve Trang 40:08  
It's tough to for someone to get into. And I mean, I did the Infusionsoft thing. And that was, I think, as like a marketer or whatever. Like, there are people that it makes sense. But very few people have the margins to justify spending that honestly.

S Stephanie Betters 40:22  
Exactly. And it's been this thing like, Oh, you only use Salesforce, if you're big company? No, well, our industry is 10 people or less in general, the average Real Estate Investment Company is less than 10 employees. But we're doing, you know, millions of dollars a year, right. But what we can't wait, so you don't have to be a big company anymore. That was the idea. Like, let's serve the industry. And if you don't use Left Main, I hope that it inspires all the other platforms out there to be better. You know, rising, rising tide. Right.

S Steve Trang 40:49  
Right. Absolutely

S Stephanie Betters 40:50  
So, so I'm hoping and of course, I hope everybody uses Left Main, but I really want to see better tools for us in our industry.

S Steve Trang 40:57  
Yeah. And then someone here was asking about Plecto. And this is, The thing that I really like yeah, is that he already has an interface. You don't need a Plecto. You don't need a Podio, you're gonna to Plecto. Salesforce and your your Salesforce is already there. So let's change the topic here.

S Stephanie Betters 41:14  
Yeah.

S Steve Trang 41:15  
You're a nurse practitioner.

S Stephanie Betters 41:16  
Yes.

S Steve Trang 41:17  
Still?

S Stephanie Betters 41:17  
Yes.

S Steve Trang 41:18  
What is wrong with you?

S Stephanie Betters 41:20  
I know that everyone asked me this all the time, you're gonna make me blush. This is a big part of who I am. And what I think I'm supposed to do. And I struggle a lot with this what

what am I supposed to do? What? What do I do with my skills? What does God want me to do with my skills? What What am I here for? Right? And it always comes back to me feeling like I'm supposed to still do it. And I don't really have a good reason other than that, other than that, I just feel like I'm supposed to. It's a burden. And sometimes, you know, I'm tired, right? When I'm when I have my, my four days in a row that I'm on call for four days and rounding for four days. And you know, I don't sleep for 72 hours. I'm like, What the hell am I doing? That's the worst return on my time invested, by the way, like I make a fraction of what I make at the hospital is what I make and everything else. Like it's literally the worst return on investment. But there's something else there, you know, and things really changed. As far as my perspective, when I show up there at the hospital, and I'm taking care of people, my perspective changed, right didn't have to be there anymore. I'm like, I want to be here, right? Like I'm choosing to be here. And then it becomes so much more rewarding. It was already rewarding, but then there's like an extra depth to it. Where you feel like what you're doing is really meaningful.

**S** Steve Trang 42:39  
It's not charity, but in a way, it's it's charitable with your time.

**S** Stephanie Betters 42:42  
Yeah.

**S** Steve Trang 42:43  
Right. And it's I see this, I think Scott Myers, right. I mean, they go down to Central America or South America. And they're building houses.

**S** Stephanie Betters 42:50  
Yeah.

**S** Steve Trang 42:51  
All right. And they're just flying out there. And I think spending is like a week it's building houses in the middle of nowhere.

**S** Stephanie Betters 42:57  
Yeah.

**S** Steve Trang 42:58  
And I think if that's your contribution, if you feel like it's fulfilling. I think you should keep doing it. Right.

**S** Stephanie Betters 43:04  
Yeah, exactly.

**S** Steve Trang 43:06  
So long as it's fulfilling.

**S** Stephanie Betters 43:07  
It is it's extremely fulfilling.

**S** Steve Trang 43:09  
Yeah

**S** Stephanie Betters 43:09  
I love being there. I love my patients. I love my practice. And I just I get I get my cup filled when I'm there. And it's, it's, it sounds kind of dumb to say, but it's actually relaxing. seems silly, but like, you know what to show up and like, do your job. And instead of showing up to create the job is totally different. Like, it feels good. Sometimes just like I'm here to do my thing. And like, I don't have to worry about like the big picture of the worry about carrying the weight of everyone's problems on me right now. I'm gonna do what I'm gonna do. I'm gonna control what I can control. Science is fun. Science is predictable. Like, hey, if I do this, this happens. Yes, that's logical. That's nice.

**S** Steve Trang 43:45  
I can say for me. I don't. I don't I don't do this a lot. But you know, playing sports.

**S** Stephanie Betters 43:50  
Yeah.

- S** Steve Trang 43:51  
Right? Like you just in the moment you're present. There's no, there's no stress. There's like, what did this person say? How do we manage this? This person is doing a challenge. You know, there's there's no people element. There's no thinking in the future. Just know. How am I paying that bill? Like, there's just literally
- S** Stephanie Betters 44:09  
Yeah.
- S** Steve Trang 44:09  
No other noise except just you in your environment. So right. You're feeling like that's kind of
- S** Stephanie Betters 44:14  
That's exactly it.
- S** Steve Trang 44:15  
Yeah. So it is therapeutic.
- S** Stephanie Betters 44:16  
It is.
- S** Steve Trang 44:17  
Yeah.
- S** Stephanie Betters 44:18  
Yeah. So then I keep I keep showing up.
- S** Steve Trang 44:20  
That's awesome. All right. Let's see if we have any other questions here. Shawn Foster, says he truly hates his Podio. Shawn. We've talked about this. It's the reason why we

made the switch. And Heim says you're awesome. So I guess you know Heim?

**S** Stephanie Betters 44:34  
I do. Hey Heim.

**S** Steve Trang 44:35  
Heim is a fantastic fantastic human being

**S** Stephanie Betters 44:38  
He is. He's one of my favorite human beings. He's in Israel right now. Right. What time is over there right now?

**S** Steve Trang 44:42  
I don't think he has a choice though. Alright, so we kind of touched on a little bit, but I see. Well, let me answer real question first. Really, we made the switch to Salesforce some time ago. So we've that's that's already happened. Ben wants to know, all right. So specifically, in your opinion, why is Salesforce better? But I know you kind of talked about like, you got the dashboard, you kind of see it high level, you already know what's going on. But, you know, two or three like big things, why someone that's using Podio that can afford to make a leap right now you're still grinding. But if you can afford to make the leap, why should someone make the jump?

**S** Stephanie Betters 45:21  
So the platform stability, number one, this is a, this was a big driver for me, the platform itself and the way Salesforce is coded and built on the Sales Cloud is incredibly stable, it doesn't go down. And it's constantly being backed up. So it's very, very stable for all users, no matter where you are in the world. It's In fact, it's made for that, right. So now, that was a huge reason for me, because my Podio went down, right? That's kind of like what this whole cascade happened is Podio went down.

**S** Steve Trang 45:49  
That's why you snapped on Zoom? This is

- S** Stephanie Betters 45:50  
Oh, that's why I went to set I was like, what's the number one CRM in the world? I don't even care anymore. What is it? Because it went down. And I was like, My hands were tired for three days. And I didn't have any backup, it was just a nightmare.
- S** Steve Trang 46:00  
I think there was like a nationwide real estate investor panic,
- S** Stephanie Betters 46:04  
Right? When that happened.
- S** Steve Trang 46:06  
Yeah. Because all over the Facebook group
- S** Stephanie Betters 46:08  
I don't even know how much how many how much money I lost. Who even knows at this point, but phone couldn't, it was just it was horrific. So stability was a really, really big thing for me. And then I wanted to be able to create something without limitation. And Salesforce is really set up that way. If you can think about it, it can be done, it can be integrated with like, everything plays in the sandbox with Podio. You don't have to have, you know, some complex, complex globey flow friggin, you know, Jerry Rigged integration, like it just does, it plays directly with it. And you can build essentially anything you could imagine on it. So I really, really liked that versatility that it has. And then on top of that, it can handle big data. So it can grow with you forever. So I think you hit your, your, your max at 1 million records per object. So like with a lead object, for example, if you have a million records in there million leads, now you have to buy like a like an expansion pack, right? Like you do on Google Drive, if you like you get your another terabyte.
- S** Steve Trang 47:07  
The Gmail is too full yeah
- S** Stephanie Betters 47:07  
Exactly right. So it can handle a lot of data. And then it can process that data pretty

quickly. So you can put all your stuff in there. And then essentially extrapolate it into really, really cool reports. And like cross examine different scenarios. So like you can cross over. Like, for example, we have a QuickBooks integration, I can directly marry that QuickBooks integration. And I can tell you, like live minute to minute how much that lead cost me to how much the opportunity that appointment that deal cost me. So when you take when you take an integration in, you can like weave it into your actual org. So you can get all that data out. And the reports are nice enough that like you can make it so it means something. So it's not like a spreadsheet or you're scrolling down, or that you've like somehow parsed over. And it's accurate because in the CRM, you'd have to go to collect or you have to go to your spreadsheet on Google, right. So it like, it makes the ability of taking complex data and reporting it out in a way that's meaningful. So those are my top three. I have a lot. I have a lot of other ones, but those are my big ones.



Steve Trang 48:11

Yeah, I see. Guys, please. Please ask your questions. Zach wants to know why you're so awesome?



Stephanie Betters 48:16

My husband Zach? Hi.



Steve Trang 48:20

So friendly investors, how much



Stephanie Betters 48:22

No one wants to know about like bicuspid aortic valves are?



Steve Trang 48:26

No not not on this point.



Stephanie Betters 48:27

Ok.

**S** Steve Trang 48:28  
So friendly investors wants to know how much is your CRM and how can they use it?

**S** Stephanie Betters 48:31  
Yeah, so it's a one time \$5,000 site licensing fee. So you get Enterprise Edition of Salesforce with Left Main embedded in, that's the turnkey solution, no development needed. You do need to do your integrations, like if you have Facebook ads, and you have, you know, Call Rail, we do some integrations for you. Or you can pick which ones you want. But that's that's the one time fee. And then it's \$50 a user a month, just huge. I don't even get that deal. I'm paying \$150 a user because I'm doing my normal Salesforce deal. But that's what it is 50 bucks a user a month after that initial fee.

**S** Steve Trang 49:03  
And that's enterprise meaning we can go back and modify however we want to.

**S** Stephanie Betters 49:06  
Anything that you want to do

**S** Steve Trang 49:07  
So what if you're making changes to yours? Does that make changes to all of them?

**S** Stephanie Betters 49:13  
So we do push upgrades, right? So we are always I'm always cooking something I've got I'm barely scratching the surface of the stuff I want to roll out. But when we have an upgrade, we announced to all of our clients, hey, this updates available, this is what's in it, do you want it? And we let people opt in? We don't force people to get it. And the reason for that is you may have done some custom work. And you know, you maybe this is duplicative or maybe interface interferes with what you did. So if you if you if that's your scenario, like Well, hey, I did this on this object is that going to affect it, we can test it first in your little sandbox and then push it to production. But you're in control of your org completely. So once you buy it like that is yours. We don't have any access to it unless you allow us to have access to it. So we always ask permission and then you have to grant us access to push updates through

- S** Steve Trang 49:57  
So let's ask if this update I like the following update. I have to accept the previous updates
- S** Stephanie Betters 50:02  
Not necessarily, then you have like a subset.
- S** Steve Trang 50:05  
Interesting. That's gonna take a lot of time.
- S** Stephanie Betters 50:08  
It does. Yeah. And now I have a whole team now it's not just me anymore.
- S** Steve Trang 50:11  
Got it?
- S** Stephanie Betters 50:12  
Yeah.
- S** Steve Trang 50:12  
So you have you have a team behind you.
- S** Stephanie Betters 50:14  
Now I do. I have a development team of five. We have account managers, we have integration specialists, we have tier one support and tier two support.
- S** Steve Trang 50:23  
Wow.Yeah. So you're you're you're up and running full blown. SAS?
- S** Stephanie Betters 50:28  
Yeah.



Steve Trang 50:29

Awesome. That's very cool. What is an example of a report that you would run to help a user make more money per month?



Stephanie Betters 50:37

Oh, my gosh. Okay. So I love starting with, with quarterly marketing reports. And I also like to look at the time of your pipeline, those are probably my favorite. Oh, gosh, I have so many I like that one. But I also like, we have a pipeline manager. So I can see what every rep is doing. And every click a rep does, I can see in all the all the all the records that they're managing. So I can look at my industry in my company, excuse me, and see how many of my reps are in negotiation with homeowners. So I'll start with that one real quick, because I have got so many like, this is my favorite part. So if I can see the deals that my reps are negotiating with, those are my highest value items in the entire CRM. Those are people who we've made an offer to offer to right. And they have they haven't accepted yet. But they also haven't told you to go pound sand. Right? So of course, the ones that sign right away beautiful, we get those we monetize those, but what about the people we made an offer for that didn't accept right away? If those are, in my opinion, the highest value? So I want it to be super easy to pull that data out and monitor that. How long does it take each one of my rep to close that deal? Right? If you don't get it on the first time, like how long are you negotiating with people? And then it gives us an opportunity to lead them how, what are the objections? What are they like? How do we overcome this? What are the numbers, and I can pull them out at any given time, there's probably six in my company that are being in in negotiation at any given time. Not a lot. But I want to find that without scrolling through anything, I want to open up my CRM and see which ones are in negotiation right now. And then I can take action. And I can also predict with that information. So you know, for example, our goals have five contracts a week. And we would pretty often women, most of the time we hit that. But if I'm mid week, and I don't see numbers in my CRM that are that are telling me I'm going to hit my goal. I want to take some action against that. And that negotiation, one tends to be a big one. Because if I don't see active negotiations, I know there's not going to be a deal coming. You know, and then I can also see, hey, how many appointments are set, just by opening it. So I can make predictions which changes how, how you how you run because you move away from just playing defense. So now playing offense,



Steve Trang 52:44

Alright. It's the predictive abilities.

**S** Stephanie Betters 52:45  
Yeah, if you can predict, then you can be like, opps, not on track, make do something, not a marathon pace that to do something different.

**S** Steve Trang 52:53  
And you're monitoring this list of people. And you're coaching your team, you don't have someone else whose sole job is to

**S** Stephanie Betters 53:01  
Oh, well, my the acquisition department chair is one who coaches right, like every every department has their coach, but we can pull it up and see it. So I probably spend two minutes a day reviewing my company.

**S** Steve Trang 53:12  
Yeah, I'm asking this question, because, for me, I'm considering we're strongly considering creating a role with an operative operation whose sole job is to look at deals that didn't close. Right, like, yeah, opportunity didn't close.

**S** Stephanie Betters 53:24  
Yeah.

**S** Steve Trang 53:25  
And their job was just call them, you know, apologize for, you know, not doing a good job.

**S** Stephanie Betters 53:29  
Yeah

**S** Steve Trang 53:29  
Right. Obviously, we screwed something up because we didn't buy your house.

**S** Stephanie Betters 53:32

Yeah.

**S** Steve Trang 53:33  
And then bring it into either bring across the finish line as a cash offer or a creative deal.

**S** Stephanie Betters 53:38  
Huge. That's a huge deal

**S** Steve Trang 53:40  
Or listing opportunity.

**S** Stephanie Betters 53:41  
Yeah

**S** Steve Trang 53:41  
Yeah

**S** Stephanie Betters 53:43  
Yeah. So being able to make being able to change to offense is huge. And then marketing as the other other thing that I feel like makes will make you more money by knowing those numbers. I can't even tell you like how much money we probably wasted. We used to spend \$70,000, a month on marketing, set a month on marketing, right? I'm spending about 25. Now, I'm doing literally triple the amount of deals I did when I was spending 70. And that's because we spent so much money just burn we just burnt money because we sucked at managing leads, like when leads came in the system were like what? I don't know, they didn't pick up the first time. So when you can track your marketing down to the minute with like, how long did it take you to contact that lead? All right, did you even contact that person? And how long did it take you to convert it even to a qualified lead, you can look at that marketing metrics per lead source and per person. That helps you make a lot more money because now you're going to spend appropriately. Right? If you find that your marketing source, they don't pick up, they that takes you 30 times to attempt the contact takes you on average 1500 minutes to for them to pick up the phone, maybe you're gonna spend more money on the people that you know bring you leads that pick up in 20 minutes or the average time to contact is 20 and contact I don't mean

action, I mean like physical conversation. So we look at that and we look at it across all the different stages of your of the lead like the lead itself, the qualified lead, which we call opportunity, the appointment and then the deal, and all the sub metrics there, you know, like the time to contact and the contacted yes or no percentage, etc. So I guarantee if you start looking at your numbers like that you will make more money because you'll spend less,



Steve Trang 55:18

Right. Oh, that's, that's huge. And Darren Damn, he says you guys are the gold standard. So that's, that's huge.



Stephanie Betters 55:23

Hey, Darren,



Steve Trang 55:25

And then Ryan Williams demo, I posted a link here. It is an affiliate link, you know, full disclosure, but I posted a link there you guys can schedule a demo there.



Stephanie Betters 55:35

Oh, awesome.



Steve Trang 55:37

So see, well got a lot of comments over here. People love Salesforce. Rita Shorefie says the best thing was switching to Salesforce.



Stephanie Betters 55:44

Oh, yay.



Steve Trang 55:46

Is there a phone service? Do you use 360? as much.



**Stephanie Better** 55:48

I do I use 360. We actually recently brought them in house. So I've kind of I this is interesting. This was this did surprise me. Initially, I thought that people will be married to their phone system. You know, like you go like heart into Call Rail, and you have like 100 different numbers and like thought of transitioning, that is scary. So initially, so Left Main the \$5,000 package does not have a direct integration with the phone, you can bring your own vendor, choose whoever you want, and we will help you integrate it. But then, honestly, I kind of looked for the bet a better option we used Call Rail before we used Cloud Call before. And I really wanted a Salesforce native program that I could control. So we went with 360 SMS, they have a dialer, a text messaging platform, which does automations drip campaigns, the whole deal, and RVMs RVM automation to not RVM like cold RVM RVM. Like, Hey, I just saw you opened up your contract I sent you sometimes it's easier to go over it over the phone call me back, like that kind of RVM drop, like we're talking next level, right? So they do all of that. And we were able to program it for my company. So then people started, you know, expressing interest in that, like, Well, can I just have what you did. So then I mean, I brought 360 in house. So now you can ascend, you can essentially buy that turnkey phone solution as alongside of Left Main if you want to. And then we deliver everything that's already pre built on that phone side, you do have to decide if you want to port your numbers over or if you want to buy new, that's the only decision you have to make.



**Steve Trang** 57:12

Got it. Cool, um.



**Stephanie Better** 57:15

Control what you can control. It's bottom line, right?



**Steve Trang** 57:19

That's the key. So we started right. Zach, I could drag you along. Maybe kicking and screaming, I don't know.



**Stephanie Better** 57:28

A little bit.



Steve Trang 57:29

And you've said that you're not a visionary. But you're leading all these different initiatives. So how do you align that?



Stephanie Betters 57:38

Yeah, so I definitely have some drive, I will admit to that. And I have some ideas. I'm but that's not primarily who I am, right, like I, I need to get, I need to get started. And I accredit Zach to a lot of that, I kind of saw his vision, and what he wanted to do and where we wanted to go this company, and then I got really inspired by other people trying to start start businesses, that really where I started was how to fix the problem. So I didn't create the problem, but I will find a way to fix it. And that's kind of I think, what my superpower is, in the end is like, I eat problems for breakfast. And so on those hard days, I have to tell myself that like, I will fix that problem, I will find a way to fix it. And how I fix it is sometimes by developing these tools. Right? Right. But I don't see that the same way as vision, I see that as like, I'm gonna fix that problem. I'm done dealing with this problem.



Steve Trang 58:33

Right. Well, and I think that's really, on the real estate side, what we get paid what we get paid.



Stephanie Betters 58:39

Exactly.



Steve Trang 58:39

We're solving major problems.



Stephanie Betters 58:41

Yeah.



Steve Trang 58:41

So you're doing over here, you're solving a problem. If you're the best at solving the problem. You're get rewarded for it.

S Stephanie Betters 58:46  
Exactly.

S Steve Trang 58:47  
So going back to your market, what is your average fee? Right now?

S Stephanie Betters 58:53  
15 to 17 wholesale fee?

S Steve Trang 58:56  
I think what's CRM do you like? What is your Why? What is your passion?

S Stephanie Betters 59:02  
My passion is impact. I want everything I do to make a difference on every single level with my family, in like showing my kids what they can do showing my you know, my future kids what they could my future grandchildren, what they can do. My patients, I want to impact their lives on impact our industry, I want to help homeowners I want to give back like I want everything I do at every single level to have an impact on somebody else in a positive direction.

S Steve Trang 59:28  
And what's your biggest struggle right now?

S Stephanie Betters 59:30  
Time. There's just not enough? I like I said before

S Steve Trang 59:35  
It might be because of how many seats you're in?

S Stephanie Betters 59:37  
No, I know, no more companies. I promise.



Steve Trang 59:41

I made that promise before.



Stephanie Betters 59:43

Yeah. Yeah. I think for real though, this time.



Steve Trang 59:45

You what know Gary said to me.



Stephanie Betters 59:47

What?



Steve Trang 59:48

Because he came in here in December, and he kind of did this whole thing with my organization. And there was some frustration within my organization.



Stephanie Betters 59:54

Yeah



Steve Trang 59:55

Right. Can you believe it like but people were unhappy?



Stephanie Betters 59:57

What?



Steve Trang 59:57

Yeah. And so what happened was got all these different people running the companies? And they're frustrated with my managing, right? And so like there has been kind of like a unspoken promise by Steve like, you're not allowed to do anything. I just leave everything alone, right?

S Stephanie Betters 1:00:13  
Yeah

S Steve Trang 1:00:13  
Let's not go crazy. And Gary said, Steve, you can open as many companies as you want.

S Stephanie Betters 1:00:18  
Yeah

S Steve Trang 1:00:18  
That's like, really like a kid in the candy. Like Really?

S Stephanie Betters 1:00:21  
Yeah.

S Steve Trang 1:00:21  
And he said, as long as you have the right integrator

S Stephanie Betters 1:00:22  
Yeah.

S Steve Trang 1:00:23  
Right. And so that was the that's the restraint.

S Stephanie Betters 1:00:27  
Yep,

S Steve Trang 1:00:27  
I need that. I need to find the right guy. If I can find the right guy, or gal that can do whatever. But not allowed to start

S Stephanie Betters 1:00:34  
Until you have it. Yeah,

S Steve Trang 1:00:35  
Until I have that person.

S Stephanie Betters 1:00:36  
It's so true.

S Steve Trang 1:00:37  
Yeah. So So you were saying, You're starting more companies? Or I guess, are you going to have a different situation where like, you'll start a company, we find the right person? Are you finding the problem that you want to eat for breakfast?

S Stephanie Betters 1:00:49  
Yeah, yeah. Well, I guess you never never, you should never say never. But I've learned a lot now on how to launch and how to run to my third company to do that with. But I still I feel like, I feel like I've hit my sweet spot right now. And I don't foresee starting additional companies as for see you running these?

S Steve Trang 1:01:09  
No, I'm sure I can persuade you.

S Stephanie Betters 1:01:11  
Well, mostly, I'm just trying to, I'm trying to protect myself from my biggest weakness, which is that workhorse like I will work myself into a coma like I, my husband will tell you like I you have to like peel me off the street. Like, I will work until that point. I don't know why. I don't know why I do that. But I just like get at an issue. And I just won't stop. So I have to protect myself from what I decide to say yes to. So that that's what comes back to time. Like I don't want to spend all my time building building building building, I do want to get to a point where I'm like, I'm doing my high impact items. I'm raising my family. I'm traveling, I'm doing all the things I'd love to do at high impact levels. Like I'm gonna work hard, we're gonna play hard, right? But I want also to protect my time.

**S** Steve Trang 1:01:57  
Is that with a strategist? Is that the high A or the lower C that's causing that part where you won't quit until it's done?

**S** Stephanie Betters 1:02:03  
Yeah, I think so.

**S** Steve Trang 1:02:04  
Is it one or the other or is it both?

**S** Stephanie Betters 1:02:06  
I think it's probably both because I'm really impatient. So there's a we're just gonna do it. Right. Like, I'll just do it. I try to invent time all the time. Frank Kava would tell you that try to invent time with him today. With all this Oh, there's an hour here? No, I cannot invent time. I'm even Einstein couldn't do that. But yeah.

**S** Steve Trang 1:02:23  
Alright, so then this might be so the question is, how do you stay motivated?

**S** Stephanie Betters 1:02:29  
How do I stay motivated? I think I return to the why, like, the impact and I review the stuff that's helped. And I review the feedback I've gotten from clients, I review the the, what my kids say to me, what my family says to me now. And that, that keeps me motivated. And I can pretty much get out of bed on the worst day. When I when I go run my list.

**S** Steve Trang 1:02:56  
What are they saying? That keeps you motivated?

**S** Stephanie Betters 1:03:01  
The funny thing is, is like it's all like little things. And it's almost like embarrassing to say but like you did it like you can do you did you did stuff you can do stuff.



Steve Trang 1:03:11

Words of affirmation.



Stephanie Betters 1:03:12

Yeah.



Steve Trang 1:03:13

I'm only asking this because usually when like words aren't a motivator? It's because someone said I couldn't do it. Right. But then you said friends and families like well, hoping that's excellence, and you couldn't do it. So



Stephanie Betters 1:03:23

A lot of people said I couldn't do it.



Steve Trang 1:03:24

Right.



Stephanie Betters 1:03:25

Yeah.



Steve Trang 1:03:25

And for a lot of entrepreneurs, that's what motivates you.



Stephanie Betters 1:03:28

Yeah.



Steve Trang 1:03:28

But what's motivating us the words of affirmation, words of support.



Stephanie Betters 1:03:31

And is it is the words of support. And then I think those are things that you hear in your head and try to I try to replace those words with the things that discourage you in the beginning, right. And all your own self doubt, and all your own head trash. I have a ton of head trash. And I just tried to like review that list. And like I can do, I can do it. Like, I can eat problems for breakfast. And that just stupid back. I just say that stuff to myself, right? Let's say those words. And then I go for a run or something. I'm like, I can do it.



Steve Trang 1:03:58

Yeah, it's not stupid. All right, you know what motivates you? And you use it? Like I said, For me, it's always people. I said it couldn't do it. Right.



Stephanie Betters 1:04:05

Yeah



Steve Trang 1:04:05

I still have a list. Yeah. I have a list of everyone that said I couldn't do it. Right. So



Stephanie Betters 1:04:12

Nice.



Steve Trang 1:04:13

That's what that's what motivates me.



Stephanie Betters 1:04:14

Yeah.



Steve Trang 1:04:15

What is the greatest lesson that you have learned?



Stephanie Betters 1:04:17

Oh, man. Well, that's a hard one. This may, I don't know, this kind of this is kind of off

topic. But I think the best the biggest lesson and the best lesson that I've ever learned, is to align yourself with purpose, and align yourself with God. And if you do that, and when I did that, I feel like everything changed. To start with to start with that purpose. And I didn't do that for a very long time. I felt like I needed to be in control. I had the answer, right. I have to figure out the answer. I need to know what's going to happen. four steps from now for me to be able to do anything and that kind of test like the beginning of the story. Well, all this fear I had to get started all this stuff right. And I realize I don't have to have all the answers. And I am not in control. But I am not driving the bus, I can be a participant on the bus, right and I can do my best. But even if I do my best, and it's not aligned with purpose or God's purpose, it's not going to work out. Like, I'm just going to spin my wheels and it's going to suck. So I've really tried to be in tune with that be in tune to what my purpose is, and, and I feel like that's made such a huge difference. And it's also taken a lot of pressure off, to have to know everything all the time. You know, like, I'll figure it out. I'm not gonna I won't, I won't happen right away. Sometimes you just got to pray sometimes you just gotta wait. And then like things work out. You know what I mean? And that doesn't I don't mean that to say like, just lay down like God's got you he'll sent you know, the money will just get deposited in your bank.

**S** Steve Trang 1:05:51  
Yeah, the secret

**S** Stephanie Betters 1:05:52  
Right. That's not true. But, but that alignment is probably the biggest lesson I've ever learned. Not only for business, but for my marriage, too.

**S** Steve Trang 1:06:01  
Ben Vaeg wants to know if you could coffee with someone dead or alive. who would it be?

**S** Stephanie Betters 1:06:07  
After that, and I've got to say Jesus after that. I have to.

**S** Steve Trang 1:06:11  
Yeah

S Stephanie Betters 1:06:11  
Yeah.

S Steve Trang 1:06:12  
I don't know if He drink coffee.

S Stephanie Betters 1:06:13  
And maybe he would. Maybe he could watch me drink wine.

S Steve Trang 1:06:18  
What's your favorite best or most interesting failure?

S Stephanie Betters 1:06:21  
The best or most interesting failure? Oh, God. My most interesting failure, I tried to play guitar and I really sucked at that. What else? Did I really fail? I feel like I fail all the time. I just don't stop and accomplish something with multiple failures. I don't know. Okay. I don't know that I can pick just one thing that I that I failed. I failed at a lot.

S Steve Trang 1:06:50  
Is there a book you've gifted more than any other?

S Stephanie Betters 1:06:53  
Yes. Jim Collins Good to Great. I've gifted that one. That's one of my favorites.

S Steve Trang 1:06:58  
That's phenomenal book and actually I made Ryan read it.

S Stephanie Betters 1:07:01  
Oh, really?

- S** Steve Trang 1:07:02  
You know, you should actually when you after this. When you go talk to Ryan, you should let him know. Because I told him you need to read Good to Great.
- S** Stephanie Betters 1:07:07  
Yeah.
- S** Steve Trang 1:07:08  
And then Built to Last.
- S** Stephanie Betters 1:07:09  
Yeah.
- S** Steve Trang 1:07:10  
Right. And his complaint to me was that these sounded very much the same.
- S** Stephanie Betters 1:07:15  
Their different though.
- S** Steve Trang 1:07:16  
That's what I said.
- S** Stephanie Betters 1:07:17  
Yeah
- S** Steve Trang 1:07:17  
You should get in his ear.
- S** Stephanie Betters 1:07:18  
All right.

**S** Steve Trang 1:07:18  
Let him know.

**S** Stephanie Betters 1:07:19  
I'll underscore that. Yeah. Yeah.

**S** Steve Trang 1:07:22  
All right. So I'm gonna let you think about what you want to leave the listeners with. Guys. If you got value today, Please like, Subscribe, share, comment, tag somebody, the more people that know about this, the you know, the closer we are in achieving our mission, and actually, you guys should stay tuned. In the next few weeks, we're gonna be announcing something that I think everyone will enjoy. We're going to be enrolling the entire community into the 100 millionaires project. And then next week, we got Austin Rutherford, coming in from Ohio. And then we have our workshop. It's going to be in two days. So for you procrastinators people that might be like me, we have a workshop. It's gonna be all day here in the classroom. And we're offering virtual option now. So if you guys are interested in that, send me a DM. We can enroll you enroll you in that. Last thoughts?

**S** Stephanie Betters 1:08:09  
All right, last thoughts. Start small and don't stop. Eat those problems for breakfast. Sometimes that problem is I can't get out of bed.

**S** Steve Trang 1:08:17  
Yeah.

**S** Stephanie Betters 1:08:17  
So like, you eat that problem. I'm going to put my feet on the ground. And you just start with that and they just keep going.

**S** Steve Trang 1:08:24  
I love it build momentum. It's almost like he was like that Navy I think was an admiral or whatever. It's like, his secret to success was making his bed every morning.

S Stephanie Betters 1:08:32  
Yeah, yeah.

S Steve Trang 1:08:34  
Someone wants to get ahold of you. How would they reach you?

S Stephanie Betters 1:08:36  
You can find me on Facebook. You can go to my website. Um, so Stephanie Betters is where I'm at on Facebook. And the website for Left Main is leftmainrei.co You can find me there.

S Steve Trang 1:08:47  
Awesome.

S Stephanie Betters 1:08:48  
I'm there. I'm out there. Google me.

S Steve Trang 1:08:50  
Yeah.

S Stephanie Betters 1:08:53  
Facebook is a great way i like i like Facebook.

S Steve Trang 1:08:55  
Facebook's great.

S Stephanie Betters 1:08:55  
Yeah.

S Steve Trang 1:08:56

All right, guys. Thank you for watching. Thank you. This was an absolute pleasure.

 **Stephanie Betters** 1:08:59  
Yehey, thanks for having me.

 **Steve Trang** 1:09:02  
And nobody died was great.

 **Stephanie Betters** 1:09:03  
Nobody died.