

Create the Lifestyle You Want First and then the Business – ...

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people, money, rental property, buy, wholesaling, deal, months, rentals, pay, day, grand, real estate, question, lose, sell, life, business, house, flip, literally

SPEAKERS

Austin Rutherford, Steve Trang

- S** Steve Trang 00:00
Hey everybody. Thank you for joining us for today's episode of Real Estate Disruptors. Today we've got Austin Rutherford with Elevate Life. He flew in from Columbus, Ohio to talk about how he's done a million plus in each of the last three years, and the importance of building a business around your lifestyle. 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. A question I get all the time is how to become one of the 100 millionaires. The information on this podcast alone is enough to help you become a millionaire in the next five to seven years. All you need to do is just take consistent action and you will become one. When you hear a nugget, please type in to the comment section and after the show. Identify your single biggest takeaway and focus on only that for the next seven days. If you get value today, please tag a friend below share this episode right now. That way we can all grow together. And this is a live show. So please ask your questions for Austin to answer. You ready?
- A** Austin Rutherford 00:56
Absolutely. Let's do it.

S Steve Trang 00:57
All right. So first question is, what got you into real estate?

A Austin Rutherford 01:00
Yeah, so my first dream was to be an NBA basketball player.

S Steve Trang 01:03
Nice.

A Austin Rutherford 01:04
That didn't work out. So after high school, I went out to Arizona, actually here Arizona to play basketball for a year. But it got to like basketball is how to treat business now. I was in it all day, every day, you know, I was trying to grow as much as possible, work as much as possible. But it got to a point where I hated touching the rock. And you know, for me in my life, that was my life. So when I started hating basketball, I got felt lost in my life. You know, maybe you know, somebody gets laid off, somebody loses a job, like you don't know what to do. That's where I was at. Like, there's a lot of tears and everything. And I don't know who gave me the book, but the book, Think and Grow Rich, was given to me when I was 19 years old. And then I read that.

S Steve Trang 01:41
That's really fortunate.

A Austin Rutherford 01:42
Yeah, agreed 100%. And I read that and it opened up my mind to the possibilities of actually making money in business as an entrepreneur. So and then the next thing I read, I don't know if it's true or not, but it said 90% of all people who file a tax return with a million dollars or more on it, had real estate in their portfolio. I was like, well, you know, basketball didn't work out. So let's try real estate.

S Steve Trang 02:02
I love that line.

A Austin Rutherford 02:03
Yeah.

S Steve Trang 02:03
But I can't find that actually stated anywhere. But it's a great line.

A Austin Rutherford 02:07
Agree. I don't know if it's true but it worked for me.

S Steve Trang 02:09
Yeah, I went through, I went digging for a while, like when I can't find where that was sourced.

A Austin Rutherford 02:12
You tried to look for it.

S Steve Trang 02:13
I tried to look for it. But anyway, let's talk about basketball. So what was what was the basketball dream?

A Austin Rutherford 02:18
Is that to be in the NBA? You know, when I was sophomore, eighth grade is when it all started. You know, I never played basketball up until then. And the dream was just just to go to the league. I don't know if it was like for money or desire or

S Steve Trang 02:33
You're in Ohio.

A Austin Rutherford 02:33
I was yeah.

- S** Steve Trang 02:34
So you're a Cavaliers fan?
- A** Austin Rutherford 02:35
I am, I was.
- S** Steve Trang 02:37
Is that Craig Ehlo. Like who was? Who was? Who was the stud back then?
- A** Austin Rutherford 02:39
I don't even know back then.
- S** Steve Trang 02:40
Now.
- A** Austin Rutherford 02:41
You know, I remember when LeBron started.
- S** Steve Trang 02:43
Oh, oh yeah, I forgot you're a lot younger, man. God, okay, so basketball was the dream.
Didn't pan out.
- A** Austin Rutherford 02:51
Yup.
- S** Steve Trang 02:51
Moved to Arizona.
- A** Austin Rutherford 02:52
Yup.

S Steve Trang 02:52
Think and Grow Rich.

A Austin Rutherford 02:53
Yup.

S Steve Trang 02:54
And then what happened?

A Austin Rutherford 02:55
So that, like I don't know why. I hated reading books. I never worked on myself before that. But for whatever reason I started reading books, I started journaling. I'm a big proponent in journaling, I try to do it every day, even today. So I was sitting up on my rooftop, we had a condo, the whole team that was staying in it. And I was just journaling about life. And I ended up looking across the backyard. And there was like a 10 or 15 unit apartment building back there. I was like, man, you know, if some guy owns that building, and he's got 10 or 15 people paying them rent, I knew nothing about numbers if it was a good deal or a bad deal. I was like, he's got to be making money if 15 people are paying him. And then, that's what that's what triggered real estate. And I just started buying like every like book, every small course I could find, anything that I like could get mailed to me, to learn. And, you know, fell in love with passive residual income and then bought my first house when I was 20. After I moved back to Columbus.

S Steve Trang 03:45
In Columbus. So, you know, looking at this, it's really interesting. You know, growing up in Arizona, like homeownership is just normal.

A Austin Rutherford 03:53
Yeah.

S Steve Trang 03:54
You go get a job. And you buy a home. I lived in California for a bit. And over there, it's like, maybe you can buy a home.

A Austin Rutherford 04:02
Yup. Yeah.

S Steve Trang 04:02
But you also resigned to like, that's for rich people.

A Austin Rutherford 04:05
Yep.

S Steve Trang 04:06
In Ohio. I learned later on, it's kind of crazy. It's just normal to rent.

A Austin Rutherford 04:11
Yeah.

S Steve Trang 04:11
Can you explain that to me?

A Austin Rutherford 04:13
I grew up in a household where my parents owned the home. So like, I don't understand it.
But I mean, people are just used to renting over there.

S Steve Trang 04:20
But like the whole Midwest is just.

A Austin Rutherford 04:23
It's a great, I think maybe too is a great place like cash flow wise. So a lot of landlords
from all over the country own there.

S Steve Trang 04:30

For investors.

A Austin Rutherford 04:30
Yeah.

S Steve Trang 04:31
And that's why they're going there.

A Austin Rutherford 04:32
Yep.

S Steve Trang 04:33
But why is home ownership, like not a thing there in the Midwest? Because it's cheaper to own that is.

A Austin Rutherford 04:38
100%

S Steve Trang 04:39
To rent.

A Austin Rutherford 04:39
100%. I think this goes back to education, to high school and college. You know, it's something that they don't teach anywhere in the country, in my opinion. But people don't understand money. They don't understand, you know, debt. They don't understand finances. And you know, people don't know that it might be cheaper. A lot of people don't know that it's cheaper to rent, cheaper to own than it is to rent.

S Steve Trang 04:58
Got it.

A Austin Rutherford 04:59
I don't know. I don't know why though.

S Steve Trang 05:00
Do you think it's just a insufficient financial literacy, like up and down the.

A Austin Rutherford 05:04
I think so.

S Steve Trang 05:04
I mean, that's what, obviously that's what's happening. I just don't know if that's like the main reason. It's just their whole lives, like your generation for you generation before you.

A Austin Rutherford 05:13
Yup.

S Steve Trang 05:13
And that's the reason why appreciation is a challenge. But man, those yields are amazing.

A Austin Rutherford 05:17
Agreed. I mean, I know people that have lived in a rental property for 20 years, and they paid rent for 20 years in a row. You could be owning the house free and clear at this point.

S Steve Trang 05:26
I had a property we bought there in the recession. Because we were afraid that were losing our house to foreclosure. So we bought another property it's kinda, like a backup plan. And we didn't we know we were able to do a lot more in our house. And that lady who lived in our property, in the course of 10 years, paid our entire mortgage, like she, like our house is free and clear. From all the rent she paid over 10 years.

A Austin Rutherford 05:44

Yup.

S Steve Trang 05:47
It's

A Austin Rutherford 05:47
What people don't people just don't understand it.

S Steve Trang 05:49
Yeah.

A Austin Rutherford 05:50
Which is crazy.

S Steve Trang 05:51
So alright, so 20 years old, you buy your first rental property.

A Austin Rutherford 05:54
Yeah, duplex.

S Steve Trang 05:55
So talk about that. What was that process like?

A Austin Rutherford 05:58
Yeah, so fell in love with the idea of passive residual income. And, you know, I just, I wanted rental properties, I wanted passive income. And the, I didn't know what to do, I had no idea how to evaluate rental properties. So again, I just tried to learn as much as possible.

S Steve Trang 06:14

At 20 years old.

A

Austin Rutherford 06:15

Yeah, exactly. So I actually moved home, I think when I was 19, and got a valet job back at home, just to try and make some money. And then, you know, started diving into real estate, trying to understand like, what was a good rental property, how I made money on cash flow, like there was a podium on my valet where like, you'd like scan tickets and stuff. And like, everybody would be out running cars, and I'd be in there like looking up like duplexes and rental properties and putting my cash flow calculator together. And, you know, looking back, shout out to them for not, you know, pulling me away, but I did that for like, a year. And then started actually going out and looking at houses with the realtor. And like I built my own like spreadsheet, you know, the P-I-T-I, and then the rental profit, the amount of like monthly rental income. And, you know, I ended up finding a property where the net was about like, 11-\$1200 a month on it. And it was a duplex one side paid for more than the mortgage. And I was like, alright, let's let's do it. So

S

Steve Trang 07:08

And, it was a situation where your house hacking or this is just a straight up rental property?

A

Austin Rutherford 07:11

I don't even know about house hacking then, I wish I did. I absolutely would have done it. But I ended up putting like, 20-25% down on the property. You know, I wish I do know house hacking, because this is only take three and a half percent.

S

Steve Trang 07:21

Right. Okay, so was it all through books or is there other places to?

A

Austin Rutherford 07:26

It was like books and like, are you gonna, I don't even know what they are, if they have them nowadays, but you can order like binders of like information. So I'll read those too, but it was, I didn't even know what YouTube was back then. I didn't even know what podcasts were back then. It was just like literally ordering 10-20-\$50 like pamphlet things. And just learning as much as possible.

S Steve Trang 07:47
Was BiggerPockets around then?

A Austin Rutherford 07:49
I didn't know about it. It might have been.

S Steve Trang 07:52
Alright, so you buy your first duplex.

A Austin Rutherford 07:54
Yup.

S Steve Trang 07:55
Smooth sailing, or were there challenges becoming a first time landlord?

A Austin Rutherford 07:59
Um, it wasn't too bad. Like the property was fully renovated. When I bought it, it had yearly tenants in place, they were all month to month. So when I bought it, I increased rent, it's like, I don't know, 50 or 100 bucks aside, the only issue was it had knob and tube wiring in it. It's the only thing that didn't update. So on the remedy request, we asked them to update it, and they did. But outside of that, like it was pretty smooth. And then I self managed at the time. And you know, everyone hears a story, like you get the call at midnight, it was Super Bowl Weekend, that night of the game and I got the phone call that the furnace went out and you know, in Ohio was cold, we can't just like ignore that phone call. So me and my dad, I called my dad, I was like, hey, dad, we gotta go fix this furnace. And I drove down there. And after that, I was like, I'd never want to be a landlord. I'd never want to personally manage the properties. So you know, besides that it wasn't too terribly bad, though.

S Steve Trang 08:49
Right. And then what was the next deal?

A

Austin Rutherford 08:52

The next deal so, when I put that money down, like back in before that, just in like high school and middle school and stuff. I would cut grass, I would shovel driveways, I'd flip candy, I'd make buckeye necklaces, which is an Ohio thing and then sell them at the football games. So I had a bunch of money saved up which is how I what I use for the downpayment on the property.

S

Steve Trang 09:09

So you're a hustler before.

A

Austin Rutherford 09:10

Trying to. Yeah. Get them buy anything. I actually got in trouble because they thought I was slinging dope in high school. But I was selling like gum and like Sour Patch Kids out my backpack. But I'm started doing that. And I lost my train of thought.

S

Steve Trang 09:26

We're talking about buying a second property.

A

Austin Rutherford 09:28

Yeah. So I was broke after I put the downpayment on the rental property. I had \$0, so I was like, alright, I gotta make money faster. And my real estate agent at the time made like \$8,000 commission on the house. And I was like, alright well like, let me try and get my real estate license. So I went out, took the classes, got licensed. I did like the speed classes. It took me like two weeks to take the classes, got licensed, sold like two houses hated it, you know, people driving people around showing them houses. It's just not a fun experience for me personally. So I started looking into to other ways of making money. Heard a web a radio show. Like hey, if you want to learn how to flip houses and become a millionaire, you know, come to this free seminar, went to the seminar invested into a mentor program, education program.

S

Steve Trang 10:13

How much was that?

A Austin Rutherford 10:13
\$25,000.

S Steve Trang 10:15
And at that time, you didn't have \$25,000?

A Austin Rutherford 10:16
No, not at all. So it was a three day seminar, day two, they're like, hey, we got this program, you need 25 grand, but you got to have it tomorrow. And I had like, a few grand at that time. And I was like, oh man, this is gonna be tough. So I went home, and I applied for American Express credit card, I told them I made \$100,000 a year. And I told them, I had 800 credit score, roughly, give or take zero. And they approved me for a line of credit on the credit card. So, I maxed the credit card out. But I was still like, 5-\$10,000, short at that time to make the \$25,000 payment. I was 21 years old. And like, for me, it was that that moment in life where like, I knew it was what I needed to do, but like I couldn't do it because I didn't have the money. And at the time, I was still living with my parents. And like I asked my parents for the money to loan me the money, you know, ask my uncle for the money, like I asked anybody I could think of to try and get the money. And everyone's like, no, you know, is too good to be true. You know, they're not just going to teach you to be a millionaire. You know, that's the sales pitch, you know, just work hard, right? And so my parents ended, I was living with my parents, they ended up going to sleep. And I literally legitimately crawled under my dining room, my parents dining room table and started crying. And it wasn't just crying. It was like bawling because my parents ended up waking up because I was crying so hard. And they came downstairs and they like, I don't know, if they realized that I was serious about it. You know, they've seen that I've hustled in the past and made money. And they ended up fronting me the other part of the money to get into the mentor program. So the next day, I got goosebumps, just telling it. But next day, I walked in, swipe my credit card, maxed it out 18 months, no interest, and thought I was going to get rich in a month. But that doesn't always happen like that.

S Steve Trang 10:18
How did that worked? It's not as easy as it looks.

A Austin Rutherford 11:58
Yeah, for sure.

S Steve Trang 11:59
Whether on social media.

A Austin Rutherford 12:00
Yeah.

S Steve Trang 12:01
Or on the stage.

A Austin Rutherford 12:01
100% 100%

S Steve Trang 12:03
Okay, so then what happened next?

A Austin Rutherford 12:05
So again, so I swiped the card, I had 18 months, no interest, and so I was like, alright, I got to pay it off in 18 months. So you know, I started sending marketing, you know, they taught us like direct mail, like probates, foreclosures, there wasn't cold calling, or RVM or SMS, or at least I didn't know about it back then. I only knew about really direct mail. So I started, I went found out like how to pull lists from the county recorder's website, the probates, the divorces, the foreclosures, and the tax liens. So I did that every week. So I had new data started sending them out. Back then probate was a tremendous things. Nobody did that. You know, a lot of people do it now. So got a bunch of deals from that, but not quickly. And then I'll still valeting cars. So still working like 50-60 hours a week.

S Steve Trang 12:45
Still hustling?

A Austin Rutherford 12:46
Yup. I promised my mother I get my college degree. So I was going to college taking 15 hours.

S

Steve Trang 12:51

Was that the condition of the of the loan?

A

Austin Rutherford 12:55

Probably was. I just grew up like go to school, get a degree, go to work, you know. So I just promised I'll get my degree. So I was going to college taking 15 credit hours, I was still a realtor at the time, trying to sell houses, didn't work. And I was trying to start the real estate investment company. So I'd go to work from seven to three. And then most days, I'd have college at night. I would write letters in my parents basement til 1-2-3 in the morning, hand addressed envelopes to get people to try and sell me the house, go to sleep like midnight, one, two o'clock, wake up at 6am the next day go to work, like I was putting in 18-20 hour days like like clockwork, there was the time I got off work at three o'clock, I was driving home, and I literally fell asleep at the wheel. And the only way that I woke up is because I hit the curb and I was on the sidewalk and there's a light pole in front of me. Thank God I woke up, went back on the street drove home started writing handwritten letters to send out the sellers. So like it to me it was like get it by any means. Like I had a debt that I had to pay off and like I was going to make it happen. So 10 months into that process of doing that every day for 10 months.

S

Steve Trang 13:53

Zero up until this point.

A

Austin Rutherford 13:54

Zero literally nothing. You know, I was, I had the debt of the mortgage, I maxed out my credit cards, like I was hundreds of 1000s of dollars in debt and there was like, at times \$100 in my bank account. And finally, you know, a seller called me from a probate mailer. It was a fifth postcard I sent to them, they call me they're like, hey, you know, my mom passed. Got this house I'm looking to sell. It was like seven siblings with you know, wives and husbands and in the state of Ohio, there's dower laws, so all the wives and husbands need to sign off on the contract as well. So that was a nightmare, just getting it in contract, but put in contract for I think \$102,000 contingent on the foundation inspection. And that foundation, what went through, it was terrible, it was like 28 grand to fix it. So got it reduced to \$74,000. And you know, at the time, I've never raised private money in my life. You know, so trying to figure that out. It was \$170,000 rehab, so it's a quarter million dollar raise, and you know, luckily figured it out, got a private money lender to fund the entire deal and flipped it sold it made \$103,000 net profit six months later. So 16 months

from swiping the credit card to actually making money 16 month process. Sold it, took that money, reinvested it, and just just build it from there.

S Steve Trang 15:08
Paid off your debt.

A Austin Rutherford 15:09
100%.

S Steve Trang 15:09
Yeah. So you were 22?

A Austin Rutherford 15:11
Yeah.

S Steve Trang 15:12
What year was this?

A Austin Rutherford 15:14
2015.

S Steve Trang 15:16
Okay, so, I want to hit a couple of points here because I am uncomfortable, right with some of these other programs out there charge 25,000. You know, but they exist.

A Austin Rutherford 15:29
Yep.

S Steve Trang 15:31
There's two things here. First, you had conviction?

A Austin Rutherford 15:34
Yup.

S Steve Trang 15:35
This was gonna happen.

A Austin Rutherford 15:36
100%.

S Steve Trang 15:37
This is your destiny. Your, this is why, you know, it's an opportunity presented to you.

A Austin Rutherford 15:41
Yep.

S Steve Trang 15:41
And you made it happen. What gave you that conviction?

A Austin Rutherford 15:45
It's just the want, like the desire, the will to win, you know, people talk about like, they have IT, like, what is that, IT. Nobody knows what that IT is. But people have it. Some people have and some people don't. Like I'm a competitor, you know, I love the win. I love to make money. You know, my WHY then was to get rich and go on the vacations and have the cars and the rolexes and all those things. And, you know, I was just willing to get it by any means. And I know, I'll outwork anybody, if it really comes down to it, like, I'll put in more work.

S Steve Trang 16:14
I mean, clearly when you fall asleep at the wheel.

A Austin Rutherford 16:16

A little bit too much.

S

Steve Trang 16:18

So, and the reason why, the other reason why I brought this up was that you know, you not only maxed out your credit card, you got a new credit card, just to max out. And again, you know, we frown upon this industry that encourages people to sign up for credit cards and max them out. Here you are.

A

Austin Rutherford 16:26

100%. Doing it.

S

Steve Trang 16:35

And I didn't do that. But I certainly maxed out my credit cards.

A

Austin Rutherford 16:39

Yeah.

S

Steve Trang 16:40

You know, I think when Chase called my credit card, dude, like, hey, by the way, we're going to shut in your credit card. I think it's a 39,000. You know, of credit card debt

A

Austin Rutherford 16:47

Running it up.

S

Steve Trang 16:48

Right, I was running it up. And that was how I was running payroll, is how I was paying for everything. And so like, we always tell people, you know, be cautious, be careful, whatever. What I mean cautious, be careful. But like don't swipe for this 25k program.

A

Austin Rutherford 16:58

Yeah.

S Steve Trang 16:59
But who are who am I to say that, if I'm the kind of person.

A Austin Rutherford 17:03
That did it.

S Steve Trang 17:04
With that conviction, that will, you know, the best way to motivate me and possibly you too, is telling me I can't do it.

A Austin Rutherford 17:12
100%

S Steve Trang 17:13
Right. And just watch me.

A Austin Rutherford 17:14
Yup.

S Steve Trang 17:14
So alright, so you got that big deal. Clear six figures.

A Austin Rutherford 17:19
Yup.

S Steve Trang 17:20
Pay off your parents, pay off American Express.

A Austin Rutherford 17:23
Yep.

S Steve Trang 17:24
Then what happens?

A Austin Rutherford 17:25
So people don't believe me when I say this, but I literally didn't spend a penny. I didn't go out to eat. I didn't buy a pair of sneakers. I didn't go on a vacation. Like nothing, put it all back into the business, went back to school, and went back to my job the next day. Still valeting cars, 100 grand at the age of 22 years old, more money than like, I've ever seen in anybody that I've ever known has ever seen. But I went back to work, right? Because I know one deal isn't going to change your life. Like one deal doesn't do anything for me.

S Steve Trang 17:52
Well also you took 10 months was it 10, 16 months to close that one.

A Austin Rutherford 17:55
Yep.

S Steve Trang 17:55
And so, I think it's also a curse, because some of these guys have instant success, right? Like, you know, check out this texting platform or this or that. And like most people struggle for a long time. And unfortunately quit. But you have a couple guys. That will, first month close their first deal.

A Austin Rutherford 18:11
Yeah. 1-1-1 marketing campaign.

S Steve Trang 18:13
Yeah. They'll clear 60k. And then they're kind of like, oh, this is easy. And because they think it's easy, they may not appreciate as much whereas you are like, savoring.

A Austin Rutherford 18:23
Yeah, pretty for real. It took a long time.

S Steve Trang 18:26
Yeah. Alright, so you're going back to work. Went didn't didn't go crazy with it. What happened after that?

A Austin Rutherford 18:31
Yeah. So kept marketing, kept going to work, kept, you know, going to college. And I think like two months later, I got the next deal from direct mail. Her husband passed away, she moved in with her daughter. And the house was vacant, it was full of all types of stuff. The landscaping package was like 15 grand and it wasn't like to make it nice. It was just to clear the brush. So it was completely overgrown, and ended up the contractor that did that job was two doors down from the first house I did. He was renovating another house. So I just went in there. I was like, hey, my name is Austin. What's your name? Like, do you do work for other people? So networking is huge in this business too. But it ended up doing that next house, bought it, used private money to do it, it took like 30-45 days to renovate it, sell it, three months later, made another like 40 ish \$1,000. So I was almost 150 grand in profit in that period of about four months minus the other 16 months on top of it.

S Steve Trang 19:24
Yeah.

A Austin Rutherford 19:25
And I was like, yeah, this is it. So

S Steve Trang 19:27
Now it's real.

A Austin Rutherford 19:27
Yeah, And I was like, this is cool. And I had the next deal on contract. I was like, alright, it's working now.

S Steve Trang 19:31
Yeah. Alright.

A

Austin Rutherford 19:33

So I went home, I was like, hey, ma, like, you're never gonna see me graduate. I'm done with college. And I'm still living with them at the time. So they understood it. They saw the work, the money that was coming in and like I wouldn't expect anything different. Went into work. The next day. I was like, hey, I'm done. I ain't coming back and just went all in on real estate.

S

Steve Trang 19:52

Got it. Alright, so you you slammed it on a couple of flips, but you're really more a buy and hold guy

A

Austin Rutherford 19:59

Yeah.

S

Steve Trang 20:00

So, talk to me about that transition.

A

Austin Rutherford 20:02

For sure. So I all I knew is really, I wanted to get into real estate because the passive residual income, but then you start making money and people lose track of buying rental properties because the thing with rental properties is you don't make money today, you make money long term. So I lost vision that for a little bit, I was just chasing the money, you know, putting up multiple six figures a month and wholesales and flips and making great money doing it. But it's like, alright, it's always chasing that next deal.

S

Steve Trang 20:28

It's very active income.

A

Austin Rutherford 20:29

100% very active income. And, you know, honestly, so I had like 25 units or so up to about 14-15 months ago. And then a buddy of mine, he's got a couple of 100 units and like, he will, I was crushing at the beginning money wise, and he was like, eating crap, because you don't make much money on rentals. And then I saw a switch. He's like, yeah, I just did

a refi of like, 30 properties. I paid off 15 of them. I refi the other 15 and I got an \$800,000 check. No tags. I was like, alright rentals is the way.

S Steve Trang 21:00
Tax free.

A Austin Rutherford 21:01
Yeah.

S Steve Trang 21:01
Yeah.

A Austin Rutherford 21:02
So I just kind of went all in all rentals over the last like 12 to 16 months.

S Steve Trang 21:06
Got it.

A Austin Rutherford 21:06
Got almost 70 units now. And that's that's our first exit strategies. Just keep keep stacking the rental properties.

S Steve Trang 21:12
Yeah, that's a that was something that the first time I heard about this was that you can do a cash out refi and just take all that money out tax free. And it's not income, it's equity. So.

A Austin Rutherford 21:24
It's crazy.

- S** Steve Trang 21:24
There's no reason, there's no reason to get tax on it.
- A** Austin Rutherford 21:26
Yeah.
- S** Steve Trang 21:27
But the idea that you can have 800,000 right here, and not have to pay Uncle Sam a dime.
- A** Austin Rutherford 21:33
Seriously, that's 1.2 in the real world.
- S** Steve Trang 21:34
Yeah, yeah. Yeah. So it's an amazing concept. Okay, so you saw this, your world got flipped inside out.
- A** Austin Rutherford 21:35
Yeah. Yep.
- S** Steve Trang 21:42
So you said it was two years ago?
- A** Austin Rutherford 21:44
About yeah.
- S** Steve Trang 21:44
Okay. So then what you just start keeping everything or what happened next?
- A** Austin Rutherford 21:48

Everything. So like our first.

S

Steve Trang 21:50

So just stopped wholesaling, stopped flipping?

A

Austin Rutherford 21:51

For the most part, like we still do a little for deals that don't fit. But like when I started it was just rehabbing. That's all I knew. I didn't know about wholesaling, I didn't know really know much about rental properties. And then I saw an opportunity to start doing new construction. In my city, there's a neighborhood that was getting developed, there's a bunch of rehabs, no new construction, so I took the profits, bought a whole bunch of land, and made a bunch of money on new construction, bought a couple rentals like every every now and then. And then got introduced to wholesaling. So started wholesaling more instead of doing these \$150,000 rehab projects. So then I got to wholesaling and bought a couple rental properties. But now our first option is to keep it as a rental property. So when deals come in, we evaluate rental properties, we look into BRRRR it with no money out of pocket, and at least \$400 a month in profit per door, before like vacancies and repairs and things like that. And if it hits those numbers, we're keeping it as a rental no questions asked. If it doesn't hit those numbers. If the rehab is less than 50 grand, we can get in and out of those in about 30 days. We're going to buy and rehab it and flip it. If it's more than 50 grand, we're going to wholesale it

S

Steve Trang 22:58

Got it. Okay, so let's talk about transactions cut right now. Well, so before you did this transition, what were you doing volume wise?

A

Austin Rutherford 23:09

So at the beginning, when I was like just doing flips and stuff, I would do like two to four flips a month, but like we're popping 50 to 80 grand a profit on each. So especially the new builds, we're doing six figures on the new builds, which is great. And then we got like kinda into the wholesale model and scaled, you know, sales team, and dispositions team, and you know all that stuff. We're doing like 10 ish a month. And now like, you know, it came down a little bit. Just, I feel like people scale chaos sometimes, they scale something that they don't actually want. So I'm very conscious of like, my goals and how I want my lifestyle to look like, so now we're doing like two to five a month. But it's very very limited overhead with those.

S Steve Trang 23:50
And then your involvement with our friend Carlos.

A Austin Rutherford 23:54
Yep.

S Steve Trang 23:54
Was probably instrumental in some way.

A Austin Rutherford 23:56
For sure. So that that's when I got put onto wholesaling.

S Steve Trang 23:59
Got it.

A Austin Rutherford 23:59
You know, all my all my deals up till then was from direct mail and driving for dollars. That was it. I didn't know about cold calling or RVM or SMS or any of that stuff or the bliss buying, like I didn't know any of that. So that's kind of like what put me onto the wholesaling thing. And I just blew up the marketing, you know, scaled the team, and made a lot of money. But again, it's not what I personally wanted at that time in my life.

S Steve Trang 24:22
Right. So obviously, having a friend that's having a lot of success.

A Austin Rutherford 24:26
For sure.

S Steve Trang 24:27
Buy and hold certainly helps. But even then, what kind of help you focus on lifestyle, because we all get started for the same reason, right? We all get started because we want

to make a lot of money really fast and have time and financial freedom. But then once we get started, that thing about making a lot of money is really shiny.

A

Austin Rutherford 24:48

Yep.

S

Steve Trang 24:48

And that part about the reasons you started, kind of start on getting a little dark. How did you remember to keep your eyes, you know, on why you started?

A

Austin Rutherford 24:59

For sure. You hit the nail on the head, people start something for a reason and then lose sight of it. And it's very difficult to get out of that. And I was stuck in it for years. You know, I was work, work, work, work, work, work, work all day, every day, like no friendships, no relationships, like just work and make money. But you know, I think mentors are huge the people around you that force you to do the right thing, even when it's uncomfortable. So one of my mentors, like he always, like pushed me to like, you know, get out uncomfortable and spend money on myself. And I think part of it too, is like burnout. You know, I got to a point where I was like, man, like, I don't know if real estate is really it. You know, this is a lot of work. But I think it's from burning out from working nonstop, all day, every day. So, with those two things combined, you know, they pushed me to buy a nice car. It was a jag, it was \$30,000 Jaguar, I was literally driving to the dealership to buy it. And I called my mentor. And I was like, I feel like I don't deserve this. Like, I feel guilty for buying it. And I could afford a \$30,000 Jaguar, right? And he was like, bro, go buy the car. Like, that's what you work for. Go buy the car. And the cool thing is, once you buy the car, it'll pay for itself 100 times over, because it'll create conversation, it'll put you into rooms that you weren't able to get into before. It will make you grow mentally. So when he said that, I was like, alright, well, like I can have nice things and make money. You know, it's a win win. So started doing that, you know, started traveling more. It just, I love the lifestyle side, like people. And it's the question like, you know, how much money do you want to make, versus how do you want your life to look like. And you know, I'm still trying to find that perfect balance. I don't know if you'll ever find it. But um, you know, I love to travel.

S

Steve Trang 26:37

Was that Mark Evans that was pushing you that way?

A Austin Rutherford 26:39
Yep.

S Steve Trang 26:39
Yeah. If you're listening Mark, waiting for you here. I was actually texting him a couple weeks ago.

A Austin Rutherford 26:45
Yeah.

S Steve Trang 26:46
So the lifestyle then is the focus. Let's talk about that. Because, I mean, you said you're 27.

A Austin Rutherford 26:51
Yep.

S Steve Trang 26:51
Right, unusually young to have this kind of like perspective. It took me I think I was like, 35 when I finally figured this out, like, oh, you build a business around your lifestyle.

A Austin Rutherford 26:59
Yeah. Yeah.

S Steve Trang 27:00
So talk about how talk about that mindset and talk about how you execute that.

A Austin Rutherford 27:03
Again, I think it's a lot of, you know, going back to mentors, you know, Mark kept telling me, he was like, people build a business and then build the lifestyle around it. Same thing you just said, you need to build a life and then build a business around it. So just just being very conscious of that. And like, so I'm moving to Florida next month, like I got moving

away from my hometown to go to Florida. I was thinking about doing this for years. But I was like, no, I got to be in Columbus, that's where the business is at. You know, I need to be there, stuff isn't going to get done. And is consciously just thinking and getting out of your own way. I think the big, one of the biggest blessings is traveling. So we do like vacation masterminds, people fly in, and people are like nervous, like I can't leave my business for five days. But when you leave your business, you realize what doesn't work. You take, you remove yourself from the meat from from the equation, and we go on like a yacht trip one of the days, like you will don't have cell service. So you physically, like have to remove yourself. And it's like very eye opening to watch people go through. It was for me when I first did it.

S

Steve Trang 28:01

Yeah.

A

Austin Rutherford 28:01

It's like, man, like, I'm not the guy that solves every problem, like somebody else has to, you got to call somebody be like, yo, I'm not going to be in today. If something happens, like you got to handle it, it's like if you can do that one day. Why can't you do that every day?

S

Steve Trang 28:14

Yeah.

A

Austin Rutherford 28:14

So just being very conscious of my thought process, and forcing myself to travel to put better systems and people and processes in place.

S

Steve Trang 28:23

So travel. If you will travel, you'll find what's broken in your business.

A

Austin Rutherford 28:29

Yes.

S Steve Trang 28:29
And then you can fix it.

A Austin Rutherford 28:30
100%. But people are too scared to travel.

S Steve Trang 28:33
Well, if you don't have a business, where you can walk away for a couple of days. You don't have a business, right? And so like, you know, you're in masterminds. I'm in masterminds. I've been in some other crazy masterminds. And it's always fascinating to me when you're at a mastermind, when the guys always walking in and out of the room.

A Austin Rutherford 28:47
Phone calls.

S Steve Trang 28:48
Yeah. Right. Because if it's like, if you're always walking out of the room, then either you don't trust your people or you don't have the right people. It's one of those two things.

A Austin Rutherford 28:55
Yep.

S Steve Trang 28:56
And it sucks. I can't imagine living that life.

A Austin Rutherford 28:58
I've been there. I've been the guy going in and out of the door and I hate it.

S Steve Trang 29:01
Yeah, it's tough. So another thing it's interesting is, I've been following on TikTok. You're everywhere. You're always on my FOR YOU thing, right? Why are you in TikTok?

- A** Austin Rutherford 29:13
Man. You know, we were talking about this before this, but social media eyeballs is the future, if you can if you can impact people, help people. You know, have people love, you know, love you, respect you, want to be like you, want to support you, whatever it is. I truly believe like when people ask like, what's your net worth? It doesn't work like this, but it's going in that direction. Eyeballs, followers is a portion of your net worth now.
- S** Steve Trang 29:39
Yeah.
- A** Austin Rutherford 29:39
Because like, again, you can you can help more people, you can make more money with the more influence that you have. So, you know, a little over a year, year and a half ago, I just went all in on social media.
- S** Steve Trang 29:49
Yeah.
- A** Austin Rutherford 29:51
TikTok is one of the only platforms where you can get like really, really good organic reach, and get in front of more people. So we're on TikTok.
- S** Steve Trang 29:59
Yeah. It's interesting, right? Because Gary Vee has been saying it for many, many years. You know, attention, attention is currency. And he's been telling us for many years like get on TikTok, get on TikTok, get on TikTok, and we're like, whatever.
- A** Austin Rutherford 30:03
Yup. Yup, it's a kid thing.
- S** Steve Trang 30:12
Right? It's like, you know, like, you got that coach like you kind of stopped listening to like,

you know, Bill Belichick, you know, he did really well. And then for a while, the players stopped listening to him, you know, I think Gary Vee has been right many, many times, like, is he really right about this get on TikTok thing?

A

Austin Rutherford 30:23

Yup.

S

Steve Trang 30:24

And then you see it now. Yeah, missed out on it.

A

Austin Rutherford 30:26

100%

S

Steve Trang 30:27

You know, so and not that I miss out on it. But like, it was definitely a lot easier.

A

Austin Rutherford 30:31

Yeah for sure.

S

Steve Trang 30:31

A few months ago.

A

Austin Rutherford 30:32

I had a buddy that so who told to start it, I created an account. I made like one post and I was like, forget that. And my buddy told me to do it. And then that same buddy, like, four months later, he was like, yo, like, you really got to get on it. I got 150,000 followers. He does personal training, online personal training. He's like, my business has like 3X, because he talks about like nutrition and stuff. He's like, like, you really got to do this. And I was like, alright, I guess I'll do it. And then the first video I did, it was like, how I became a millionaire. And you just like point on beat type of thing. And it was like, bought a house in 19-20. You know, flipping first house when I was 22 bla bla bla bla, and it went viral, I had like, 400,000 views on it and I got 10s of 1000s of followers, hundreds of comments. And I was like, oh, man, like, this is it.

S Steve Trang 31:13
Yeah, it's crazy.

A Austin Rutherford 31:14
And but the other thing with social media too, that video, how I became a millionaire. People are scared what other people think, right? That's why they don't post on social media. I started going through, like I was feeling good, right? I was like, okay, man, like those. Just look on what people are saying.

S Steve Trang 31:28
All of it, the comments.

A Austin Rutherford 31:28
And it was like, how you became a millionaire. You sold your hair, right? And it was like, 30 comments of like me going bald, right? And I read the first two. I was like, oh, man.

S Steve Trang 31:39
It stings.

A Austin Rutherford 31:40
Yeah. And I kept reading. I was like, man, fuck them. I want to do me like, y'all do whatever y'all want to do. So you just can't care what other people say.

S Steve Trang 31:48
I mean, I had stuff when they're talking about like, buying time.

A Austin Rutherford 31:51
Yeah.

- S** Steve Trang 31:51
In buying time, but like not eating.
- A** Austin Rutherford 31:52
Yeah.
- S** Steve Trang 31:53
If you fast, you have more time and more money. And they're like, you know, someone with those cheeks. Should not be giving comments about fasting. Like god that was unnecessary. Fasting.
- A** Austin Rutherford 31:53
Yup. 100% And it's non stop. And the more you're out there, the more you get it.
- S** Steve Trang 32:05
And the more you get. It's funny. You're talking about like the first one was the pointy thing because I was talking to Khang. I said Khang, I need some tips.
- A** Austin Rutherford 32:11
Yep.
- S** Steve Trang 32:11
Like, Khang Le, you know, you're crushing it. This is when he just hit like a little pass a million. He's like 2.4 or something crazy now.
- A** Austin Rutherford 32:19
Going crazy.
- S** Steve Trang 32:20
I asked him, like Khang, like what do I got to do to grow Tiktok and he's like, in his response, can you point?

A Austin Rutherford 32:26
It's literally that's simple, we overcomplicate it. It's literally point on beat six times and write a couple words.

S Steve Trang 32:32
Yeah, it's nuts. Alright, so then what's the purpose though like, so you're able to influence people. You can demonstrate. Show them what you're doing.

A Austin Rutherford 32:39
Yep.

S Steve Trang 32:40
Got it. And then, you know, Ryan, Ryan Pineda was on the show. And he said that he got a bunch of money, right? Lenders.

A Austin Rutherford 32:48
Yep.

S Steve Trang 32:49
From Tiktok.

A Austin Rutherford 32:50
Yep.

S Steve Trang 32:50
So are you getting any private money from Tiktok?

A Austin Rutherford 32:52
I haven't got it through Tiktok, but I've got it through Instagram and they may have come from Tiktok. But I've raised money from social media. I've bought deals from social media, I've sold deals from social media, I've coached people from social media, I'd become

friends with people from social media, like it's it's it's non stop.

S

Steve Trang 33:10

So you raised money through Instagram. Let's talk about that story.

A

Austin Rutherford 33:15

So I had a deal completely funded in private money. It was a first position, I think it was like 100 in the first and 40 grand in the second position to fund the deal. And the next day it was closing. And the person in \$40,000 call it was a longtime lender, I think a deal went sideways or something. They didn't end up getting paid off. They called me like 7pm, the night before. I'm like you could have given me like another day or two. He's like, hey, man, like, I didn't even want to make this call. That's why it's so late. But I can't do the deal. I was like, what, he's like, I can't do it. I was like, it's cool. I'll handle it. And like I could have called other lenders because like we built that, you know those relationships. And I was like, let me try Instagram out. So I post it on Instagram, I was like, yo, I need a \$40,000 loan, I'm presenting an opportunity for a \$40,000 loan, you know, if you're interested, hit me up. A bunch of people hit me up, got on a call with a lady and never met in person before, never private message them before, nothing. Got on the phone. And I was like, hey, like, you know, where are you at? What do you do? blah, blah, blah, well, here's the opportunity. I just want to be transparent with you. It is a second lien position, which is harder to raise money for. And I need it in the next 12 hours. And, like we, obviously the conversation was longer than that. By the end of the conversation, she was like, it's crazy that like this is our first time talking and I'm getting ready to wire you 40-\$50,000 but I feel like I know you personally from following you on social media for the last six months.

S

Steve Trang 34:41

Yeah.

A

Austin Rutherford 34:41

I'm in. I'll send the wire tomorrow morning. so

S

Steve Trang 34:44

It's crazy. Like, the relationships, the connections that you have.

- A Austin Rutherford 34:48
Yup.
- S Steve Trang 34:48
Because people watch you. And I think it's rightfully so.
- A Austin Rutherford 34:52
Yeah.
- S Steve Trang 34:53
But it's still kind of crazy to me.
- A Austin Rutherford 34:54
It's mind, like people asked, like take pictures with me when I'm walking around, they're like, you're that TikTok guy. And it's still very surreal to me right now.
- S Steve Trang 35:02
I'm still waiting for that moment.
- A Austin Rutherford 35:05
It happened like twice to me so.
- S Steve Trang 35:07
Yeah, I've seen it, you know, again, hanging out with Khang. And like a couple times, like, hey, you're that guy, you know. It's like, wow, this this is a real thing. This actually happens.
- A Austin Rutherford 35:15
100%. But it's, people always ask like, what do you post, right? People that follow you want to just see everything about you. They want to see what time you wake up. They want to see what you eat for breakfast, they want to see where you work out. They want to see you going through your emails and closing deals, they want to see you getting on the

phone, they want to see you driving to your car, they want. Like, they want to see everything. So something I learned like early on with social media, like what do I post, you document, you don't create. So you document what you're already doing in your day to day life. You don't have to go out there and get crazy and start creating, eventually you'll get to that. But to start, you just document it. You literally just post what you're already doing.

S Steve Trang 35:51
Yeah, it's really simple. But we still overcomplicate.

A Austin Rutherford 35:55
For sure.

S Steve Trang 35:55
So how are you finding deals right now?

A Austin Rutherford 35:58
Yeah, so I had to be like, at the beginning was just direct mail. And then it got RVM, cold cal, I and SMS, and direct mail, always done direct mail. Now, like really the best leads is cold calling. And some direct mail leads. I've done that for seven years. I've never stopped, we still get deals from it and response rate has gone down for sure.

S Steve Trang 36:18
I think it's gonna go back up soon.

A Austin Rutherford 36:19
I agree. Because people are going away from it now.

S Steve Trang 36:21
I think people are going to. Yeah, I think texting is going away.

- A** Austin Rutherford 36:25
Agree. And cold calling. I think those response rates are dropping right now.
- S** Steve Trang 36:28
Yeah.
- A** Austin Rutherford 36:29
But right now, we're getting a ton of deals from social media, just just you know, from other wholesalers messaging me in our city and around the country. It's like, yo, you buy in Columbus, yup, yo, you buy in Ohio, yup.
- S** Steve Trang 36:41
Yeah.
- A** Austin Rutherford 36:42
We got but, well there's like four big markets in Ohio. And then we have buyers in all the markets. So I just found them to my team. And you know, a lot of them we buy and other ones we help you know, co wholesale.
- S** Steve Trang 36:52
What are the markets you guys are buying in?
- A** Austin Rutherford 36:54
So we only buy in Columbus, Ohio. But we do deals in Cincinnati, Cleveland and like the Dayton area and Columbus obviously.
- S** Steve Trang 37:01
And so, it's interesting, because like, you know, a lot of people have said that the culture in Phoenix has really caused a lot of collaboration, right? We got Carlos, Sal, Alex, we got the guys at Batch, we got Pace, Jamil.

A Austin Rutherford 37:13
A lot of them.

S Steve Trang 37:13
Brent Daniels. But we all collaborate. We're all friends with all one another. Everyone looks at us, like we're weird.

A Austin Rutherford 37:18
Yeah.

S Steve Trang 37:18
You know, but then there's you and Tiffany and Jerry. And I don't know how much you work with Tim Bratz. It's but like, you guys are all friendly to one another as well.

A Austin Rutherford 37:28
Yeah.

S Steve Trang 37:28
It's not like, there's beef in there either.

A Austin Rutherford 37:31
100%.

S Steve Trang 37:32
So talk to me about collaborating up in Ohio.

A Austin Rutherford 37:35
Yeah. So when I started, I was the guy that like wanted, like everything. I wanted 100% of my little little grape, right? I don't want to tell people like how to market. I don't want to tell people like how to talk to sellers. I don't want to tell people like any of those things. Because if the secret got out, like my business will be done, right? And finally, again,

mentors have been huge in my life, you know, talking about having 100% of the grape or 20% of a huge watermelon. And the cool thing is you meet better friends, you know you have real relationships with people, you make more money, you do cooler stuff, you're not just doing like little \$50,000 houses, you're doing like apartment buildings and new construction and other types of stuff. So collaboration has been huge for me you know, there's there's still people that we crossed by that is like 100% mee mee mee mee mee, and they don't want to colab, which is which is fine. But I just like my my niche is not your everybody else's niche. You know, if I get a you know, 200 unit apartment deal. I'm calling Tim Bratz, right? If I get a new construction house in Columbus now we're not doing it anymore. I know who I'm calling.

S Steve Trang 38:36
Alright.

A Austin Rutherford 38:37
So collaboration has been huge. You know, it's I've made more money with less headache and less time from J'Ving with people.

S Steve Trang 38:45
Yeah. Well, and the other thing too, is collaborating. It's like you guys can compare notes.

A Austin Rutherford 38:48
Yeah.

S Steve Trang 38:48
Like, it's just really quick. Like, hey, this stopped working for me, does it stopped working for you too.

A Austin Rutherford 38:52
Yeah.

S Steve Trang 38:52
Exactly.

A Austin Rutherford 38:53
It's a very quick market research.

S Steve Trang 38:55
It's, it's so impactful. And the thing is, like, the people that will collaborate with you are bigger thinkers.

A Austin Rutherford 39:00
Yeah.

S Steve Trang 39:01
Right. And there are people in town that we don't collaborate with, we're just fine like, whatever.

A Austin Rutherford 39:04
Yeah.

S Steve Trang 39:05
But I feel in some way, like, you know, bad for them, because they'll never get better.

A Austin Rutherford 39:11
Yeah.

S Steve Trang 39:11
Right. Like, they'll do well, like doing great, like, having great business, whatever, but they'll always be that.

A Austin Rutherford 39:16
That's it.

S Steve Trang 39:16
For the rest of their career.

A Austin Rutherford 39:18
They're stuck. They'll never get out of it. I think one of the, people are like, oh, I've been you know, wholesaling houses for 10 years now. Like, I don't want that, like 10 years from now. I don't want to be doing the same thing I've been doing.

S Steve Trang 39:30
Yeah. Right. But that's how people get stuck, you know, that that there's an identity problem. You know, they're they think that real estate or wholesaling or flipping houses is them and like they're worried about what other people think about them. Right.

A Austin Rutherford 39:43
But you know, I don't want that. I want to keep going, you know, I love talking to people networking with people, learning what's working, what's not working, and continuous growth.

S Steve Trang 39:49
Yeah, get better, grow and you know, I've I've given permission, to multiple people in my office, you know, we got our brokerage here. I said to them, if you ever see me in a continuing education class, what you need right to keep your license going.

A Austin Rutherford 40:03
Yep.

S Steve Trang 40:04
And my hair is all white. Yeah, you have permission to shoot me dead. Right?

A Austin Rutherford 40:08
Yup. Yup.

S Steve Trang 40:09
Because that means I failed.

A Austin Rutherford 40:10
Yeah.

S Steve Trang 40:10
I wasn't growing.

A Austin Rutherford 40:11
Yeah.

S Steve Trang 40:12
So alright.

A Austin Rutherford 40:13
Growth is huge. But I think there's a real identity problem with some people. They think that what they do is them and they can't change.

S Steve Trang 40:21
I'm a wholesaler.

A Austin Rutherford 40:21
Yeah, right. Um, that's it.

S Steve Trang 40:22
That's it.

A Austin Rutherford 40:23
Yeah.

- S** Steve Trang 40:23
I'm with you there. It's it's huge that, if you're if you are your profession, and it's not that there's anything wrong with it, I think just limits what your options are.
- A** Austin Rutherford 40:32
Agreed.
- S** Steve Trang 40:34
So Cory Guzman says SoFlo is the next guru capital. What's interesting is it was the guru capital.
- A** Austin Rutherford 40:41
Really?
- S** Steve Trang 40:41
Tampa was the guru capital is what my understanding was.
- A** Austin Rutherford 40:44
Okay.
- S** Steve Trang 40:45
And then Phoenix kind of took that mantle, I think, with Sean Terry leading, leading that drive. But it's looking like there might be you know, between Tampa and Phoenix, we might be going back and forth.
- A** Austin Rutherford 40:55
Yeah.
- S** Steve Trang 40:56
Well, part of Florida you're going to?

A Austin Rutherford 40:57
Fort Lauderdale.

S Steve Trang 40:58
Fort Lauderdale.

A Austin Rutherford 40:59
Still SoFlo.

S Steve Trang 41:01
Alright, so, Adrian Chalice, I'm probably butchering the name. Struggling right now to develop the right strategy to scale out the rental portfolio, currently has one rental and one working full time job. What recommendation, we get somebody, who's trying to build a rental portfolio that's got a full time job.

A Austin Rutherford 41:19
I mean, there's a lot of ways you can go around doing it. You can you can do the traditional buy and turnkey, put 20-25% as a down payment on it. That's by far the least amount of time that you'll have evolved into it, but you're going to have the most money put into it as well. So if you have an income, where you're generating solid income, you know, do that buy \$100,000, fully renovated property with tenants in place paying \$1,000 a month, but 20% down and make, you know, \$300 a month. It's a great thing if you already have other money coming in. But like if you don't have money, then you got to do the BRRRR method. You got to find deals yourself or buy from wholesalers. A lot of our rentals, we still buy from wholesalers. People don't think like there's still margin left on them, like we're still getting into 70 cents, 75 cents on the dollar, and refined out with no money out of pocket. So those deals are still there. So you know, either learn how to market which if you have a full time job, you probably don't know how or just network with wholesalers buy deals from wholesalers use private money to fund them, renovate them random refinance and repeat the process.

S Steve Trang 42:16
Yep. And I think that's one of the places where some people get lost where, you know, we got our show, so maybe we're part of the problem is that they have this idea like I need to

quit my job wholesale, to buy rentals, you can just jump right into rentals.

A Austin Rutherford 42:31
Yeah.

S Steve Trang 42:32
You know, like, I quit my job at Intel, you know, to get into real estate and kind of this thing where a lock took my eye off the ball, right? But I could have just kept my job.

A Austin Rutherford 42:40
Yeah.

S Steve Trang 42:40
And buy rental properties. I could have just done that. But I went this thing where I should become a real estate agent, you know. I got a wholesale to build my rental portfolio. No, like, if you got a good job, Adrian, you can just buy rentals.

A Austin Rutherford 42:52
100% 100%.

S Steve Trang 42:54
And then a couple of guys are sitting here saying that BRRRR is the ultimate investment. Guys. You guys have any questions? Please ask here. All right. So do you worry? So Ray wants to know, do you worry about advertising for lenders? I guess this probably goes into maybe, you know, SEC concerns?

A Austin Rutherford 43:11
Yeah.

S Steve Trang 43:12
So do you do anything to protect yourself in that regard?

A

Austin Rutherford 43:15

Yeah, so I've, I don't like advertise. I don't say like, hey, I got this deal for 100 grand, I'm paying you 10% interest. There's some exact line of what you can't do. I think it's offering like a specific interest rate. You can't like offer a SEC, a security or whatever. So I've never done that. But I've always showcased deals to smart conversation. So I'll do like a case study. I'll be like, hey, you know, I bought this house for 50, put 50 into it, sold it for 150. I made \$30,000 my lender without any work of his own just by writing a check made \$10,000 in interest. So I'm still saying like, hey, I'm raising private money without saying hey, I'm raising private money at 10%.

S

Steve Trang 43:54

Right.

A

Austin Rutherford 43:54

Cuz they look out into like, how he made 10 grand without doing any work. Like I'm confused. And then somebody's gonna message you like how the lender make money? Now your foots in the door to have that conversation. So, you know, I've raised like over \$20 million to fund all my deals that everything the flips, the new builds, rentals, everything and what I always say people always ask me like, where's money at? First of all, money is everywhere. Literally anybody.

S

Steve Trang 44:16

You see that right now?

A

Austin Rutherford 44:17

Yeah.

S

Steve Trang 44:17

It's literally everywhere.

A

Austin Rutherford 44:18

Literally. But anybody you meet can become a private money lender. And the next question is like, well, how do I like talk to them? I would always say I when I'm out, like me

and my girlfriend go out to dinner. And she wants to like sit at a table and like have a date. And we do those sometimes. But I always go to the bar, because like I want to be next to people, especially before COVID it was a lot easier. But even today, we still do it. I talked to a bartender. I talked to people to my left. I talk to people to my right. I go to car shows. I go to country clubs. I go to places where money is at. And inevitably the conversation always leads to like, well what do you do? And if I ask you, what do you do? You know, I'm a real estate. People ask me what I, when people usually ask me way back. I'd say I'm a real estate. Like oh, cool and just walk away. It is boring. Exactly. So now when people ask me, What do I do? It depends on who I'm talking to, you know, if I'm talking to a young kid and they see the, you know, the Rolls Royce pulled up, I don't say like, I'm a real estate, I say, like, I actually teach other people how to buy this car. How do you do that? You know.

S

Steve Trang 45:11

It's Wall Street moment.

A

Austin Rutherford 45:12

Exactly. But like, when I'm trying to raise private money, they're like, well, you do. So actually, I teach other people how to invest their money into real estate and earn possibly earn double digit returns. How do you how do you teach those people? And now your foots in the door?

S

Steve Trang 45:24

Yeah.

A

Austin Rutherford 45:25

So there's a whole another conversation after that, but you just have to get the conversation started and get the interest piqued. And then, you know, you can pitch them a deal that you have, or an upcoming deal that you have, tell them about private money, how they can earn money on, you know, retirement accounts, bank accounts, all that stuff. But you just got to start the conversation.

S

Steve Trang 45:41

Well, and I think it's awesome that your intention with it, right? Because I actually had, one of my past clients, he's, he was telling me like, you know, he's in the Car Club. He's like, you

know, you should be in the Car Club thing. I mean, there's gonna be a lot of money there. Yeah, let's, let's go to the Car Club, right. And so, I guess it's invite only or something. So it's pretty cool.

A Austin Rutherford 45:57

Absolutely.

S Steve Trang 45:59

Alright, so the message here we're talking to? What do you do? Is you cater your answer to what it's probably going on inside their head.

A Austin Rutherford 46:10

100%.

S Steve Trang 46:11

Right. And that's the key to marketing, effective marketing. And sales, is figuring out what the other person wants. And see if you have that you can give it to them. So some kids asking you, what do you do? He probably wants a Rolls Royce.

A Austin Rutherford 46:24

Yeah, exactly.

S Steve Trang 46:26

And someone's got a lot of money. They want to make more money.

A Austin Rutherford 46:29

Absolutely. passively.

S Steve Trang 46:30

Yeah. So that's brilliant that you cater your message, I love that.

A

Austin Rutherford 46:35

Another thing on the private money tip. A lot of the money that I've been able to get, has been because I've taught them how to how to raise their own money, you know, whether that's a home equity line of credit, or rolling their retirement accounts to self directed retirement accounts, or tapping into a cash value life insurance policy. So if you understand like how people can get access to you can ask better questions and get the real answers and then teach them how to make money. My parents, they got a home equity line of credit. I think they pay like 4% or something. And they lend it out at like 12.

S

Steve Trang 47:07

Alright.

A

Austin Rutherford 47:07

So they're making 8% on money, that's not even theirs. They have a cash value life insurance policy as well. They pay like four or 5% to themselves. And then they lend it out at 12%.

S

Steve Trang 47:16

Alright.

A

Austin Rutherford 47:17

Right. So teaching people how to get access, you know, it puts more private money in your pocket at the end of the day.

S

Steve Trang 47:22

Yeah. And I think that's something that maybe it's not talked about enough is actually understanding money to a certain degree. And if you if you can understand that you can coach someone through it, then you're not just a borrower.

A

Austin Rutherford 47:35

Yeah.

S Steve Trang 47:35
You're a resource.

A Austin Rutherford 47:36
Yeah.

S Steve Trang 47:37
I think that's huge.

A Austin Rutherford 47:38
I've literally got I got goosebumps just saying this, but I've literally gotten text messages. Like I just retired two years early. Thank you, like that. That's the most rewarding thing I can do. Right? And you can help me make money. And I can help you live a better life than you ever dreamed of like.

S Steve Trang 47:53
Yeah.

A Austin Rutherford 47:53
It's a win win.

S Steve Trang 47:54
Oh, absolutely. That's definitely rewarding. Let's see. He also, Ray wants to know, do you do creative deals?

A Austin Rutherford 48:01
I'm doing my first. What's it called, first subject to, maybe next week. I've never done one. I've always just bought it with cash, private money.

S Steve Trang 48:08
Yeah. So this was the follow up question this is from Luis, is why BRRR? When you can do

subject to or seller finance.

A

Austin Rutherford 48:16

So the thing was, like, people always love like the idea of subject to, right. Everyone's like, whoa, when they sent it to us to buy, like I you know, this doesn't work. Oh, what if I get a subject to to you. The only difference between buying it with private money and buying it subject to is you're saving the interest on the balance of the loan. So if it's like \$100,000 loan, you still got to make the mortgage payments. So you're really only saving a couple percent in interest. The only way for us that it makes sense to buy subject to if you have access to a lot of private money is if it's like almost turnkey. And it's going to be very little money out of pocket. Because like let's say you buy a deal subject to, but you got to pay the seller, 20 grand to walk away, and you got to put 30 grand into the rehab. Now that's great subject to deal, you have \$50,000 into it of your own money.

S

Steve Trang 49:05

Which is you got you just got the private money somewhere else.

A

Austin Rutherford 49:08

Exactly. You could have bought two turnkey deals for that.

S

Steve Trang 49:10

Yeah.

A

Austin Rutherford 49:11

So we've just haven't had that many opportunities, that actually makes sense. But this deal that we're buying, we're picking it up, it's gonna be like five grand and rehab, subject to the existing mortgage. And we're gonna keep it as a rental property because there's only five grand out of pocket for a great rental property.

S

Steve Trang 49:26

So Jimmy Mathis says that you're the goat. And he wants to know, how do you teach your team to analyze deals for you?

A

Austin Rutherford 49:34

Yeah. One of the questions I got very early on from the sales team was like, well, how should I analyze this deal? If the deal makes sense, we can make money from it. You don't have to analyze it as a just a rental property or just a flip or just a wholesale. The deal makes sense. You can make money on it. So what I always tell them like we kind of used to 2 ways analyze it. The super, super quick way is like look at what other cash sales they're selling for in the area and just get it beneath that. That's like the easiest way you can go. But it's not always like the data is not always that clear. So we just have a spreadsheet where we put in the ARV, the rehab budget, and then it spits out the price for us, and then give or take, that's generally where we need to be. And then if it's close, you do further research, you finalize the numbers, but if you need to be like offer that if you need to be at 100, and they're like, 200, you just move on to the next one. If you need to be at 100. They're like, 110-120-130. Usually there's a way to make that deal work.

S

Steve Trang 50:28

Got it. Is this in your blueprint?

A

Austin Rutherford 50:30

Yeah, yeah.

S

Steve Trang 50:31

Awesome. Very cool. Can you talk about your blueprint?

A

Austin Rutherford 50:33

Yeah. You know, it's a online course, teaching people how to get started in real estate. Basically, like somebody brand new or somebody who's done a couple deals that still wants the guidance of how to grow. So it teaches wholesaling, marketing, sales, negotiation, raising private money, flipping houses, managing contractors, and buying rental property. So it's the blueprint of real estate.

S

Steve Trang 50:54

It's a lot. All right, so, so Adrian saying, I think many people like myself get stuck in seeing the big real estate investors, and feel as if we don't have as many rental properties as they do or we're not making it or doing it right. So I guess, maybe a little of keeping up with the

Joneses.

A Austin Rutherford 51:09
Yeah.

S Steve Trang 51:09
Potentially.

A Austin Rutherford 51:10
100%. Again, like, are you building a business that you want? Are you scaling chaos? Are you chasing something that you don't actually want? Cuz I know a lot of people that have great businesses, and they show like the gross profit numbers, but the net is the same as it was if they had one person. So like, do you want that extra headache to look good on social media, you know, social media, you can get caught up forever trying to chase somebody, because on social, you only see the 1% of their perfect life.

S Steve Trang 51:36
Right.

A Austin Rutherford 51:36
You know, everybody goes through struggle, you know, I go through struggles, I lose money on deals, you know, I try to show that on social to be real with people. But people get way too caught up and keeping up with the Joneses.

S Steve Trang 51:47
I was laughing at your video of your tripod fallen over.

A Austin Rutherford 51:51
I was doing my best and it fell off. I will post this anyways.

S Steve Trang 51:55

That's real life. Okay, so how do you set it up? Where is your? How do you set it so that you're not the one looking for deals anymore?

A

Austin Rutherford 52:06

You gotta have a team. You know, it's that simple. If you want to not be a solopreneur and not be the guy in the meetings that has to go in and out of the rooms to pick up phone calls. You got to hire a team, you know, usually starts with like a lead like manager or starts with a cold caller, so you get off the phone, you know, the front end of the phones. And it's usually like a lead manager or warmer upper, to hand them off to you. And then ideally, that person learns enough where they just start closing the deals themselves.

S

Steve Trang 52:31

Yeah. And I think one of the other things too, is, you know, it's hard for this, you learned as you get older, is you have to give people permission to fail.

A

Austin Rutherford 52:40

100%

S

Steve Trang 52:41

You know, like, every time someone makes a mistake, like you lose it, then they're going to be terrified, and, like, they'll screw something up and they won't even tell you. It's like the, if you're if you're dinging the tenant for every repair.

A

Austin Rutherford 52:53

Yeah.

S

Steve Trang 52:53

And then they don't tell you about the the repair, and now you get crazy mold damage, right? You gotta give people permission to fail.

A

Austin Rutherford 53:02

100% that was a struggle for me, because like I was, I was the one that wanted to know

about every penny of every deal of every detail of everything. And, you know, I was just like, on people, but like, I've purposely, people have told me decisions. I know we're losing money, but I let them do the decision anyways.

S Steve Trang 53:18
Yeah. Yeah, it's hard.

A Austin Rutherford 53:20
And I'm not gonna let them lose 100 grand, but like, if they make a decision, and we got to lose a \$200 earnest money deposit, like, I'm gonna eat that so they can learn that lesson.

S Steve Trang 53:28
Right. As long as we're learning.

A Austin Rutherford 53:29
Agree.

S Steve Trang 53:30
Travis Copeland wants to know, how does he get on your mastermind yacht, or mastermind on the yacht?

A Austin Rutherford 53:36
What's up Travis? I'll see you in Cabo in June.

S Steve Trang 53:39
And Jeremy wants to play one on one.

A Austin Rutherford 53:41
He didn't want that smoke.

S Steve Trang 53:44
What did you play?

A Austin Rutherford 53:45
I was playing point guard. Yeah, yeah.

S Steve Trang 53:47
You're pretty tall. So.

A Austin Rutherford 53:50
Got buckets, you can do it anytime Jerm.

S Steve Trang 53:53
Yeah, well, I'm gonna went in on this. So what does your team look like currently?

A Austin Rutherford 53:58
So sales team, one salesperson, dispositions slash project manager. So they dispo it we wholesale it, which we don't often. And then they run the contractors, whether it's a flip or a rental property, and then like a TC assistant transaction coordinator assistant. And then we have property management company that manages all the rental properties. And then yeah.

S Steve Trang 54:21
So your back is up managing?

A Austin Rutherford 54:22
The rentals?

S Steve Trang 54:23
Yeah.

- A Austin Rutherford 54:23
No, we got property management that does it.
- S Steve Trang 54:25
So you have a property manager company that you use?
- A Austin Rutherford 54:27
Yes. Correct.
- S Steve Trang 54:28
Okay. I thought you're saying that you own it.
- A Austin Rutherford 54:29
No, no, no, no, no, I thought about building it. And I talked to some people and they're like, don't do it.
- S Steve Trang 54:35
Now, if you're gonna do it, you have to go huge.
- A Austin Rutherford 54:37
Yeah.
- S Steve Trang 54:37
You can't do it small.
- A Austin Rutherford 54:38
Agreed. And then we just started putting some Airbnbs in play, which I love. We got two we're doing a third one. And I got like 20 doors in one neighborhood that's like booming right now. So we're gonna transition all of them over. But like, we're putting the I'm still learning it but putting like the autoresponder systems in place, and then just have like my assistant help with like, you know, the variables in place.

S Steve Trang 54:58
Who is the target audience that's going to Columbus for Airbnb?

A Austin Rutherford 55:01
It's a great question. And that's why I didn't do it for a long time. I didn't think there was a market for it. But there's a lot of like weddings and stuff that still happen or, you know, families coming in. What I found is the bigger houses that don't really make sense as like just rental properties because like they're just so large and they cost too much, actually turned out to be great run Airbnbs.

S Steve Trang 55:21
Yeah.

A Austin Rutherford 55:21
So you know, I'm rehabbing a property now that would never work as a rental property, but I own a house six houses down in Airbnb currently. And it's booming. So I'm gonna do the same thing, but family's weddings, we have a big convention center. A lot, A lot of conventions are held there for like gymnastics. The Arnold. You know, the big Arnold Schwarzenegger has events in Columbus.

S Steve Trang 55:40
Oh, that's right.

A Austin Rutherford 55:41
You can charge crazy prices.

S Steve Trang 55:43
How far is Canton?

A Austin Rutherford 55:44
Canton.

S Steve Trang 55:44
Yeah.

A Austin Rutherford 55:45
I think it's like two hours, two and a half.

S Steve Trang 55:48
Does it go high? I think that's where everyone want to visit.

A Austin Rutherford 55:50
Yeah, they have the, The Hall of Fame's there, right.

S Steve Trang 55:52
Yeah.

A Austin Rutherford 55:54
But yeah, they're great. We love them.

S Steve Trang 55:56
Alright, so Ben wants to know if you could have coffee with someone dead or alive? Who would it be? And why?

A Austin Rutherford 56:01
That's a great question. Um, I have to think on that one. I mean, like, I want to get to know people that understand business. Like I don't care about like sitting down with like a NBA player or something like that. I want somebody that like, thinks different. Like the like the the Jeff Bezos or the Elon Musk's, or the Tim Cook's or you know, somebody that's like, been way outside of the box and then wildly successful. I want to know like, how they actually like process thoughts. Because a lot of people like just think and then just keep pushing, other people like kind of think on the thoughts, but like, they're on a whole another level.

- S** Steve Trang 56:40
Yeah, I'm with you on Elon. I'm a big Elon fan boy. He's, he definitely think like other people think.
- A** Austin Rutherford 56:45
No, not at all. And I want to I want to know what that is like.
- S** Steve Trang 56:50
Adrian says a definitely has a problem with keeping up with the Joneses. So do I need 70 rentals or if I'm satisfied with certain income coming in? And that's okay. And Adrian, look, you are not alone. I actually had this conversation with my wife two nights ago.
- A** Austin Rutherford 57:03
Yup.
- S** Steve Trang 57:04
And she actually asked me the question like, when is enough enough? How much you need to travel, how much you need to do this and that? As like, you remember that movie, the greatest showmen? You know that song, you know where she sings like? It's never enough.
- A** Austin Rutherford 57:14
Like, yeah.
- S** Steve Trang 57:14
That's like my theme song.
- A** Austin Rutherford 57:18
It's a moving target. I'm still trying to find that answer. But something that I did that brought some clarity to that question is think of like, what's your dream month would be like. Are you living on a yacht? Are you flying a private jet? Are you living in Columbus? Are you living in Turks and Caicos? Are you traveling with your entire family? Are you traveling

just with you and your wife? Think about what like your perfect month looks like and then add all that up. And then add like 20-30% on top of that. And then that's the goal now because that's your perfect lifestyle?

S Steve Trang 57:46
Right.

A Austin Rutherford 57:46
And the problem is with us when we get there, we're like, alright, well, I want to own the jet, instead of renting the jet.

S Steve Trang 57:51
Yeah. But like, I don't be some schmuck renting a jet. I want to own the jet. I own the island.

A Austin Rutherford 57:56
Exactly.

S Steve Trang 57:56
Like, I was at a. Richard Branson, right, he owns an island.

A Austin Rutherford 58:00
He owns a lot of stuff.

S Steve Trang 58:01
He owns a lot of things.

A Austin Rutherford 58:02
What it's like, is figuring out like what you want your lifestyle to look like, because every level there's there's a lifestyle adjustment you have to make to it. You know, if you want to make 100 grand a year, you can do that very passively and live, you know, completely

comfortable. If you want to make a million dollars a year, you know, there's some extra work you're gonna have to put in, there's some you know, late nights you're gonna have to put in when things go south. If you want to make \$100 million, there's even more things that you got to do. So you just got to ask yourself, like, what do you want your life to look like? And then adjust the income to fit that lifestyle?

S Steve Trang 58:31
Yeah, and what price you're willing to pay?

A Austin Rutherford 58:33
Agree. 100%

S Steve Trang 58:34
Yeah. All right. So Travis wants to know how much Dogecoin are you holding?

A Austin Rutherford 58:39
Zero right now.

S Steve Trang 58:40
And then a, hodling. I don't even know what H-O-D-L is.

A Austin Rutherford 58:43
Hodl, hold. Hodling, never sell or something like that.

S Steve Trang 58:48
I got to learn this whole other crypto world.

A Austin Rutherford 58:49
I love crypto.

S Steve Trang 58:51
Which is also you know, keeping up with the Joneses. So now how much you own in crypto if you don't mind? Answer my question.

A Austin Rutherford 58:57
Seven figures into it.

S Steve Trang 58:58
There you go. So are you using probate, we already talked about that? Can you talk about hiring an acquisition person? No salary, so I'm guessing, all all commission, while only having like a two man team, how do you get them takeover the job or other opportunities? The offer base pay?

A Austin Rutherford 59:19
Yeah, so getting somebody to start 100% just commission is definitely going to be difficult unless they came from 100% sales job already. So that's usually like if you if you're hiring a killer that knows how to sell that's producing maybe in car sales or something, you know, you may be able to get them to come in 100% commission, if you can prove to them that you're actually producing the amount of leads you need to produce. But if you're not or if the people's newer, you know starting them as we call it, like a like a junior acquisition, put them on a small base with a small commission for anything that they bring to the table and telling them like hey, you know my goal if you want this to be the goal, my goal for you is to learn this game. start closing the deals and then move you to 100% commission because you'll make more money over there and it's less overhead for us. So getting somebody to come out the gate with no commit with no base is going to be difficult, especially because in real estate, you get a deal today. Sometimes it takes 20-30-60-90 days to get paid on it. So it's going to be very difficult for them to wait to one two three months to actually make money.

S Steve Trang 1:00:24
Yeah, and we tell them right off the bat in interview like just don't expect to get paid for three months.

A Austin Rutherford 1:00:29

Yeah.

S Steve Trang 1:00:29
All right.

A Austin Rutherford 1:00:29
That's a great expectations.

S Steve Trang 1:00:30
If you can, if you can come in here knowing you won't get paid for three months, then okay, let's let's work together. But.

A Austin Rutherford 1:00:35
Yeah.

S Steve Trang 1:00:35
Me telling me like you can't hold out three months, then. This isn't gonna work cuz you have commission breath.

A Austin Rutherford 1:00:39
Yep.

S Steve Trang 1:00:41
So Solomon says, The GOAT again. What did your marketing look like when you were doing 10 plus deals a month? 10 plus wholesale deals a month?

A Austin Rutherford 1:00:49
Yeah. So we were sending out about 15,000 pieces of direct mail every month. We had three full time cold callers, cold calling all day, every day. I think it was like 1000 RVMs a day. And then a couple 1000 text messages a day. We had PPC going as well. And then we're still buying from wholesalers on top of that. So like I got into the game buying. So

like that. That's always been something that we could do. But the budget was like 25 ish grand a month when it was at its peak.

S Steve Trang 1:01:21
And then why Rolls Royce.

A Austin Rutherford 1:01:25
So I just I love the car when I was 17 years old freshman year in high school. I bought a Chrysler 300 because it's like the thing that.

S Steve Trang 1:01:34
It looks a lot like it. Yeah.

A Austin Rutherford 1:01:35
Exactly. But it's the only thing I could afford obviously. So I don't know. I just always loved it, you know brought to bought the Chrysler, sold it, always had the dream of the Wraith. Finally was able to do it. And I was like, alright, I gotta get the Wraith.

S Steve Trang 1:01:46
That's awesome. Yeah, like I see? Every once in a while, in the background. On TikTok. Alright, so Reese George wants to know, have you ever done any commercial real estate or service service hotels, strip mall, something like that.

A Austin Rutherford 1:02:00
So I own a six unit like office building. So like, not like a strip center. But 6 unit office building, an eight unit apartment building, a 6 unit apartment building, and then the rest doubles and singles. So never like commercial, commercial, but like commercial loans on the bigger apartment buildings.

S Steve Trang 1:02:18
And then what is your biggest struggle right now?

A

Austin Rutherford 1:02:21

Oh, that's a great question. Honestly, I think it's like clarity, like feel trying to figure out exactly what you want out of life. You know, there's there's a lot of ways to make money, multiple streams of income, but like, what do you enjoy doing? Because I've been down the path chasing money. And it's cool. It's fun, you make a lot of money doing it. But inevitably that that wears out. So you got to really find out like what makes you happy. Like right now it's building a brand, is helping people. I get I get hundreds of messages a day and people thanking me like, y'all just bought my first house. I've been following you for six months. Thanks, man. Yo, I just you know, retired, you know, we did 100k in wholesale fees, you know, from following your trainings. You know, that's what I get happiness out of now. So it's not really chasing the money for me right now is just trying to find out exactly what I want.

S

Steve Trang 1:03:10

It's kind of a crazy answer for 27 year old. How do you stay motivated?

A

Austin Rutherford 1:03:15

The Why? Again, at the beginning, it was it was I wanted the money, right? I wanted the nice things out.

S

Steve Trang 1:03:22

What we all started.

A

Austin Rutherford 1:03:23

Let's call a spade a spade. But again, once you start getting that, it changes. So like motivation now, part of the cool thing about posting on social which you don't realize until you're in it, it holds you accountable as well.

S

Steve Trang 1:03:35

It does.

A

Austin Rutherford 1:03:36

You have a whole group of accountability partners.

S Steve Trang 1:03:38
Everyone knows when I'm not running.

A Austin Rutherford 1:03:39
Exactly.

S Steve Trang 1:03:40
Yeah.

A Austin Rutherford 1:03:40
Like I'll go a day. I went a day without posting how to life. Family matter I had to attend to and people were messaging me like, bro, you okay, like what's going on? Like, I didn't see a post yesterday. But you know, they encouraged me to keep going. And a little bit of lifestyle. I still want nicer things. So I'm still pushing for money, and helping people right now.

S Steve Trang 1:04:00
What is your superpower?

A Austin Rutherford 1:04:04
I asked this question too, but it's always a weird answer. Um, I think I'm very conscious of my thoughts. Again, I think a lot of people just run 24/7/365 and never take a step back to think where they are in life. It's called the thought on the thought, Like you think you think something. But like, what's the thought? Why did you think that? How do you solve that problem? You know, I say a lot of times you can't control what you cannot control what comes into your mind. But you can control your reaction to that, that thought. So it's like a thought on a thought. Just being very conscious of that. You know, one thing cool that I do I journal every time I make a big purchase, and I have a journal just for that. So like the first thing I bought the Jaguar like alright what's my thought process. Why do I want this? Am I buying it for me? Or am I buying it for other people? You know, is it making me happy? Whatever that is. And I bought a Rolex same thing. I bought a bigger crib. Same thing. I bought Wraith. Same thing. I bought, you know, I'm moving to Florida, paying a lot more to live there. Same thing. And it's cool to see like how that thought process changes over time. You know, what was once a big decision is no longer even a conversation.

S Steve Trang 1:05:13
On your radar anymore?

A Austin Rutherford 1:05:13
Yeah.

S Steve Trang 1:05:14
Those lists of questions where those questions come from?

A Austin Rutherford 1:05:17
Which was?

S Steve Trang 1:05:19
Am I doing this for me? Am I doing this for other people?

A Austin Rutherford 1:05:21
Gotta gotta got it. Mentors.

S Steve Trang 1:05:23
Yeah.

A Austin Rutherford 1:05:23
Yeah.

S Steve Trang 1:05:24
I think that's a huge resource, if that's something that you could share.

A Austin Rutherford 1:05:26
Yeah, absolutely.

- S** Steve Trang 1:05:27
I think you're the, send to me later, I'll post it in the show notes. I think that'd be great for a lot of people that kind of try to understand their motivation
- A** Austin Rutherford 1:05:35
100%
- S** Steve Trang 1:05:35
Behind what they're doing.
- A** Austin Rutherford 1:05:36
100%
- S** Steve Trang 1:05:36
I think that's, that's awesome.
- A** Austin Rutherford 1:05:38
Again, most people just do it to chase clout. To keep up with the Joneses. Like the Wraith, I wanted the Wraith. It's not an investment, I'm going to lose money, I'm gonna lose money on the vehicle. But the cool thing is when you think about things differently now, how can you get it something? How can you get a liability to pay for itself? You know, that car is paid for itself many times over. Through partnerships for meeting people from private money, whatever it is. So it's very important to think that thought on the thought.
- S** Steve Trang 1:06:04
Yeah, well, I think the other thing too, is, we we struggle, we work crazy hours, we take risks.
- A** Austin Rutherford 1:06:11
Big ones.

- S** Steve Trang 1:06:11
You know, and we're always looking at, like, you know, the return on this return on that. At some point, you have to do something for you.
- A** Austin Rutherford 1:06:17
100%
- S** Steve Trang 1:06:17
At some point, you have to just like, okay, I'm getting this.
- A** Austin Rutherford 1:06:21
Yup.
- S** Steve Trang 1:06:21
For me. So.
- A** Austin Rutherford 1:06:23
And it's not an investment. I want this because I want this.
- S** Steve Trang 1:06:26
Like, I know, I'm throwing money away, right? This is money going out the window? But I'm doing it for me.
- A** Austin Rutherford 1:06:31
100%
- S** Steve Trang 1:06:31
Yeah, you got to do that. Otherwise, what's the point?
- A** Austin Rutherford 1:06:34

100%

S Steve Trang 1:06:34
Of doing everything we're doing.

A Austin Rutherford 1:06:35
100%

S Steve Trang 1:06:36
What's the greatest lesson you've learned?

A Austin Rutherford 1:06:38
I heard this back when I was a teenager. And it was when you're not working somebody else is. And there's two ways to take that, when you're not working somebody else's working, take your spot, there's two ways to take that.

S Steve Trang 1:06:49
I saw that on No Fear T shirt.

A Austin Rutherford 1:06:52
And one way to take that is like I have to work 24/7/365 and that's how I took it at the beginning. And I did work 24/7/365. But I don't work 24/7/365 now. You work smarter, not harder. You put the right systems in place, you hire the right people, the right processes, you make the highest income producing activity, like I can put a product out for \$5 and so 1000 of them like that. But like, is that really worth the time making the product? Or is it better time spent, you know, helping people or creating content or whatever it is? So you know, that's, that's what my best drivers now is spending time creating content, connecting with people, and actually building relationships from that.

S Steve Trang 1:07:32
Yeah. Huge. What is your favorite best or most interesting failure?

A

Austin Rutherford 1:07:41

I think my favorite, a couple of so when basketball when the dream of basketball disappeared. Like finding myself again, was was a big one. And you know, it's a blessing in disguise. They took me away from this opportunity to put me on a platform to make money in real estate and to give back and help other people. So I think that was huge. And then the first time I lost money, was was not it was a horrible experience. But it was a good lesson learned. And then the second time I lost money, I was actually partnering with a friend and we thought we're going to make like 60 grand or something. And then we underestimated the rehab and overshot the ARV, like how everybody does, right. And we plan on like a three month hold time ended up being like an 18 month hold time.

S

Steve Trang 1:08:22

Wow.

A

Austin Rutherford 1:08:23

Yeah. So you know, went from making 50 to losing like 40. And I think it was, I think it was like 25 or something. And I stressed on it for 18 months, you know that that was still a lot of money to me at the time, right? And I thought about it and thought about it and thought about it. And finally I woke up one day and it wasn't selling we're trying to figure out what to do with it didn't make sense as a rental property. And I picked up the phone and call my I called my buddy. I was like, do you want this house? He's like, well, I mean, I guess I could do an Airbnb on it. I said, bet I'll write you a check today, come pick it up, and I ate the whole loss, wrote the check. And just got it out of sight out of mind. So spend your time on things that grow and make money once there's a loss like you're losing money, you can't you can't save the deal and get out of it for free.

S

Steve Trang 1:09:06

Just cut it.

A

Austin Rutherford 1:09:07

Cut it, cut it and move on.

S

Steve Trang 1:09:08

Yeah. Is there a book that you've given, gifted more than any other?

- A Austin Rutherford 1:09:12
Think and Grow Rich. I have. I've ordered hundreds of those. I actually keep them in the trunk of my car. So anytime I see like a kid, you know, slinging water bottles on the corner street corner or something. Try and give them a book as well.
- S Steve Trang 1:09:23
That's awesome. Paying for it because you got it when you were young too.
- A Austin Rutherford 1:09:27
I wish I remembered who gave it to me too. I don't but it's highly recommended.
- S Steve Trang 1:09:33
Hopefully they're watching the podcast.
- A Austin Rutherford 1:09:34
Agree.
- S Steve Trang 1:09:36
How do you feel about crypto mining?
- A Austin Rutherford 1:09:39
Mining? I don't really have an opinion on that. But I love crypto.
- S Steve Trang 1:09:44
Yeah.
- A Austin Rutherford 1:09:44
Yeah.
- S Steve Trang 1:09:45

What do you love about crypto?

A

Austin Rutherford 1:09:46

I think it's the future. So a friend of mine, so I put money in back in 2017 when everything took a crap, luckily it was only like \$500 so like, you know, I lost like 80% of \$500. So I was like that's not it. Like I don't want to do that anymore. Then a friend came to me in like, October, November. And he's like, I got something. I was like, what is it? Like, what's up? He's like, crypto. And I was like, why? And he kind of told me why I went home. I watched like, eight hours of videos on YouTube that night. And I started to truly understand it. We ended up buying Ethereum like \$300, Bitcoin at like, \$700. I mean, \$7,000. Yeah, seven grand. So I was like, proof of concept is there, you know, made a lot of money started doing a ton more research in the use cases for some of these cryptos that are coming out. 100% will change the world. And I want to be part of that. To me, it's like finding the Amazon when nobody knew what Amazon was.

S

Steve Trang 1:10:41

But everyone's talking about it.

A

Austin Rutherford 1:10:43

I think there's like five to 10% of the population that's talking about it, we.

S

Steve Trang 1:10:47

We're just surrounded by it.

A

Austin Rutherford 1:10:48

Exactly. So it's, it's the entire crypto market cap is \$2 trillion. Like that's not that much money. It was like 400 billion in October. Now it's 2 trillion. So it's five x in six months. So I think it's the future.

S

Steve Trang 1:11:04

Nuts. Alright, so last question is from Solomon is what the what? How did you come up with the term Elevate?

A

Austin Rutherford 1:11:13

So I was thinking about all the different terms like accelerate and elevate and all these things and everything was taken. So it, I don't know, I just brainstormed. I journaled on it and came up with with Elevate Life. So it's just like how business obviously how to make money. But past that, like, how do you become the best like father, son, husband, wife, whatever it is to your people, to your people, especially like parents, like how do you become. How do I, when I have kids, I want to be the best dad. I want to be 100% present. All those things? How do you get back and help people and change the most people's lives? So just elevating life in all aspects. Most people just talk about business, but like, how do you how do you help all the way around?

S

Steve Trang 1:11:51

Yeah, that's awesome. A lot of thought put into it. Alright, so think about anything you want to leave the listeners with.

A

Austin Rutherford 1:11:58

Okay.

S

Steve Trang 1:11:59

Guys, if you get value, please, like, subscribe, share, comment, it helps the algorithms, which means we can get in front of more people we'll create 100 millionaires. And then we do have a workshop on May 21. So you guys are interested in that. Send me a DM. Also, you know, we're offering JV opportunities with the BRRRR method. If you guys are interested in that, check out brrrrmethod.com. One last thoughts, wanna leave the listeners with.

A

Austin Rutherford 1:12:24

For sure. So kind of tying it back to the beginning. You know, some people like that are dedicated, will spend that, you know, maxed out their credit card, but everybody tells them not to, right?

S

Steve Trang 1:12:34

Yeah, we tell them not to.

A Austin Rutherford 1:12:35
Agree.

S Steve Trang 1:12:36
But we do it.

A Austin Rutherford 1:12:36
Agree. I believe in life, like people that like want something more for themselves are on the cliff and they're looking over, and then they see the potential, but they still have some fear or some self doubt or they're still listening to some people or whatever it is. Lean into people in your life that are positive. And that believe in you. There's always somebody somewhere that's positive and believes in you. Even if there's 99 people are negative, there's that one person that's positive, because I believe when people are on the edge of the cliff, they need a little push to get going. So I try to do that for people. I encourage everybody, you know, listening to be that person for someone, don't you know, hold people back, don't tell people how bad of a decision is going to be. Or what if this negative thing, what if that negative thing. What if it's the best decision they've ever made in their entire life, and you're the one holding them back. So I encourage everybody to encourage others to do that. And it's okay to be at that cliff. Some people just need that push.

S Steve Trang 1:13:30
Yeah. I love it. And what we always love to tell people is like, look, it's gonna suck.

A Austin Rutherford 1:13:34
Yeah.

S Steve Trang 1:13:35
A lot.

A Austin Rutherford 1:13:35
For sure, it's not easy.

- S** Steve Trang 1:13:37
But it's so worth it. Life changing. It's incredible.
- A** Austin Rutherford 1:13:41
I've never had anybody that took the leap of faith, come back to me and say, I wish I would have waited longer.
- S** Steve Trang 1:13:47
Yeah.
- A** Austin Rutherford 1:13:48
It's always, man. If I knew that, like I'd have been done it.
- S** Steve Trang 1:13:51
Yeah, there's no one that regrets.
- A** Austin Rutherford 1:13:53
100%
- S** Steve Trang 1:13:53
Going for it.
- A** Austin Rutherford 1:13:54
100%
- S** Steve Trang 1:13:55
You're not going to. Even if you did, or even if you did it, and it didn't work out. Now, you know, it's never this regret in the back of your mind.
- A** Austin Rutherford 1:14:04

100% You're at peace.

S Steve Trang 1:14:05
So someone wants to get ahold of you. How would they do that?

A Austin Rutherford 1:14:09
Yeah, so you can find me, Instagram is where I communicate the most. Instagram is @AustinRutherfordOfficial. I got a YouTube channel, Austin Rutherford and TikTok Austin Rutherford as well.

S Steve Trang 1:14:20
Awesome. Thank you very much.

A Austin Rutherford 1:14:21
Absolutely.

S Steve Trang 1:14:22
Great show. Thank you guys for watching.