

# Learn Why The Top Real Estate Investors Spend \$25K on Master...

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people, cg, business, money, building, collective genius, mastermind, talking, life, started, houses, question, big, flipping, home, year, failure, running, deal, buying

## SPEAKERS

OBB, Steve Trang, Jason Medley

**J** Jason Medley 00:00  
So this young kid pulls up at my house. The gentlemen I was doing the mortgage with, and he was a few years younger than I was and he pulls up in a Black 911. Black on Black convertible Carrera turbo. Right? And so at that age cars were still important to me and they're not necessarily now but of course I want to know. How did you? How did you? You are 20 he was I was 29. He was probably 26. Like how'd you get that? And he's like doing this, mortgages. Right. And I was like, really? And I said do you guys have an extra spot on the team? And he said, let me check and he called me back and he said, yes. And so it was at that point that I broke away from corporate America. And at that time you had to have a year's worth of experience before you could start your own mortgage brokerage in Florida. That was the legal proceeding, if you will. And so I worked, went to work for the shop, he worked at and then a year later, I was up and running and had my own brokerage. Yeah.

**S** Steve Trang 00:52  
So you you left corporate America to starting your own mortgage brokerage?

**J** Jason Medley 00:57

Yes.

**S** Steve Trang 00:58  
In a year?

**J** Jason Medley 00:59  
Yeah.

**S** Steve Trang 00:59  
Alright. So before we jump into okay, what were you doing exactly in corporate America?

**J** Jason Medley 01:03  
I might add a couple jobs. I was prior to taking that first leap. I worked for Johnson and Johnson in pharmaceuticals.

**S** Steve Trang 01:09  
A sales rep?

**J** Jason Medley 01:11  
A sales rep. Yeah. Yeah. Which, you know, the funny thing is, I thought that was my dream job. And once I got it, I despised it.

**S** Steve Trang 01:18  
What do you despise about it?

**J** Jason Medley 01:20  
Um, you know, it's not so much I think what I despised about it as much as what it showed me about me, if that makes sense.

**S** Steve Trang 01:28

Yeah.

**J** Jason Medley 01:28  
And it showed me you'll get, you'll get a kick out of this. But it showed me that if I got a steady paycheck, that I'm going to go to work at 10 and come home at three.

**S** Steve Trang 01:38  
That sounds very familiar.

**J** Jason Medley 01:41  
It wasn't until I had to, for lack of a better term. Eat what you kill it when I began to really perform at a much, more higher level.

**S** Steve Trang 01:50  
So not really the model employee?

**J** Jason Medley 01:53  
No, no, no, not at all. But I didn't. I knew I was better than that. But I was because of a you know, I mean, I was I was a kid working for j&j. 24-25 years old, making those big salary company car, all that good stuff, you know, and it was kind of like a race to the bottom because I was like, man, I'm good. You know?

**S** Steve Trang 02:13  
What were you making when you quit? I mean, there's a while ago, but for perspective.

**J** Jason Medley 02:16  
Yeah, when I was 29 years old, I would say I was probably making at that point, maybe maybe close to 100 grand. That was a long time ago, too.

**S** Steve Trang 02:25  
Yeah

**J** Jason Medley 02:25  
It's a crazy thing. Right? I was almost 20 years ago, 20 years ago.

**S** Steve Trang 02:28  
But it's just. because one of the things that, you know, we talk about is, you know, good as the enemy of great, which is you have a good salary, it's even harder to quit. So how are you still able to make the leap? Because that's a question I get, like, when's the right time to quit? But you were making good money? So how did you figure out it was still the right thing to do to quit?

**J** Jason Medley 02:46  
Um, I don't know that you ever know it's the right thing to do. Right? It's a scary process to shift from a steady paycheck to not having a steady paycheck. Right? It is a leap of faith in yourself. But I think for me, you know, I the way that I did, it was it's not that I had a bunch of money. At that time. It's just that I had I went and got a home equity line of credit.

**S** Steve Trang 03:11  
Really familiar story. Yes.

**J** Jason Medley 03:12  
Yeah. Yeah, I got a home equity, home equity line of credit for 40 grand. And I use that to start the business. You know, part of it too. I kind of transitioned again out for a year I worked for someone else, right. So I was able to learn the business and get a certain level of confidence before I technically started on my own, which was a year after leaving corporate America.

**S** Steve Trang 03:33  
What did you do in your first year mortgages?

**J** Jason Medley 03:35  
I mean, like, What do you mean, what did I do?

S Steve Trang 03:37  
Volume? Commissions?

J Jason Medley 03:39  
Oh, gosh, I don't even I don't even remember.

S Steve Trang 03:42  
Yeah

J Jason Medley 03:42  
Yeah.

S Steve Trang 03:43  
You mean, did you come out of flying? Or was it a struggle?

J Jason Medley 03:46  
Ah, I came out of the gate doing pretty good, but I can't take credit for it. Which is funny, because it relates to what we talked about in our event this week, how we were talking about how listen, everybody think there's things there's their rockstar right now. And I told everyone it's 50% you and 50% the market. I was in a similar situation. When during the early 2000s. There was another there was a boom going on. Not only was the construction boom from housing perspective, but rates were dropping, which also created a refinance, boom. Right? So I was killing two two barrels of fish at that time, right? So I did well, I don't remember the exact numbers, but I can tell you, I did well, and then not necessarily because I'm was a rock star at that time or so. But because

S Steve Trang 04:27  
A good time time to be a loan officer?

J Jason Medley 04:27  
Yeah, the market was was fantastic.

**S** Steve Trang 04:29  
So you go from a loan officer to starting a brokerage after one year, which is kind of aggressive. So how was that journey?

**J** Jason Medley 04:37  
I'm aggressive Steve

**S** Steve Trang 04:38  
You are aggressive. So how was that journey?

**J** Jason Medley 04:41  
Ah, yeah, I think that's always scary you know but I knew I hadn't felt like for the majority of my life that I was going to have my own business. Right? So but you know you take a loan out on your house you you have know even though even though I was in sales, I didn't have any real corporate experience. As far as how to grow a team, how to manage the team, how to do any of that stuff, right? and you just kind of, you know, you walk into it blindly. And that's the part that's scary. You know, you and I think when you're young, even when you're old a lot of entrepreneurs struggle with building a team, right? It's kind of like, Hey, sit down there, do what I need you to do make me some money. And if you can try not to bother me in the process, that would be great right? And we all know that that model is very limited.

**S** Steve Trang 05:26  
So it might have worked in the 1970s.

**J** Jason Medley 05:27  
Right.

**S** Steve Trang 05:28  
So much today

**J** Jason Medley 05:29

Right. So it was, you know, it was a fun ride. I, again, things were explosive at that time, I think when we kind of peaked out before the market crashed and the store started in 2008. We had about 14 loan officers, three, three processors, and we were in their banging you know, you didn't have to

**S** Steve Trang 05:46  
Like you started the brokerage? No, you the the the loan mortgage brokerage? You started in 2008?

**J** Jason Medley 05:51  
No, no, no, I started in probably 2001.

**S** Steve Trang 05:54  
Right.

**J** Jason Medley 05:54  
And I'm seeing 2008 is when everything started

**S** Steve Trang 05:57  
Take a slight slight turn.

**J** Jason Medley 05:58  
Well, I think more so like the wheels began to fall of

**S** Steve Trang 06:01  
Yeah. So, you know, we saw a lot of people that did really well. And they lost everything. And in some ways, you know, okay, so you're included in the category?

**J** Jason Medley 06:11  
Yeah.

**S** Steve Trang 06:12  
So what was like, how high did you get? And then what happened?

**J** Jason Medley 06:16  
Yeah, I mean, I think when the wheels started to fall off at that time, and we were probably cranking out anywhere on a month to month basis, 75 to 100 loans.

**S** Steve Trang 06:24  
Wow

**J** Jason Medley 06:25  
Yeah, we were banging. But again, I can't say enough about the fact that it was so much about you know, the market. It's like, it's not that you really needed a sophisticated mortgage, all you need somebody to answer the phone. It wasn't really salespeople. It's order takers.

**S** Steve Trang 06:38  
Yeah, well, that time.

**J** Jason Medley 06:39  
Yeah. And, you know, things that's when the financial crisis kind of hit start started to everything to unfold in 2008.

**S** Steve Trang 06:48  
What did you have like? big house, bunch of houses, fancy cars? was

**J** Jason Medley 06:53  
Relative to that phase of my life. Yeah, I mean, I hadn't, I was mean, I was spending everything I hadn't gotten my first house. And that was always a dream of mine, a house on the water. You know, I've got my first house in the water. And beautiful cars was, you know, spending all my money

S Steve Trang 07:06  
Weren't really saving a whole lot?

J Jason Medley 07:07  
No, no, no, no, I've got a lot of wisdom at this phase of my life. And it comes from, you know, getting your teeth kicked in. During those times timeframes.

S Steve Trang 07:15  
It's interesting to see that no matter how successful you are, a lot of people all get reset to zero.

J Jason Medley 07:20  
Well, you've been in CG, I guess, for 11 or 12 months now. And I would almost think that you probably heard me say this multiple times, making money is a skill set, keeping money is a discipline.

S Steve Trang 07:32  
Right.

J Jason Medley 07:32  
Right?

S Steve Trang 07:33  
Right.

J Jason Medley 07:33  
And at that time, I had no discipline, but after you get a, you know, ass whooped, for lack of a better term, you start to appreciate that there are two different

S Steve Trang 07:45  
Completely different skills.

J Jason Medley 07:46  
Yeah, yeah.

S Steve Trang 07:47  
So what were what were your lessons?

J Jason Medley 07:51  
That's one of them. Right? Making Money is a skill set keeping is a discipline. Um, you know, I have a whole different financial philosophy now than I did then. Um, but I, you know, number one was to live below my means, which I do very much to this day. Live below my means making money is a skill set. So keeping it is discipline, having a plan of what to do with what you keep. You know, I think, and again, I don't know that these were my lessons now. But I think for the folks listening, there's probably a bigger, bigger value from sharing the wisdom I've learned over time between then and what, 14-15 years since then, would be I follow the, what's called The Profit First Model, right? There's a gentleman named Mike Michalowicz, and he wrote a book called Profit First. And it's really about, you know, he kind of turns are the traditional model of sales minus expenses equals profit. on its head, right? He says, profit is more than a line item on the bottom right hand corner of your p&l and must be extracted, it must be taken from the business on purpose. And so you know, following his model, really, the goal is, first of all, I think it's incredibly important. If I think a lot of real estate makes real estate investors make mistake of trying to create passive income too soon.

S Steve Trang 09:12  
Really?

J Jason Medley 09:13  
I think the best way to create a lot of passive income is to have a just radical active income, right?

S Steve Trang 09:20  
For sure. That helps.

**J** Jason Medley 09:21  
Oh, yeah, right. And the passive side becomes easy. But that model is really you know, there's, there's like five different bank accounts. There's your your cash flow account for your business, there's your retained earnings for your business, so that you know, like when something like last March breaks out, that if you've got retained earnings, you're like, Okay, this is not going to be fun. But I can, we're gonna make it through because we've been smart, we have retained earnings in the business, and then there's effectively the retained earnings for your family, if you will, right to make sure that regardless of what happens in your business, that your family is going to be okay.

**S** Steve Trang 09:54  
All right.

**J** Jason Medley 09:55  
And then there's your money that you're going to invest and then there's obviously the tax man Uncle Sam, your business partner.

**S** Steve Trang 10:02  
Uncle Sam always likes CEO has a seat at the dinner table.

**J** Jason Medley 10:04  
He does he does. He's I found I found him to be a pig quite honestly, he's always gobbling, you know, it's like, come on, man but

**S** Steve Trang 10:11  
So but I want to touch on something here because we're talking about profit first, because we've had other people come on the show to talk about the importance of paying yourself. And there's always afterwards I see comments like no, as a grinder, you got to put a ball put all back in the business, which I used to have that mindset, and that was always broke. So what would you say?

**J** Jason Medley 10:29  
Yeah, well, I think there's danger in unless you have visions of creating a quote unquote,

unicorn, like an Uber or, you know, the billion dollar company, I mean, if you unless you are, have a dream like that, but the reality of it is, is that 99% of entrepreneurs, following that model can be quite honestly can be dangerous, because if you put all your money back into your business, you can scale yourself out of profitability. And then if you hit a bump, you're not prepared for that bump, or have any money, like I said, retained earnings, or what have you to make it through the bump, you can come off the rails completely, you know, and so I think it's, it's important. Now, granted, you do have to get to a spot where I say, I call it you got to get to a spot where your businesses got CPR, right? you do need to get to a spot where your business is profitable, consistently, predictably and reliably. Right? And then at that point, I think you, you you need to be disciplined in taking money and putting it into some of the different facets that we just talked about, right. But you know, everybody has their own journey. That's one of the things we talked about this week at CG, right? For one in a million folks that is putting every penny back into the business, it works out. For most it doesn't because you scale yourself out of your profitability, all your money, get, you know, more people more, deals more, and then you hit a bump and you got you got no oxygen.

S

Steve Trang 11:51

Well, and that's what I was telling my wife like when COVID first struck was that I felt bad for all the entrepreneurs that have been sacrificing all these years waiting to extract. And then you get this massive speed bump. And now like those seven years, 15 years of sacrifice. And that's all gone.

J

Jason Medley 12:10

Yeah

S

Steve Trang 12:11

Right?

J

Jason Medley 12:11

Well, I will. Now we've obviously been very fortunate,

S

Steve Trang 12:15

We've been very blessed.

J Jason Medley 12:15  
The way COVID turned out, you know, our industry relative to some has

S Steve Trang 12:19  
Our industry has

J Jason Medley 12:19  
Oh, yeah. Right.

S Steve Trang 12:21  
But not the restaurant industry

J Jason Medley 12:21  
Right.very fortunate, right? So I'll never forget when that broke out. We were in CG last March. And I did a little video saying if you've got any questions about whether or not you're going to make it through this, the answer doesn't lie on your p&l, it lies on your balance sheet.

S Steve Trang 12:35  
Exactly.

J Jason Medley 12:36  
Right. And you when you're some people focus merely on building a business, when in fact, you should also be focusing on building a balance sheet.

S Steve Trang 12:46  
Right?

J Jason Medley 12:46  
Right.

**S** Steve Trang 12:47  
Yeah. And there's a lot of wisdom there that might be missed. But

**J** Jason Medley 12:51  
Sometimes you got to get popped in the mouth first before you listen, you know?

**S** Steve Trang 12:56  
When a student is ready, the master will appear.

**J** Jason Medley 12:59  
Exactly.

**S** Steve Trang 12:59  
So Alright, so you, so things kind of fell off the rails a little bit.

**J** Jason Medley 13:04  
All of it business, marriage. Whole, whole, whole. All of it. Yeah.

**S** Steve Trang 13:10  
So that's a way so then what was your next step in your journey?

**J** Jason Medley 13:13  
Um, so I just kind of looked up and said, I got a skill set that I've developed doing mortgages, what can I do with that skill set? And that was at the time when everything was being short sold. And so I was like, well, I will. I will begin processing short sale loans or not short sale loans, but short sale packages for real estate agents.

**S** Steve Trang 13:30  
Oh, I didn't know you're doing that.



Jason Medley 13:31

Yeah, I was miserable. I'm a people pleaser. A people pleaser. And no matter how good you were doing that, because of the length of time that it took to get it done, nobody was ever happy. Even if you did a great job. Right? And I, I couldn't stomach that. Right?



Steve Trang 13:47

Like got closed at a busy restaurant doesn't matter. Right?



Jason Medley 13:49

Exactly. Right? You walk in and you want to be seen I don't care. I don't care a bit, I want to sit down now.



Steve Trang 13:53

All right.



Jason Medley 13:53

You know, that's how it works. So at that time, that's really, you know, I was like, I can't stand this, I don't like me, I want to make people happy. Right? And so then I transitioned to actually flipping short sales. And during that I was just getting the hang of it, right? Just getting the hang of it. And you could do dry closings, which means you could use the end buyers money that you were flipping it to to close your deal. Just as I was getting and I needed that because I didn't have any money for I was broke. I needed that and just about the time I was getting the hang of it. They changed kind of changed the rules across the country where you got to do wet funding, which means listen, you got to bring your own funds up front to close the deal then you can turn around and sell it. Well, I remember that conversation with my title agent she called and said listen we got a problem you got you know, you got to bring your own money to this closing today because the rules have changed and I was like Barb what are we gonna do? This is a, we got a big problem here. She's like no, baby. We don't have a big problem. You got a big problem. Right? And it was a \$402,000 problem. That's that was the closing on that deal, and then we were selling it for 495, the same day, and I called a friend of mine, guy named Steven. And I was like, man, I'm gonna jam, you know, he was he has big money. I was like, I'm gonna jam, I need 402,000 bucks for a couple of hours. And he's like, Well, you know, what are you? What are you gonna kick back when it comes back in a couple of hours? And I was like, two points, right? Like at 8400 bucks. And he's like, wait a minute, you're, I want to send you this. And like today, you're gonna send it back with \$8400. And I was like, Yes. And so

that's exactly what happened. And you can imagine his question, the moment we finished that transaction.

**S** Steve Trang 15:34  
How many of these can we do?

**J** Jason Medley 15:35  
Yeah! Can we do this again right? And I said, Well, this is a problem for me. It's obviously a problem for everyone

**S** Steve Trang 15:42  
Was an energy problem now.

**J** Jason Medley 15:43  
Yeah, yeah. And so we set out at that point to form what was called a Visionary Financial. And for about, we knew that would have a limited lifespan, either for a variety of reasons. Either the banks wouldn't want you to do it, or the short sales or come to an end or whatever. We've got a fantastic run, which is that that's really where I kind of, for lack of better term began to recover and get back on top, if you will, on that drub drubbing I had taken. We started out Visionary Financial Solutions. And for about four years, we got to the point where we were lending about 75 to \$100 million a year of only a \$5 million credit facility. Because it was you didn't need it.

**S** Steve Trang 16:23  
It's transactional funding.

**J** Jason Medley 16:24  
Yeah, you didn't need a big a ton of money because it was always coming in and out in and out in and out in and out right and so

**S** Steve Trang 16:30  
Pretty good ROI for your for your buddy there.

- J** Jason Medley 16:32  
Well, I used to plug pull it up on my calculator and plug it in and we just come up say good enough. Yeah, it wasn't a fun. It was great for both of us on or there was actually another partner guy named Dan Rose. And we had to business split evenly, and we all three of us, it was just fantastic. I would go get the business. Dan would would do the docks and vet the title companies. And Steven was the money man, you know, and so
- S** Steve Trang 16:55  
Wow
- J** Jason Medley 16:55  
Yeah.
- S** Steve Trang 16:56  
And but that's not around anymore?
- J** Jason Medley 16:59  
No, no, no, that that was again, that kind of got transactional funding was hot at that time. And because of all the short sales and as the industry began to, you know, get back on its feet
- S** Steve Trang 17:08  
Got it.
- J** Jason Medley 17:09  
Kind of phased out. And lenders started putting what you call deed restrictions on there.
- S** Steve Trang 17:13  
Well that's my next question, because yourselves, that was something that came 90 day deed restrictions.

J Jason Medley 17:18  
Yeah.

S Steve Trang 17:18  
20 day deed restrictions.

J Jason Medley 17:19  
Yeah. And so that slowly began the suffocate that business.

S Steve Trang 17:24  
And when was that?

S Steve Trang 17:24  
Right.

J Jason Medley 17:24  
But the cool part is, is that right at when that was starting to happen, I had started CG.  
And so I took my foot off the gas of one and put my foot on the gas

J Jason Medley 17:34  
I started CG about. That's actually 11 years ago this month.

S Steve Trang 17:39  
Okay.

J Jason Medley 17:39  
Yeah. So whatever.

S Steve Trang 17:41  
So COVID was ten year anniversary present?

**J** Jason Medley 17:43  
Yeah, yeah. March of last year. Yeah. Yeah. Happy birthday to you.

**S** Steve Trang 17:47  
Yeah. That's awesome. All right. So what compelled you to start CG?

**J** Jason Medley 17:52  
Ah, you know, I'd love to give you this fabulous story until it was a calculated decision. But the reality of it was, I came because I came to be like, super candid today is it was kind of an accident, I was in a mastermind that wasn't necessarily real estate specific. And I saw the model. And at the time, I had built a list we used to get people used to lend people money and I'd visionary by doing webinars about showing how people were flipping the houses. And then we'd say you go out and find a flip. And we'll fund it. And I built up a respectful following at that time, and also knew who was doing a lot of deals because there are there are call you this person.

**S** Steve Trang 18:32  
Right.

**J** Jason Medley 18:32  
We lent money to this person eight times this month, we let person to that person 11 times this month, right? And so I saw the model and was like, hey, there's really nobody doing this in our space. And I started it as just honestly a side project. You know, another way to make

**S** Steve Trang 18:49  
Side hustles what the kids are calling

**J** Jason Medley 18:50  
Yeah. That's Yeah, the side hustle. Another way to make a few bucks and then once it got rolling into it, realize that this model tapped into something that I didn't know was one of my like, a God given talent that's connecting people.

S Steve Trang 19:05  
You are a connector.

J Jason Medley 19:06  
Yeah. I love it man. You know I love putting two people together and then like their call or shoot me a text and like. Hey man you introduced me to this person. And this person, you know, like, this just happened this week. You know, I walk into CG and a gentleman named Jim Shields called me. I don't know, it was maybe six, six or eight months ago and said, hey, I've got this project. It's about a \$25 26 million grant of construction on a RV Resort. I put them together with Brian, another CG member. And here we are, we show up at CG and I'm walking in. And Jim's like, Hey, man, Brian funded that \$26 million deal, you know, and I'm like, Oh, you know, that's cool stuff man. I dig that and that'll change. that'll probably change both of their of their lives. Yeah, you know, that's a relative in size to what they've been doing that so it's a pretty big deal, right. So I

S Steve Trang 19:55  
26 million is a pretty good size.

J Jason Medley 19:56  
Yeah, that's a pretty good size. That's not necessarily even common place on. on daily basis with what I'm doing right but I love connecting when Mark Delatour says hey, we're gonna scale in a different markets and he starts using the connections in CG, those wholesalers to provide him product that he can turnkey. And when you know, it's just like man, it's,

S Steve Trang 20:15  
Well, Jason Lewis and I were talking two days ago, I was like, dude, I've got this product. I think that it'd be good for your clients it'd be good for my clients. And it's basically just having a computer listen to the calls, and say this is what's working or this is what your guys screwing up.

J Jason Medley 20:31  
Yeah

S Steve Trang 20:31  
Like just more collaboration.

J Jason Medley 20:34  
Yeah

S Steve Trang 20:35  
Just as looking it out.

J Jason Medley 20:36  
Yeah that's, I mean to me that's the best part of CG. That's what I dig doing. That's the best part of CG. Just, you know guys and gals getting together and complementing one another and making things easier.

S Steve Trang 20:50  
Yeah

J Jason Medley 20:51  
You know that's, I mean.

S Steve Trang 20:53  
So who's? Well, I guess when you started it, your database was Florida? or is it nationwide?

J Jason Medley 21:00  
Nationwide.

S Steve Trang 21:01  
So you did transactional funding nationwide?

J Jason Medley 21:02

Uh-hm

**S** Steve Trang 21:03  
Okay, so you had a pretty good database. You had a pretty good book of business to get started.

**J** Jason Medley 21:07  
Yeah, decent, had a decent start, I think 9 or 10, folks at that first collective genius.

**S** Steve Trang 21:13  
Awesome. So what does it look like today in there?

**J** Jason Medley 21:17  
Um, so today we have two different levels. We just launched one, I'll get into that in a minute. But um, right now we have about 160 I guess you'd say businesses memberships if you will, and a lot of those folks have business partners. So the amount of people that are in what we call CG Premier, is probably in the 250 range. But it's comprised of about 160 businesses, and some of those people are business partners which gets us to 250. But it's, it's some of that just to top players and the majority of it is in the single family space, we've got some other disciplines, multifamily, self storage, etc. But majority of the top players in the country, every almost everybody in there is doing 100 plus transactions a year and just killing it, you know? And in not that the key thing for me too is not just their volume or how much money they're making or keeping or all that stuff, but also the that, that excellence in the in the business side needs to be combined with excellence on the human be as you know human beings, right? And the reason you guys are talking to Jason Lewis or other people you doing business with is because you decent human beings, you know? Not everybody is perfect, right?

**S** Steve Trang 22:24  
Oh no. we're not perfect.

**J** Jason Medley 22:26  
Yeah, no, I'm not claiming that. Um, but, and we get together once a quarter, like we just did here in Scottsdale last week. And we go through what we call hot seats. And it's

basically you get you know rock star individuals getting up and you know my room for example getting at Dan Lane who probably do close to 250 deals this year and has a portfolio of 130 units. You had Doug Hopkins and Damon Lyons who will do close to 400 deals and you know it was just it's just stacked you know.

**S** Steve Trang 22:56  
Bonkers numbers.

**J** Jason Medley 22:56  
Yeah bonkers. Or guys like Jay who just brought up Jason Lewis, I mean the kid is 33 years old. And you know, I don't want to throw him under the table. But you know, he does he does his his net doesn't start with a one. You know, his combined businesses at 30, 32, to 33 years old. It's you know, you know, I mean that's the caliber of investors that are in CG when that when you get everybody together it's just the magic happens, you know? It's uh, you know you know you get a guy like Ryan Pineda saying, hey you know I've got this amazing following on social media. I'm looking to possibly start a fund can you connect me with some guys who can do that? And I'm like, Well, why don't you consider you raise the money instead of get involved in running and managing the fun. Let me introduce you to Ken right. Like he's a guy has a fun runs. He's got like \$400 million of assets under management. Let me put you with let me introduce to Ken. Maybe you got maybe you can do what you do best, right? Raise the capital and he can handle the management, right? Because that's what he's good at. Because I don't think you're gonna like that. Right?

**S** Steve Trang 23:53  
Right. And you would know that because you know you talk to the guys that run funds.

**J** Jason Medley 23:56  
Yeah. Yeah. So um that's really what it is you know. There's there's as really saying there's two components right there's. The information side of it, everybody gets up and shares, what they're doing what they're doing well, and it's at a fairly detailed level, you know it's people sharing their org charts, and their mind maps, and their processes.

**S** Steve Trang 24:14  
They're actually vulnerable and transparent.

J Jason Medley 24:16  
Yeah.

S Steve Trang 24:16  
Which is not expected. Like usually you know you think of a mastermind. We all know that there's a lot of value in masterminds. But sometimes you go to these organizations there's a lot of flexing.

S Steve Trang 24:26  
Maybe a little, you know the numbers might be bumped up a little bit, right?

J Jason Medley 24:26  
Yeah

J Jason Medley 24:30  
We start every event and have for 11 years. Everybody's got to check in at the door. You know everybody, right? The only thing that makes it function the only thing that greases his wheels is for you to put your your your you know. If you're listening right now you can't see me I was acting like a gorilla pounding. You know, it's like, you got to put that down. And and that because that's what that's what makes it spin.

J Jason Medley 24:36  
So but yeah, it's the information everybody sharing and then when they share what they need help with that's where the connections really start to kick in. And we start to say, you know, hey, you need, you know, if you need help you don't have to this Well, I'm going to put you with this person, you know, Mark Delatour saying, Hey, we're going to know those multiple markets and we've got the connections in CG from the wholesale perspective, but now we need connections on the buyer perspective, can you introduce me to some funds? Right? Yes, I got it handled, I mean, introduce you to some funds, you can buy some of that product and so that's the the other the information and the connections. And then between meetings, we have, you know, like seven different calls with, we have a COO mastermind to really help groom your second in command and give

you those your second command a spot to feel at home, and to implement all the stuff that we're talking about a CG after meeting right.

**S** Steve Trang 24:55  
Right.

**S** Steve Trang 25:40  
And also therapy for one another.

**J** Jason Medley 25:42  
Yes, yes. If you work if you're an integrator for visionary, you clearly need some therapy. Right? Um, you know, there's a sales call, you know, conversion call every month, there's a marketing call every month, there's a ops call every month, there's a financial call every month, there's just and these are these calls are being led by some of our top members, you know, Eric Brewers of the world, you know, once a month, you get to get on a call with a guy like Eric Brewer doing 250 turnkeys. And he's got a plan big to teach you about sales.

**S** Steve Trang 26:10  
All right.

**J** Jason Medley 26:11  
Like, here's how we get an extra deal. Every month, we do this post survey. Call, right? here's the here's the flowchart for how it works. Blah, blah, blah, right? It's more how to get more deals and how they're utilizing different strategies where you're like a sales trainer, right, once you get them get them to the kitchen table.

**S** Steve Trang 26:27  
How to close?

**J** Jason Medley 26:28  
Yeah, how to close, you know. So it's just, you know, that's all

S Steve Trang 26:32  
And then we got Ryan Bartlett. Right?

J Jason Medley 26:34  
Yeah, yeah.

S Steve Trang 26:35  
Talking about marketing effectively, it was working. And I think that one of the things that a lot of people see like the texting and the and all these other tools that we use.

J Jason Medley 26:44  
Yeah.

S Steve Trang 26:44  
I didn't realize this until I got in. These were what you guys are talking about. How about behind the doors. This is what you get in the mastermind.

J Jason Medley 26:52  
Yeah

S Steve Trang 26:52  
Someone finds something cool. You guys work on it. Eventually. It gets leaked out.

J Jason Medley 26:56  
Yeah.

S Steve Trang 26:57  
But the power is your leading edge. You get to hear about thing you get to hear about things and tools and processes that work.

J

Jason Medley 27:03

It's not just that you're leading edge, right? Because if you're if something gets leaked out you are you become aware of what you should be doing. Right? What CG does what a Mastermind does is give you the how you should be doing it like oh, I need all everybody's. This is the new thing texting or this is the new, you know, using AI to listen to sales calls and what have you, right? But the thing about match making when I think about something like Collective Genius is you can go sit with someone like a Casey Ryan who's just a texting maestro, right, or get on a call or go to his office. And he just, you know, he just he opens the kimono of everything that he's learned doing it the process, he's done. The mind maps the, you know, just like here, right? I mean, you bought your buying speed

S

Steve Trang 27:52

Yep. Absolutely.

J

Jason Medley 27:53

That's what you're buying, right? You're buying speed and something that every entrepreneur struggles with every day, at least I do. Right? Is closing the gap between what is your current reality and what your vision for the future is. Right?

S

Steve Trang 28:07

Right

J

Jason Medley 28:08

That distance that gap. When you join a mastermind, that's what you're compressing that that distance that's speed

S

Steve Trang 28:13

Well, we all know, time was our most valuable asset. But not everyone acts like it is and that's where the value in that Mastermind comes in. So I was told to say something or someone that came on the show and I was informed that Phoenix is now the guru capital Well, I think we can you know, take that mantle

J

Jason Medley 28:33

Yeah

**S** Steve Trang 28:33  
Before that. It was Tampa

**J** Jason Medley 28:35  
Hmm, yeah, probably number one or number two still, I would say yeah, maybe close to

**S** Steve Trang 28:39  
I mean, who was over there in Tampa because like they said it was like who was over there. I don't even know who's over there.

**J** Jason Medley 28:45  
Um, I mean, you got guys like Lee Kearney. He's a he's a guru now. You've got Dolmar Cross you've got back in the day you had you know, Kenny Rushing. Who else?

**S** Steve Trang 29:01  
I think are like Rhonda Graham was out there.

**J** Jason Medley 29:02  
No, no, no, Rhon is not out of Tampa. I'm trying to think of who else would be? Yeah, I don't know. I don't keep up much with.

**S** Steve Trang 29:13  
So I, I've got my own education progress. Actually, I used to have a Mastermind, right? I don't anymore, because after I joined yours, I don't really give up very quickly. Most things. Right? For me, I'm like, I'm gonna do this. And someone says you can't do as like, watch me. Right?

**J** Jason Medley 29:26  
Yeah.

S

Steve Trang 29:27

You know? and so, Ryan Pineda. You know? We're talking about, you know? He's, I have my Mastermind. He's like, dude, he's joining CG as like, I'm good. I'm good. Right? And then he's like, Look, just go check it out. It's like, and I still ignored him. But Gary Harper said, you know, go check it out. Check it out, and I join us. Alright, well, I don't know how hard I would have to work to catch that guy. But it's just not worth the effort. Like, I don't think I can catch these guys. So we just put that as I so I just want to put that out there for the listeners. Like I think there's, there's tremendous, tremendous value but one thing And I've had this because I, You know? I still have my own education program. What do you say to people that say, you know, well, it costs money. Like, why would I buy it?

J

Jason Medley 30:10

Yeah.

S

Steve Trang 30:10

And I know we kind of touched on it. But what would you say to someone that's doesn't believe in paying for education?

J

Jason Medley 30:16

Yeah. Well, I would first of all tell you that I probably wouldn't say a whole lot just because like, if you're at a point your life, we don't believe in paying education, you're probably not a good fit are gonna find value each other in the first place. Right? I don't mean that that probably came with that. That's not meant to come across as arrogance. But like

S

Steve Trang 30:33

Just different phases in our journey.

J

Jason Medley 30:34

Yeah, like, I mean, I'm almost 50 years old. I'm looking to learn every single day. Right? So I probably wouldn't say a whole lot, right? But if I was forced to answer that question, I would say what you're paying for is not only knowledge, right? But it's really more about what we just talked about a minute ago, you're paying for speed. Right? Paying for speed. That's what you're buying, in effect is speed, you can go out and beat your brains out yourself, knock it out, right? But if you want to do it and do it faster, if you want to close

that gap between what your today is, in your rate, your vision for tomorrow is faster. That's what you're paying for. And it's not always necessarily I find in most cases in Masterminds. It's not that you something is being shared with you. That is like some big revelation. Right? It's how to do what you're doing better. people join Masterminds because they have a relentless pursuit of excellence.

 Steve Trang 31:30  
Right

 Jason Medley 31:31  
Right?

 Jason Medley 31:32  
And for me, it's not just like, oh, why would I pay for that? I want to come pay to learn, first of all, you pay for everything. Were you going to college. Or you're going to a seminar or whatever. Right? You'll pay. You know. And the reality of it is better question, I think is, is it an expense? Does it become an expense for you? Or does it become an investment? Right? And that's where the reality of it hits the road. Well, I mean, we might as well talk about somebody who I talked about, like a guy like a Marck De Latour, he invest \$25,000 a year in CG right? He'll sell over 150 properties this year. Over 150 properties this year, to another member in CG.

 Steve Trang 32:11  
Wow.

 Jason Medley 32:12  
Right?

 Steve Trang 32:12  
I didn't know that.

 Jason Medley 32:13  
Yeah. David, David Phelps.

S Steve Trang 32:15  
Oh

J Jason Medley 32:15  
Right? That we're not to David, but through his organization, over 150 properties, right?  
Let's take I don't I don't want to pull your skirt down.

S Steve Trang 32:23  
That's fine. Do whatever you got to do.

J Jason Medley 32:24  
Right? But let's, How long you've been in CG?

S Steve Trang 32:27  
Coming up a year, I just got my renewal.

J Jason Medley 32:29  
I won't I won't get out the calculator. But how many people from Collective Genius as of today? Do you have as your training their sales teams?

S Steve Trang 32:39  
As of today, I want to say is about 33-34. I think by the end the tomorrow be over 40.

J Jason Medley 32:45  
Okay, so I'll let you guys calculate this at home. But Steve charges for collective genius members. \$1,000 a month, right? So he said by tomorrow, he thinks he'll have 40. So I'm gonna let you take 40 times 1000. I'm like you multiply that times 12. And that should absolutely answer the question as to why you'll spend money to join a Mastermind? Fair?

**S** Steve Trang 33:06  
I think it's pretty good ROI. I think it's a pretty good return of investment.

**J** Jason Medley 33:08  
Yeah. I'll trade 400 grand for 25. Yeah

**S** Steve Trang 33:12  
It's tough.

**J** Jason Medley 33:12  
Yeah. Right. Yeah.

**S** Steve Trang 33:14  
Well, that goes back to that transactional funding your partner. How many of these can I do?

**J** Jason Medley 33:18  
Yeah, right? And that's why, if you got a question, I mean, even whether it's Collective Genius, or it's another Mastermind or whatever, like, that's, that's the answer. You know? That's the answer.

**S** Steve Trang 33:30  
So guys, please ask your questions. I mean, Jason, I can't say he's an expert and all those things, but he knows he's had intimate conversations with the top flippers wholesalers, self storage guys, talking to guys with funds, whatever it is, please guys ask your questions. Because if even if Jason can't answer the question, right now, he gets pretty darn close to it.

**J** Jason Medley 33:53  
Well, you know, the funny thing is, is most the time my answer involves seeing let me put you. Right? That's my.

S Steve Trang 34:00  
That's your superpower.

J Jason Medley 34:00  
Yeah, that's my I know who's good at what and so a lot of times someone may ask me a clinical question about real estate and the reality of it is I don't know the answer, right? I'm very active investor, but mostly in syndications, etc, right? I don't and I lend a lot of money. I don't I don't really flip houses, per se. And so anything that you are house flipping most of the time, it's like, let me put let me introduce you to someone. And let me introduce your someone. Right? And I don't know. From there, that's where the magic happens. But I'll field any questions, you know, can make some sense of it. Um, one other thing I wanted to say though, is because, you know, we just talked a lot about business when you asked me about, like, what is CG today? And the thing that I want to stress is it is so much more than everything we just talked about, right? Like I was rushing to get over here, because almost 30 of us were out riding razors together. You know? Bunch on a whole another group got up to a camel Camelback Mountain this morning. Right? Like it's, it's a bunch of folks doing life together, above and beyond just a business, whether it's having fun like that, or, you know, we do mission trips to Mexico and build homes together and

S Steve Trang 35:03  
Or South America, right?

J Jason Medley 35:04  
Yeah, we've got a group going to Guatemala, there's a massive landfill down there. And a community literally is built around a landfill and they're the way they make their livelihood is picking recyclables out of the landfill, right? It's crazy. And we back an organization that feeds these those people, right? A meal for them is a big deal. And so we have on an arm called the Generous Genius. I'm just getting a vision, a vision of vision right now. Have you in your costume in December right?

S Steve Trang 35:33  
Wow. Yeah

- J** Jason Medley 35:35  
We do some crazy stuff to raise, raise some money and help some people. But my point is, it's just so much more than just making money.
- S** Steve Trang 35:43  
It's not just about money.
- J** Jason Medley 35:44  
Yeah
- S** Steve Trang 35:44  
Not just about business.
- J** Jason Medley 35:45  
No.
- S** Steve Trang 35:46  
It's community and impact.
- J** Jason Medley 35:47  
Yeah, that's really what we are, you know, we started out, we, you know, would label it a Mastermind, but now it's become, and that's what I like to call it as a community. And, you know, the entrepreneurial journey, man this is hard. And a lot of times you don't feel understood, and you want to spend time around people that you feel like understand you.
- S** Steve Trang 36:03  
Well, especially. I was, who was I talking to you about this? I don't particularly care for traveling, which is ironic, you know, and I know we're gonna talk about you and you're traveling and how do you well snobbish with your travel. But I don't particularly care for traveling, my wife loves traveling. But what ends up happening is you're traveling across the country to go these events. Because you can't find the best people in your own backyard. I wish you could, right? Even here where we're the guru capital.

J Jason Medley 36:30  
Yeah, yeah. We have pretty good backyard.

S Steve Trang 36:31  
Yeah, we got a pretty good backyard. But if you want to meet the best operators, you've got to travel across the country. And so anyway, I don't know where I was going with that. I just want to throw that out there that the traveling component is important as well. Alexis Adams wants to know, what is the best way if you'll approach or lender to fund a deal? What is, What would be your approach?

J Jason Medley 36:53  
Um, of course, I'd want to dig into that and be good details about where she's at in her career, but I'm going to assume she's fairly new

S Steve Trang 37:00  
Earlier. I would imagine

J Jason Medley 37:04  
Okay. The thing that I would say, if I was pretty new, I would approach it with a plan more so than, you know, a lot of times the biggest mistakes that people make is they like, well, what are your rating terms? Right? Well, immediately, you've relinquished control the moment you ask that question, or the ability to negotiate most cases, right? And at the same time, we're battling, trying to negotiate with the fact that you're new. Right? So I think the the thing that makes a lot of real estate investors, great. The biggest transition I've seen when people were getting really good at raising money is that they offer a program or a set of rating terms, instead of just walking in, you know, and what are your rating terms? And our best of the best say, hey, here's what we offer, right? Like, we offer 12 month loans at a 7% interest rate. We're gonna whether your money is active or not, you know, if we sell flip the house, it's a month before we buy another one, where we deploy your money, we're gonna pay you regardless if the money's in use or not 7% annualized. Here's your that's what it looks like. If you're in you know, so I would encourage you to come with a offering, otherwise, you're gonna end up paying for and 12 or something like that. But I think the reality of it is, you've also got to, if you're new, you've got to appreciate the fact that you are new, and this is risky business in your first time or two, you're probably going to get schooled

**S** Steve Trang 38:25  
Popped in the mouth. I think that's familiar.

**J** Jason Medley 38:27  
Yeah, might get popped in the mouth. And so you've got to understand the risk associated with that, you know, everybody always says, right? All they did was send a wire, you know, you know that's it, you know, well, that that's how it goes sometimes. And sometimes it doesn't go like that. And so I would just approach it from, you know, being honest about where you're at, you know? Tell him that you're looking for someone to partner with you on the deal, right? A lot of folks start out, they got to give up 50% of the deal, because of the risk because of the overruns. Because you don't really know what you're doing. You don't know how to manage the project, et cetera, et cetera. And ask someone if they will go in partners with you, if you really want to put them at ease. If you've been successful in other areas of your life, and you're struggling to get struggling to get someone to invest in you, if you have any other assets that they could cross collateralize you know, if you have a, maybe you've got a rental property that's free and clear. And maybe you have a ton of equity in your home or maybe you know, like, the more security you can give someone and make them feel secure, the better you're gonna be off. But um, you know, I would just start the conversation, not ask, just tell, you know? If you the biggest thing about raising private money is you need to create, the ability to have a conversation, right? What do you do? Well, you know, we help people, you know, put inactive money to work and give them great returns. Well, what does that look like? You know, you got to pique someone's curiosity. So you got to really, there's no magic bullet. It's really just being attentive and understand that you have the ability to create the opportunity to have a discussion like that.

**S** Steve Trang 39:58  
Right

**J** Jason Medley 39:58  
Right?

**S** Steve Trang 40:00  
So Robbie wants to know if you were going to start on your own wholesaling? What are some tools that you will start off with?

J

Jason Medley 40:08

Yeah, um, you know, the crazy thing is now we were talking about this at CG. It's gotten so easy because of the tools that are out there. It's no longer just like a CRM, it's this. It's like CRM with all these bolt-ons, right? Do you want to send mail, you click this button, you want to have the virtual assistants doing dialing for you click that button, right like, and then they've got everything behind the scenes outside of just the functions of managing your customer, right? But how to get more customers. And we've got a great guy in our organization. His name's Gary Boomershine, and he's got a CRM with everything attached to it, it's he owns realestateinvestor.com if you were to go there, he's got, again, anything you could ever need and want. But if I was going to start barebones, didn't have any money. I would, I would focus on what's called co-wholesaling, where, you know, go to other wholesalers in your area that are successful, right? Either offer to work for them or offer to sell their homes or bring them buyers, right? Which again, in this market, they're everywhere.

S

Steve Trang 41:15

They are, well, you know, but you mentioned, you know, working for them, because that's something that I always preach, and is that maybe the most popular thing, but when someone's new, I always say just go work for somebody else. Learn on their dime.

J

Jason Medley 41:26

Well, again, we talked about buying speed earlier. Yeah. Right. Like you can go study and go get on courses, but until you get in the streets, it's a different ballgame. All right.

S

Steve Trang 41:34

You can read the manual.

J

Jason Medley 41:35

Yeah, yeah, you read the manual, you can get some, you know, some real experience and granted you can read the manual and take three years to get where you're going You ain't gonna work for somebody for a year. And it's like getting the lights turned on.

S

Steve Trang 41:50

Yeah. Well it's all the context. I mean, even like me, even if you get you crushed in college,

right? You got this fancy degree. Yeah, you go work for corporation, you're coming brand new. You're as as as raw as can be.

**J** Jason Medley 42:04

So I apologize to I feel terrible as somebody I we work with, you know, typically a more experienced investor. So I feel like I'm not doing very good.

**S** Steve Trang 42:12

That's right. No, I think I think I think it was a good answer. So Reginald Davis wants to know, when or what do you think will be the next big shift in today's real estate market?

**J** Jason Medley 42:24

Yeah, you know, that's the question everybody wants to know right now and I'm when I'm, when I'm gonna take a stab at what big shift means and that's with regards to when the market might change, i guess. You know, when COVID first happened, we kind of told everybody to brace brace for impact, but with the the reality of it with all the stimulus in the shortage of inventory.

**S** Steve Trang 42:51

Helicopter money was what you were calling.

**J** Jason Medley 42:53

Yeah, right. Yeah, you get this vision of the government, you know, somebody from the government flying around a helicopter, just just, you know, keep doing it, keep doing it today or yesterday, a \$1.9 million, right?

**J** Jason Medley 43:04

Trillion. I meant, yeah. Yeah, just T with a trillion. And so I think that we've got another several years of a good ride, man, I really do. Even though at the same time, I feel like things are bubbly. I think with all the liquidity that's in the marketplace, and this lack of inventory. You know, I think we've got a good ride. I think it's gonna be several years even though everybody says, Oh, well, there's a lot of people haven't been paying their mortgage and you know, they're gonna take the moratoriums off foreclosures. And I don't think that that's a big enough number right now to where we're going to have like this glut

of inventory. Right? But I think I think right now, a lot of people are moving more so into new construction and building from the ground up instead of just rehabs because of the entry level housing affordable housing is I mean, that's just like a no lose proposition

**S** Steve Trang 43:04  
Trillion

**S** Steve Trang 43:57  
Yeah all. That's the reason why we prefer to flip under the median market price. Because it will always

**J** Jason Medley 44:03  
Yeah

**S** Steve Trang 44:03  
Always sell.

**J** Jason Medley 44:04  
Worst case you get stuck, you keep it

**S** Steve Trang 44:05  
Yeah

**J** Jason Medley 44:06  
You know, but I think that right now, you know, new construction built or built building to rent is huge man and funds are coming back in the market.

**S** Steve Trang 44:16  
A lot. A lot of money's coming into Phoenix. I know for sure.



Jason Medley 44:19

Yeah. Building a house.



Steve Trang 44:20

The conference was that that I was talking about that at the last CG



Jason Medley 44:23

Yeah, and if if a lot of you are in to is newer buildings to rent means basically you're literally building a home or rehabbing a home, to put rendering into it to sell it to someone whether it's a doctor, lawyer, dentist, whoever were fond, who just wants a performing asset. Right? And that's that's a huge that's a huge trend right now.



Steve Trang 44:42

It is



Jason Medley 44:43

Manufactured housing too is is is something I see really big, lot of guys in CG buying lots and literally ordering homes and dropping them on there versus building from scratch.



Steve Trang 44:55

Yeah, we've done really well with manufactured homes, and I think BJ was was pushing also a couple of CGs back. I want to congratulate you. I don't think I've ever heard anyone talk about real estate market has been bubbly. So I've never heard in that context before, but I think that's really cool.



Jason Medley 45:08

Yeah, I think it's a, you could look up you very easily say it's bubble right now.



Steve Trang 45:12

Yeah.

- J** Jason Medley 45:13  
Right?
- S** Steve Trang 45:13  
Yeah.
- J** Jason Medley 45:14  
And
- S** Steve Trang 45:14  
Bubbly, bubbly, just
- J** Jason Medley 45:16  
Oh, it's a great time. I mean, we were talking about it this week, right? Like, everybody's killing.
- S** Steve Trang 45:21  
Everybody's crushing.
- J** Jason Medley 45:22  
Yeah, if you can't make money in this market. Probably, we probably better find something else.
- S** Steve Trang 45:27  
Alexis wants to know, what are some of the keys to get to the next level?
- J** Jason Medley 45:31  
Mm hmm. Now this I got a good answer too.
- S** Steve Trang 45:34

Yeah.

**J** Jason Medley 45:35

Right? So one of the things that we're always talking about at CG is the difference between flipping houses and actually running a house flipping business. Right? You got a perfect example hanging out there on the wall. We'll talk about that. And that's also when you ask about CG, we have our upper level tier, and then we have a lower level tier called Premier, or Select I'm sorry, for folks doing like 20 to 50 deals, right? They're still effectively flipping houses. So how do they how do you go from flipping houses, to run house flipping business, and there's a lot of different things there. And that, first of all, you have to embrace it, you're not going to do that, or you're not going to do well without building a team. And building a team is for most difficult, right? Because in order to get to a spot where you can have a team, you spent so many years in isolation, basically beating your brains out, on the grind

**S** Steve Trang 46:26

Working 70 hours a week.

**J** Jason Medley 46:27

Yeah. And then you get to a point where you're, you're so such a driver, such a grinder that when you build a team, you have start investing into your team, it's kind of like, you don't really know how to do that, right? I'm just trying to do what I'm trying to do over here, make me money, leave me alone, right? That doesn't work, right, you have to begin pouring and investing into other individuals, so you can continue to grow your organization. So building a team is huge. How do you build a team? Right? Why would someone want to come work for you. And that's when you really have to look, and you got to say I got to, I have to have something bigger than just a company that makes money, right? I'm going to create an organization I've got to find, put something in place here, right, a vision that's bigger than just flipping houses that people want to attach to. And that typically means that you've got to have a vision, a mission, core values that you can share. So when people are making a decision to go come onto your team, it's it's, you're defining what you stand for, and what you stand against. And then those people are going to make a decision about whether or not they want to work for you based upon those principles, right? What you're doing, what you're trying to accomplish, and who you're trying to help. So really getting to a point where you've got a bigger purpose than just flipping houses or buying rentals or whatever it is you do. And then getting people engaged into that bigger purpose, right? You're all on a journey together on a mission

together. So I'd encourage you to think about what that is, and then establishing a set of core values that you're going to operate within. And if someone if you're going to hire someone or fire someone, it's based on those core values, right? Then you can start building a team. But then once you build a team, you got to hold that team accountable.

**J** Jason Medley 46:50  
How do you manage to retain them?

**J** Jason Medley 48:07  
Yeah, how to Yeah, hire and train and retain them. It's a whole animal in and of itself. And holding them accountable is something a lot of entrepreneurs also struggle with. Right? I struggle with, right? Um, and so you know, then you gotta, how do you hold him accountable? You got to create KPIs, right? What's what KPIs how are they different set of KPIs for my sales team that I have for my construction manager? Different set of KPIs for the person managing my social media? What are the KPIs? Oh, my gosh, right. numbers, numbers, numbers, numbers, data has to become your friend. Right?

**S** Steve Trang 48:40  
Right.

**J** Jason Medley 48:42  
So I think those are some some key things. And as you transition into building an organization, right? That you've got to really put realistic, realistic focus on and it's, I really, I truly believe that you're only going to go so far being selfish. Right? Are you really truly. How many? I want to think I've shared with you, and I don't want to share the details of it. But there's a person on my team. It's been with me for a couple of years. And I've told you like, one of my biggest goals is just Leon. Right? Right? That's, I want to raise that dude's roof. You know? Everybody on my team, right? Like Bailey, and that you have to have a passion for empowering people.

**S** Steve Trang 49:30  
All right

- J** Jason Medley 49:31  
Now and seeing them grow. Same with who you're buying, if you're buying houses from right? Can you really helping people? You know, and I think as long as you get into a spirit of truly helping people, your success is going to be measurable. You know, I always say money is my result is not my pursuit.
- S** Steve Trang 49:47  
Yeah, it's how you keep score.
- J** Jason Medley 49:49  
Yeah, yeah, it's not it's not my It is my result. Right?
- S** Steve Trang 49:54  
That is not the destination.
- J** Jason Medley 49:56  
No
- S** Steve Trang 49:57  
No
- J** Jason Medley 49:57  
It's not the pursuit. The pursuit is to help people to pursuit is to help Steve Trang get more customers, and I know that if I do that, I'm going to make more money.
- S** Steve Trang 50:05  
Right.
- J** Jason Medley 50:05  
Right?

S

Steve Trang 50:06

Absolutely. And that's our, I've always said from when I first started this journey, right? Zig Zigar, you can get whatever you want in life. As long as you help enough other people get what they want in their lives.

J

Jason Medley 50:15

And pretty soon you realize that, you know, bidding pennies on where you live, but the majority of across the country, it takes work to spend more than \$250,000 everything you think you want houses, cars, kids, good to get good education, go on some nice vacations. Like, really, it takes work after that, you know. And so once you reach that point where your needs are so far, so so well taken care of, then you really start to look like way beyond money. No, I enjoy making money. I'm not discounting that. But you reach a point where it's it's not an adrenaline rush, like it was once was.

S

Steve Trang 50:54

Yeah. And I think that if we look at you know, that we're talking about the the tools and everything really how like, you know, all these push buttons? And to answer you know, Alexis' question, if you look at a lot of people that come on the show, they've been super successful, A, a lot of them actually, a good number of them were actually from Collective Genius. I didn't know what Collective Genius was really at that time. Right? So a lot of the guys that have come onto the show, you've interacted with, you got Eric Brewer, you got you know, Jack Bosch, you got Doug Hopkins, a lot of guys are, you know, affiliated with with you guys. But the key difference between the people that have been on the show, and the ones that, you know, are still struggling, is that they treat it like a business. They're not a flipper, they run a flipping business. They're not a wholesaler. They're in a wholesaling business. Yeah. And so I think what you just answered, that was a great segue for the next question from Daniel is, how did you? How did Jason create such a successful Mastermind that attracts individuals that are of I'm guessing my caliber or people ahead of me? Like how do you? How do you create that?

J

Jason Medley 52:02

Well, I would say, first of all, that was my intention was to create my focus is and has been for a higher level investor. Right? So the biggest thing is just making that decision from the get go, right? We're not, I'm not, I don't have an organization, it's got to teach them when to flip their first house, right? So I made a decision. They want to focus on a higher tier investor. That's number one. Alright. Number two. I think the thing is, is once I began to

really understand my ability to connect people, the results begin to show up for those people, right? I've never been one, you always tell me that you're terrible self promoter or terrible promoter of even CG, right? Like, dude you're terrible. But the results we've created have spoken for themselves.

**S** Steve Trang 52:49  
They have

**J** Jason Medley 52:49  
Right?

**S** Steve Trang 52:50  
They have

**J** Jason Medley 52:50  
Yeah, that's why that's why you're here. Right.? And we had a couple of people banging your drum. Right?

**S** Steve Trang 52:54  
Yeah.

**J** Jason Medley 52:54  
Um, and so I think the way that I've done that is when I set my mind to focus on a particular caliber of investor and number two, is that we focused on focus on creating results for those human beings, you know? And then to get really raw is, especially if you're trying to build something, right? Like, I can out suffer. The average human being. I'm relentless. You know,

**S** Steve Trang 53:27  
I know, I know

J

Jason Medley 53:28

Out suffer. If you're trying to build something magnificent. That creates a legacy and the changes and impacts people's lives. It is not going to be this just rosy walk in the park, right? Like I get up every day and push the rock right, you know, constant, relentless pursuit of excellence. Yeah, you know, and I just don't deviate from that.

S

Steve Trang 53:51

Well, I think that's the key though. Because everyone we're chasing, you know, happiness, which I think is mistake, but you're chasing, you're chasing this chasing that. What price are you willing to pay? Right? Like, I've said this before, in other places, you know, like, I wish and sometimes I could be happy seeing an apartment. Playing a PS5. Alright?

J

Jason Medley 54:13

God didn't wired me that way.

S

Steve Trang 54:14

No, I can't do it.

J

Jason Medley 54:15

And if you did, that's fine. If that's, that's cool, right? Like, I'm not. Not everybody's meant to be an entrepreneur.

S

Steve Trang 54:23

I'm not saying that's a bad thing.

J

Jason Medley 54:24

No, me neither.

S

Steve Trang 54:25

Right. There are times where I wish I could be like.

- J** Jason Medley 54:27  
Yes, I envy people that have that level of like, I have to use the word peace, I guess
- S** Steve Trang 54:32  
Contentment.
- J** Jason Medley 54:33  
Yeah
- S** Steve Trang 54:33  
Right, But I'm always dissatisfied. I'm happy. But I always know it could be better. And that's what keeps pushing me. The reason why I wake up at 5am to go run sprints, you know, I'm a 41 year old man. Yeah. Right. Instead of the comfort under the blanket. So yeah, I think your point here is that you're willing to out suffer is a point I just wanna make sure people don't miss
- J** Jason Medley 54:55  
Yeah
- S** Steve Trang 54:56  
What are you want what with price?
- J** Jason Medley 54:57  
I hope they're watching because like the way I was you you know, like we were, we were connecting right there like I can out suffer the average human being. Right?
- S** Steve Trang 55:06  
Yeah, it's the key.
- J** Jason Medley 55:07  
Yeah. Like and people ask how you do this. It's like it's not it's 11-11 years, you know, 11

years. That's, that's, you know, just everyday, just pushing the rock. Right?

**S** Steve Trang 55:20  
Which is kind of funny because yesterday we were talking, and you're like, I'm busy. I'm working. I was like, What are you working on? In which you didn't. I don't think you'd like that question. Because like, you can't be asking like, Steve can't be asking that question.

**S** Steve Trang 55:35  
Yeah, I don't I mean, if I wanted to coast at this stage in my life, I could coast

**S** Steve Trang 55:41  
Right. But you go crazy.

**J** Jason Medley 55:42  
I would go crazy, right? I just enjoy progress. I enjoy building something I enjoy navigating. The different levels of progress

**S** Steve Trang 55:56  
Well the joys in the journey, which I think a lot of people miss.

**J** Jason Medley 55:59  
Yeah. And yeah, there is no, there really is no destination, or you said some about chasing happiness. The first thing popped in my mind is you can't chase a choice.

**S** Steve Trang 56:06  
No

**J** Jason Medley 56:07  
Right. Happiness is a choice. It's not something you attain, it's not something you buy, it's not some destination you reach. That's happiness is a choice. You can't chase, you don't don't chase a choice.

**S** Steve Trang 56:16  
Right.

**J** Jason Medley 56:16  
You can choose right now, whether it's sitting on the couch playing Nintendo, or it's building a Mastermind, or it's building a killer podcast studio, there were scenery. You had to be happy, regardless of whatever you're right? But it is your choice.

**S** Steve Trang 56:30  
Right

**J** Jason Medley 56:31  
You know? And I know that probably sounds funny, after I just said, I cannot out suffer you, but because you said Oh, are you miserable. No, I'm not. It's not about misery. It's just about being you know, God wired me in some way to be pursue excellence in every facet of my life. And now, I don't want to say that was a disclaimer, right? I've got license, I got parts of my lives that I'm not happy with or not proud of, or massive areas of improvement. So I don't say that from like, you know, up on the soapbox, you know, not in any way, shape or form.

**S** Steve Trang 57:06  
So Alex Barriantos wants to know, his question, what was the biggest struggle in your first few years, but you've had an incredible journey, we have a lot of different things, a lot of different, you know, experiences. So what would you say were your biggest struggles in your early years in any of the facets of a business?

**J** Jason Medley 57:26  
I think the biggest struggle when I started CG was getting people to believe in my in my vision, right? There was really no

**S** Steve Trang 57:32  
Well you're a pioneer.



Jason Medley 57:33

Yeah, I didn't. I'm not the guy that invented Masterminds, but I'm kind of one of them. Yeah, if you will, the pioneer of Masterminds in real estate investing space.



Steve Trang 57:41

Yeah.



Jason Medley 57:41

Right? And so, you know, selling people, if you will, the idea that I'm going to put you in a room with a bunch of other smart people, and we're gonna compress the amount of time it takes you to do what you want to do and accomplish what you want to accomplish. And the connections in and of itself. You know, I'm good, man, I'm already making \$2 million. I don't need to show up there right now, we're gonna put you're on a bunch of great people, we're gonna have some fun. We're going to help you progress and get you results faster. Right? Getting people to resonate with that, when it wasn't really being done was was was challenging. And it's not just not just the having them believe in that vision. But it's also it's a commit it's a commitment.



Steve Trang 58:20

Yeah



Jason Medley 58:20

Right? It's, you know, most of our members, we meet four times a year at CG Premiere three times for CG Select, but at the end of the day, even if you come to us, I'm not going to come to one I'm gonna come to three of them, but not all four of them. At the end of the day, if you if you've got a business, you got wife, you got kids, you got a husband, active family, blah, blah, blah. three trips, a year's is a commitment. You know, I mean, COVID made has actually made us better because we've we've put together a very dynamic virtual experience. But prior to that, it was always physical and physical alone. So getting people to make that level of commitment was



Steve Trang 58:56

Yeah, it wasn't just the time, or it wasn't just the price commitment it's a time commitment.

J Jason Medley 58:59  
Yeah yeah. It's an investment in a multitude of ways. Right-

S Steve Trang 59:02  
Um, you says, we started around 2010.

J Jason Medley 59:04  
Yeah, yeah, yeah. 2010.

S Steve Trang 59:06  
Yeah. So I got into coaching around 2010-2011. Right. In my own, just on a traditional real estate side.

J Jason Medley 59:13  
Yeah.

S Steve Trang 59:13  
And I can say, up until that moment, right? Because I was a realtor. I wasn't a real estate agent business. I was just a realtor.

J Jason Medley 59:22  
Yeah

S Steve Trang 59:22  
I was dealing with the buyers, I was dealing with the sellers. Right. And so at that time, if someone were to say there's a roomful of people that are super successful, and they just share their secrets, I always say get the hell out of here. Ain't buying your bridge.

J Jason Medley 59:37  
Yeah

S Steve Trang 59:38  
Right? Or your swag, or whatever it is you're trying to sell

J Jason Medley 59:40  
Yeah

S Steve Trang 59:40  
Get out of here.

J Jason Medley 59:41  
Why would they do that? Why would they share their secrets.

S Steve Trang 59:43  
Right? And so it wasn't until I got into coaching where I was in a group full of the most successful people in the country. He's like, oh, wow, there are people that actually sit together and share their secrets.

J Jason Medley 59:54  
Yeah

S Steve Trang 59:54  
Right?

S Steve Trang 59:55  
So I can totally imagine how hard it been for you to pitch it because 2010 this guy was not believing that guy was not buying it.

J Jason Medley 59:55  
Yeah.

J Jason Medley 1:00:01  
Yeah, most people. Yeah. They can't quite register that people will do that that they have sharing. You know, it's funny. The other thing that we tell you, you heard this this week, there aren't really any secrets. Not only excellent execution

S Steve Trang 1:00:16  
Yeah

J Jason Medley 1:00:16  
Right? There are times when something new comes up in our space, of course. But the reality of it is, is that it's really about execution. Right?

S Steve Trang 1:00:24  
Well, that's what separates you.

J Jason Medley 1:00:25  
Well, yeah. And you will look at someone, we're doing x while we're doing that, oh but they're doing so much good than you are. Right? So they're running circles. So will you help me? Right? We're doing this over here. Right? But you are doing it 10 times better, 10 times faster than we are. When you show me how you're doing it? That's where the magic happens.

S Steve Trang 1:00:49  
Well, my plan for my team, is we're gonna take Jason Lewis' presentation. We're gonna watch it once a week.

J Jason Medley 1:00:56  
Yeah. Because it's so if you just pick that one thing. Yeah. You can work on that for a quarter.

S Steve Trang 1:01:01  
Yeah

J Jason Medley 1:01:01  
Right?

S Steve Trang 1:01:02  
Right.

J Jason Medley 1:01:02  
Yeah.

S Steve Trang 1:01:02  
So we can go from profitability, you know, the 25 to 40 range. To 60.

J Jason Medley 1:01:08  
Yeah. Yeah. Jason did a presentation on he's running high. 60-70% margin.

S Steve Trang 1:01:13  
Yeah.

J Jason Medley 1:01:13  
Right. Because of execution.

S Steve Trang 1:01:16  
And because of that presentation, I'm gonna hire more bros.

J Jason Medley 1:01:22  
Yeah, that's funny. More Bros. Right. Yeah

S Steve Trang 1:01:25  
We need more Bros.

**J** Jason Medley 1:01:26  
But yeah. That's, that's what it is. That's, that's they've referenced. Right? Jason got up and did about a 90 minute presentation. But how he's created almost a 70% margin in his business. And gave it that level of detail was was amazing, right? Here's who I hire. Here's how I hire him. Here's what their profile looks like, here's, here's their descriptions. Here's the KPIs. here's, here's, here's the, here's everything.

**S** Steve Trang 1:01:49  
Yeah.

**J** Jason Medley 1:01:49  
Right? And it's not only that, it's like he did the 90 minute presentation you have refriended Jason, you can now call him up at any point at any time, and say, Hey, I'm a little unclear on this piece right here.

**S** Steve Trang 1:02:02  
Yeah

**J** Jason Medley 1:02:03  
Right? Can you walk me through that? Or can we get on a zoom? And hold on hold my hand? Right?

**S** Steve Trang 1:02:08  
And he will

**J** Jason Medley 1:02:08  
Yeah. Or he might say, hey, let me get my integrator. My COO, on the call with your COO who's responsible for executing it. Let's let's get them to the room. Alright

**S** Steve Trang 1:02:15  
And Jason and I are both Darren Hardy superfan so we're actually going through Hero's Journey.



Jason Medley 1:02:20

Yeah yeah. Yeah, that dude. He's, he's Darren Hardy, is a Savage.



Steve Trang 1:02:26

What is so Dan, has a follow up question was one piece of wisdom you shared entrepreneurs earlier, in their journey? A lot of them so what's one piece?



Jason Medley 1:02:36

Yeah, one. Wow, one piece that is super hard. Maybe that in and of itself, maybe what I just said. And it's not meant to be discouraging, but more sort of preparing for the journey. I said one piece that's super hard. It's gonna be super hard.



Steve Trang 1:02:55

Yeah.



Jason Medley 1:02:56

Yeah. And again, that's not in any way shape or form to be sound discouraging. But just that you're gonna have to be relentless.



Steve Trang 1:03:05

Yeah, well, and I think that's the reason why. You look in our room, right? I think it was a Gary Gary Harper said, like, you know, Mavericks are like less than 5% of the population. But there are a crapload of Mavericks. I think Collective Genius.



Jason Medley 1:03:20

Mavericks, strategists. Yeah, there's a bunch of like, me and Frank, Frank's a strategist. There's a ton of strategists and Mavericks and CG



Steve Trang 1:03:27

Right. And the reason for those guys who know we're talking about if you look at just a disc profile, that's D, right. super high D.

J Jason Medley 1:03:32  
Yeah. It's literally yeah, you're just like a diagnosis of your personality.

S Steve Trang 1:03:32  
Yeah

S Steve Trang 1:03:36  
If your super high D. But the reason why is because there's gonna be a lot of days that suck.

J Jason Medley 1:03:36  
Yeah.

J Jason Medley 1:03:42  
Yeah.

S Steve Trang 1:03:43  
And you have to persevere.

J Jason Medley 1:03:44  
Yeah.

S Steve Trang 1:03:44  
And overcome.

J Jason Medley 1:03:45  
Here's the crazier part, right? You do that you're ruthless, you're relentless to get to a point where you can have this vision of life that you envision that you think will be how you want it, right? And one of the biggest things that came up this week at CG was once you actually arrive at that spot, right? Where you look up and you're like, wow, like pretty much everything I had seen. Everything I had envisioned is real in my life, and the very

habits, the very ruthlessness that you had embodied, to get to that spot, are at the very same habits that must be broken in order for you to actually enjoy it.

**S** Steve Trang 1:04:29  
Yeah. Is deep.

**J** Jason Medley 1:04:31  
Yes. Yeah. That not like, you got to let that simmer for us

**S** Steve Trang 1:04:37  
Right

**J** Jason Medley 1:04:37  
The very habits of ruthlessness of just dogged determination of you know, every day, you know, closing that gap between your today versus your vision of the future. Like once you actually get to a spot like, wow, 99% of what I had envisioned is now here in order for you to be able to actually Enjoy it and to be the father or the mother or the husband or the wife or or, you know, to actually, you, you actually have to break some of those habits.

**S** Steve Trang 1:05:11  
Well, it might be the reason why there are so many athletes that retire and come back.

**J** Jason Medley 1:05:17  
Yeah.

**S** Steve Trang 1:05:18  
Because I can't be that guy that's retired.

**J** Jason Medley 1:05:20  
Yeah. And I don't even know that it's about returning as much as it is like, I'll give you I'll just give you some examples, right. I'm there as if, when I'm running CG in the hot seats.

I'm taking what your all's needs are, and helping you close the gap. But I'm also taking wins and writing down my own personal things, I need to change things I need to shift, right? And the majority of them were not business wise, they were commitments to like. And I want to make sure as I classify this, it's like, I'm a good father, I'd take my little girl to school we read at night, I put her to bed several nights a week, my wife and I are a great team. But I do work every day. I do go to work every day and I push. And I thought to myself, why is it? Why is it that? You know what my wife and I have date night every Friday night. But why don't I once a week or once every two weeks? go to lunch with my wife. I can. But I've gotten but to get to the point to where I can is required habitual patterns that must be broken now that I can.

**S** Steve Trang 1:06:27  
Yeah

**J** Jason Medley 1:06:27  
Right? Why is it that I don't once a week or once every two weeks, go and pick up Eva at school at 2:45 in the middle of the day, and don't go back to work. Not that I don't want to. It's just 1000 of those habits that got to the point where I could be able to go and pick up at 2:45 in the middle of the day and not go back to work. Or the habits have to be broken.

**S** Steve Trang 1:06:49  
Right.

**J** Jason Medley 1:06:50  
Right?

**S** Steve Trang 1:06:50  
Yeah

**J** Jason Medley 1:06:50  
Yeah.

S Steve Trang 1:06:52  
Now you're speaking to me right now.

J Jason Medley 1:06:53  
Mm hmm. Right?

S Steve Trang 1:06:55  
Yeah.

J Jason Medley 1:06:55  
Yes. I'm harnessing that drive when he has become the whipping beast that you have to just every day. And now saying, I'm here. Not that you can continue to grow. Not that you can't continue to push not that you can continue to strive but maybe need to divert. I'm hitting you right?

S Steve Trang 1:07:17  
You're hitting me, right

J Jason Medley 1:07:18  
I mean to well. I mean too

S Steve Trang 1:07:23  
Well Steve something I gotta think about

J Jason Medley 1:07:24  
Yeah. Yeah, that's the other thing too about CG Ma, any other ma mother master go a Mastermind will have the right Mastermind will peel back the layers of your heart. Right?

S Steve Trang 1:07:38  
Yeah

J Jason Medley 1:07:39  
Yeah.

S Steve Trang 1:07:39  
Oh, for sure. We've experienced that definitely. So is that a struggle? Or would you say there's a bigger struggle for you right now?

J Jason Medley 1:07:52  
I'm a control freak. Detail is like, it's like, you know, if you're looking at my birth certificate is like Jason Detail Medley. So although earlier, I'm talking about

S Steve Trang 1:08:04  
It is interesting cuz you're a driver and you love people.

J Jason Medley 1:08:07  
Yeah.

S Steve Trang 1:08:08  
Usually details does not that follow that

J Jason Medley 1:08:11  
Yeah, no, I'm a weird. I'm like a 50-50 split, visionary COO, like, you know. But I've reached a point in my life where I don't enjoy integration, anymore. Right? But again, it's been habitual. And so now I'm at a phase where I've got to really focus on letting some go letting letting go of things. And my team wants that too. Right? Like

S Steve Trang 1:08:36  
Not just want that they want not that just because they don't want you in it. They want that for you.

J Jason Medley 1:08:41

Well, yeah, they yeah. Oh, yeah. And that's, that's difficult to intake. Right?

**S** Steve Trang 1:08:52  
Right.

**J** Jason Medley 1:08:53  
Because as much as you want them to grow, they're kind of like, well, we want you to too

**S** Steve Trang 1:08:57  
Yeah.

**J** Jason Medley 1:08:59  
And yet, there's this, like, well, if you guys are up, here pushing, I need to be up here pushing, I'm will feel guilty

**S** Steve Trang 1:09:04  
Right.

**J** Jason Medley 1:09:06  
I'm gonna feel guilty. Kind of like, you gotta, you gotta come to peace with that, you know?

**S** Steve Trang 1:09:12  
All right.

**J** Jason Medley 1:09:12  
So that's very much very much where I'm at right now is just kind of like, and I've got a great team. Right?

**S** Steve Trang 1:09:19

You have an incredible team.



Jason Medley 1:09:20

Yeah, I mean, we got some, some fabulous people on our team. We need a few more to really like, you know, plug, plug some of the holes in our business. And I just that's that's, that's my struggle is is relinquishing. Or, you know, after that, we talked about that kick in the face in 2008. Well, after that happens once you'd carry around some scars



Steve Trang 1:09:42

Oh, yeah



Jason Medley 1:09:42

From that, you know, and everything you begin to, instead of focusing sometimes on well, if I hire this individual is going to give me more freedom, and after that first initial six months, it's not it's not gonna be an expense. They're gonna take us to the next level, right? But sometimes your first thought your first inclination your first knee jerk reaction is oh, you know that person's gonna be 15 grand a month or \$180,000 salary. And it's gonna be six months before they figure out what they're doing and another six months before they catch your stride, so, right, you start that that little wicked beast in your brain.



Steve Trang 1:10:15

Oh, because you've had the times where your expenses really high. Yeah, revenue was not



Jason Medley 1:10:19

Yeah, right. Yeah. So that's, that's a, that's a battle for me. I have to I hear that little eppp. You know, and you're like, Nah, I'm not having you today.



Steve Trang 1:10:30

Well, that goes, I mean, we talked about me personally, you know, we don't make the best financial decision as far as buying rental properties. We don't believe in the leverage thing. To the same degree that a lot of people preach. Because we went through it. And we saw who suffered. And who thrived. And the guys that thrived. Were really cash rich. And then they just bought properties cash.

J

Jason Medley 1:10:52

Yeah. Well, you know, it kind of goes back to our earlier conversation when we were talking about if you're new in the business, a lot of that, you know, that's part of the attraction to real estate on passive income. Passive income, right. Here's the reality of it. If you want to build a business, every time you get some traction, you take your strip money off, right? You can pay cash, because you're at a different level in your life. We're making a lot of money. Right? When you get started in your building, you're trying to if you want to make a career in real estate, if too soon, you begin taking profitability and buying rental properties, right? You're suffocating your ability to grow the business

S

Steve Trang 1:11:29

The oxygen

J

Jason Medley 1:11:30

Yes, it is the oxygen of growing the business right? So you're you're you're beating your brains out, like I'm killing myself, I can't hire anybody. You don't have any money to hire anyone and you don't have any money to hire anybody because you're putting you're buying rental properties, or you're suffocating the business. I you know, and you can you can carry that. You can carry that noose around here for way too long. I mean, there's, there's, there's guys in CG one, I think one right his appraised property worth \$10 million. Right? He was he called me this was a few months back. I don't know why I'm doing this, you know, we're not making any money. And we get talking. And he added, like, he added, like 45 or 50 rentals to his portfolio last year. And I'm like, I'm not gonna say his name, right? I'm like, dude, you're making a fortune, but it's not showing up your p&l, you're shifting it to your balance sheet. Right? And you're miserable, because your team's too small. And so instead of buying four properties a month, why don't you buy three. And take the money you were gonna spend on the fourth. And hire some people to help you. So you're not miserable. Right? And he was also judging himself off a p&l that has been decimated, because he's buying rentals. Right? not selling some of those houses, which shoved and then at the same time, using depreciation to, you know, I'm like, man, you not, you know looking at the whole picture here. Right? So I would encourage anybody if you're, if you get a business, again, where it's consistent, predictable and reliable, and spitting off profit, before you go buy, you know, because even if you get to 10 rentals mean average rental properties gonna throw off 200 bucks a month, 300 bucks a month, you know, if something goes wrong in your business isn't profitable. What are you gonna do with \$2,000?

S Steve Trang 1:13:18  
Yeah

J Jason Medley 1:13:19  
Not much

S Steve Trang 1:13:20  
Not a lot. It's not covering payroll

J Jason Medley 1:13:21  
Right. versus if you've got 200 grand sunk into those 10 properties. If something goes wrong, you won't have the 200 grand you won't have a couple grand a month and yeah, anything. And that's all again, it's all joke anyway, right? passive is not really passive until you have, you know, a bunch of them into somebody else's managing.

S Steve Trang 1:13:38  
Yeah, if you're like a Nathan Brooks or something like that. Yeah, that is passive.

J Jason Medley 1:13:41  
Yeah.

S Steve Trang 1:13:42  
Now you're hunting across the country. I was talking to him the other day, two days ago, just traveling the country just thought. Incredible.

J Jason Medley 1:13:48  
Yeah.

S Steve Trang 1:13:50  
So we're in a, A, I think a lot of people here are saying that this is deep, they really like this conversation. But I want to pivot here. I am now looking to you whenever I need to travel.

So we were having conversation yesterday the day before I think you were saying that you're known in our group as the travel snob.

**J** Jason Medley 1:14:12  
Yeah

**S** Steve Trang 1:14:13  
Let's talk about that.

**J** Jason Medley 1:14:14  
Okay. All right. Um, so people have, I'm fairly, my wife and I, this is another great role for people getting started out not even just started out, right? But even some, again, making money is a skill set keeping is a discipline we probably live on about 20% that might even be a stretch of what we make, right? But there are everybody's got stuff to do blow money on, you know, and for me, it's vacations. Yeah. When we go to travel, we get an Airbnb. I mean, I will scour I will literally I could you not spend now this is for a multitude of reasons. But I was I was I could spend 20 hours flicking through VRBO, right? Because that's something I'm a view. guy, right? Some people need drugs. I need a good view to come, you know?

**S** Steve Trang 1:15:05  
Right

**J** Jason Medley 1:15:06  
Right just, um, and so I would spend the night it's not only for me, but a lot of times I like to go and take my take friends. And I want to see that expression when they walk in the door. That's a joy for me. Right? So walk in and they go

**S** Steve Trang 1:15:21  
Well, yeah, the views of what I was gonna do, if you don't have a view.

**J** Jason Medley 1:15:25  
Yeah

S Steve Trang 1:15:25  
What is the point.

J Jason Medley 1:15:26  
Yeah.

S Steve Trang 1:15:27  
So for those listening top two, three destinations, if they were to go like that, this is Jason Medley approved.

J Jason Medley 1:15:33  
Yeah

S Steve Trang 1:15:34  
Travel.

J Jason Medley 1:15:34  
Yeah. top two to three destinations. I'm a Mexico fan. I wouldn't even go as far as Afficionado been all over you name it, right? Special little places. One is Zihuatanejo.

S Steve Trang 1:15:47  
You have to spell that one.

J Jason Medley 1:15:49  
Yeah. ZIHAUJETENO. Zihuatanejo. If you just type in ZIHAU, ZIHAU, I think or ZIHUA one of the two. It was actually if you've ever you know, it's probably got a younger audience, right? But in Shawshank Redemption, which is a legendary movie, Andy ran off to Zihuatanejo.

S Steve Trang 1:16:12  
Okay

J Jason Medley 1:16:13  
Yeah. and um Zihuatanejo was just an epic, the beauty is, is staggering, you know. And I like to fly high. I like to feel like an eagle. And a lot of the houses are up on the cliffs with infinity pools. And, you know, I just like to kind of like the survey the scene, you know, we took a bunch of folks from CG their last year. I'd like to do it again this year, later this year. And then, probably my favorite spot. Maybe a few people hold across the Costa Careyes, but I'd almost be nobody's heard of Costa. Or maybe a few people heard Zihuatanejo but almost bet you. Nobody's heard of Costa Careyes. It's a gem, Southern Pacific coast of Mexico. And it's like, I don't even know how to. There's nothing there. But about 150 of the most extravagant villas you've ever seen in your I mean, they're hard to take in. Right? Yeah, like, hard to take in. Nothing there. There's not a lot. There's no, this is a place you go to disconnect. Right? If you need to shop. If you need to go to the disco, you know, this is not for you, right? There's only about this section of the Mexican coast. All these houses are built on cliffs. 150-200 feet in the sky, overlooking the ocean. And it's almost like 150 of these are houses. I would rent but couldn't buy. I mean, these are, you know, massively. They're probably 10 million plus dollar homes. And they're just difficult to describe. Yeah, if you want. The place we stayed at is called Casa Ensueno. Website this guy has three of these websites called threecasas.com. Right? He has

S Steve Trang 1:18:00  
Guys. I'll have that bookmarked on my website.

J Jason Medley 1:18:01  
Yeah, my three homes the the owner of the of these and then we stayed at Casa Ensueno go check out go to threecasas.com check out Casa Ensueno, it's just an it's a home, but it has hotel service. Right. So if you're sitting at the pool, and you need a drink, or or you know, there's someone there and it's just I mean, I think about it constantly to return. You go back, you know? Yeah, yeah, it's that. And I went with Marck De Latour, his family now the CG member and it's just just, he literally I'm trying to find the word, right?

S Steve Trang 1:18:36  
Speechless, speechless.

J Jason Medley 1:18:37  
Yeah, yeah, it's a gem hidden gem.

S Steve Trang 1:18:42  
So as we wrap up, guys, if you guys have any more questions. Now's the time to ask it.  
What is your superpower?

J Jason Medley 1:18:49  
I think my superpower is connecting people and for a dude, I'm not afraid. I'm not afraid  
to show emotion. And in our world,

S Steve Trang 1:19:05  
This is very true.

J Jason Medley 1:19:06  
Yeah

S Steve Trang 1:19:06  
I've witnessed them multiple times.

J Jason Medley 1:19:07  
Yeah, yeah. In our world. It's not intentional. It's something I literally try to fight. It's I  
literally try to talk myself out of it. But if it happens, I can't. And in our world today, it's like,  
you know, difficult to come by is what people tell me that you're that as a man I'm willing  
to, to share emotion about certain things or to get emotional about things that touch my  
heart.

S Steve Trang 1:19:35  
Yeah.

J Jason Medley 1:19:35

And to me when it's happening a lot of times when I get emo, I'm like, you know, like, I don't I'm a man I really are. And the reality of it is in more cases than not when if I get emotional about something or shed tears or something, people usually come up to me and say, That's what makes you.

**S** Steve Trang 1:19:54  
Yeah

**J** Jason Medley 1:19:54  
That's why I like you

**S** Steve Trang 1:19:55  
Yeah

**J** Jason Medley 1:19:56  
You know. And so but yeah. That I'm not an opportunity to say I'm not afraid because usually I'm fighting it. But I don't do a good job of it. But really, it's I think it's connecting people and wanting wanting the best for human beings and knowing you know who to that's how my brain operates. When I'm talking to somebody, right? Flipping through the files, flipping through the files, right? How can I help? I can help this person who can I connect them with?

**S** Steve Trang 1:20:22  
Now, you got, you got are incredible. I will say Rolodex, but that's really old school. So I guess incredible CRM in there.

**J** Jason Medley 1:20:28  
Yeah. Oh, God, I felt so out of touch the other day, like two people were instead of trading business cards, they were like showing it saying, here's my IG.

**S** Steve Trang 1:20:34  
Oh, yeah.

J Jason Medley 1:20:35  
And I was like, I don't even know my IG I think I've got one.

S Steve Trang 1:20:38  
You got one.

J Jason Medley 1:20:39  
We just hired somebody, like put stuff on it, right? I really, really wouldn't know

S Steve Trang 1:20:44  
When people ask me for business cards. Like, what's your IG?

J Jason Medley 1:20:47  
Yeah, yeah, I don't I don't have any touch man.

S Steve Trang 1:20:50  
I haven't had a business card. I don't know how many years?

J Jason Medley 1:20:53  
Me neither. I don't carry one

S Steve Trang 1:20:55  
What is your favorite best or most interesting? failure?

J Jason Medley 1:21:02  
Most Interesting. failure. Interesting failure. You know, the funny thing is, is my brain really has to think through that because I don't identify what people call failures as failures, I always see them as opportunities to learn and to bridge the gap and figure out how I can get better, right? More like a lesson than a failure. But, gosh, I yeah, I don't. I mean, I think life is full of I fail every day. You know, I fail every day. That's what that's what if you're relentless, you push past those failures, right? Like you just, but I don't see them as failures.

I just see them as part of life. I'm a very grateful, grateful, grateful, grateful human being. And I think if you focus on too much failure, you can't be gracious.

S

Steve Trang 1:21:54

We had an event out here on Sunday, which worked out really well. And someone asked like, the four of us, right, me, Ryan Pineda, Khang, and Sam Primm like, why don't you guys document your failures more often? And

J

Jason Medley 1:22:05

Why do you want to focus on that?

S

Steve Trang 1:22:06

That was my answer. Was that, what they're saying like, you know, it will help the people, you know, they're going on a journey each other, you know, and I do share my failures from time to time, but for me, I don't like my brain doesn't even process a failure. Like, here's a hiccup.

J

Jason Medley 1:22:19

Well, it's not even that you're not processing it processing that as a failure extent. If you are trying to create the most out of life. It's you've grown numb to failure, because you're going to get failure. Show your failure is going to show up every single day, multiple times a day. And so you just get to work. It's not that you don't, yeah, I'm by no means am I sitting here saying I don't have failures. It's just that I have so many of them in a pursuit of growth. That I just don't see. I don't recognize them as though it's just my bump. That's just okay. We need to correct the torpedo. Right. That torpedo only gets worse going through a series of failures. It's constant course correction.

S

Steve Trang 1:22:58

It is. And I read a book. You know, like, for me, this pursuit, right I'm driving them as sales trainer. So now, I'm committed to reading every single sales book I've never read before. And one of them was Go For No.

J

Jason Medley 1:23:09

Go For No?

- S** Steve Trang 1:23:10  
Go For No. And the last chapter, or one of the last chapters, he says that we all die failures. And he does say it in a bad way. He says everyone has ever accomplished anything in their lives, was trying to do the next thing. And didn't succeed there.
- J** Jason Medley 1:23:23  
Yeah. And when you hit the dust, you should have still been growing.
- S** Steve Trang 1:23:26  
You should have been trying something else, than you fail it.
- J** Jason Medley 1:23:28  
Yeah.Yeah. Failure failure is is. I mean, it's a core ingredient of success. It's something that should be happening in your life every single day. Right? figuring out how to get around failures and just stop seeing them as that they're not failures, right? Failures if you quit,
- S** Steve Trang 1:23:36  
Right
- J** Jason Medley 1:23:45  
Right? You failed if you quit.
- S** Steve Trang 1:23:48  
One of my favorite quotes by Michael Jordan was I've never lost the game my life. I just ran out of time.
- J** Jason Medley 1:23:54  
Right
- S** Steve Trang 1:23:54  
Yeah.

J Jason Medley 1:23:55  
Yeah. Sometimes time is what? You go into overtime to get to teams that at the end of regulation, we're tied. Right? Yeah, we go in overtime. At some point, whoever is ahead at the end of that time.

S Steve Trang 1:24:06  
Right.

J Jason Medley 1:24:07  
Yeah. Right.

S Steve Trang 1:24:08  
So my last question is what book have you gifted more than any other?

J Jason Medley 1:24:14  
Yeah, the book that I would say I have, I want to set this up. Do we have time like a two minute story?

S Steve Trang 1:24:20  
Of course.

J Jason Medley 1:24:21  
Okay, great. I'm not in a hurry. So I've got a library at home, right? I got the bookshelves like everybody else. And I'm more of a collector of books in anything. I order books like it's going out of style. The majority of them, I flick through the table of contents, I might digest 20 pages and 99% of them end up on the shelf unread. Right? I know what I want. And if I don't see that, I'm gonna get it out of the book. I not gonna read it right? And so I have three books that I keep on my nightstand. Right 99% of them end up on the shelf, a few get completely red, and three I keep on nightstand, the one that has had a massive impact on me professionally, is The One Thing by Gary Keller. amazing book about focus.

J Jason Medley 1:25:16

Yeah, after 11 years of working with a lot of very high level entrepreneurs, the ones that typically crash and burn is not from a lack of skill set is not from lack of education is not from a lack of effort is not from a lack of grit. It's from a lack of focus. Right? If you need to understand what focus really looks like, go read the one thing. That's stays on the nightstand. The next one. And let open your mind here for a second. Right is called. It's written by the very same gentleman that wrote, Think and Grow Rich, right, one of the biggest selling books of all time about being successful in business, Napoleon Hill, and he actually revealed if you are or define the Mastermind concept, the most common element that all of the titans of industry shared was a Mastermind. He wrote a book called Outwitting the Devil. Staggering. just staggering in revealing how the world works, and showing you a greater lens, so that you are not inside of you're not I don't know, the Truman story. You ever see that movie?

**S** Steve Trang 1:25:16  
It is

**S** Steve Trang 1:26:26  
Truman Show?

**J** Jason Medley 1:26:27  
The Truman Show. Yeah, he's in a little bubble. Right. And then he got to kind of when you get to look at why outwitting the devil takes you outside of your little bubble. And it takes you from, from actor to director, right, you're, you're seeing what's going on and processing it, versus being hypnotized by the media, or all the propaganda that we're fed on a regular basis. And so I think for me, just gosh, I mean, that book I ran, I had, like, I might as well have dipped that in highlighter, you know, might as well just just dip the whole thing in there, I wasted energy. It's like there's nothing left for me. Everything's highlighted, you know, also amazing stuff about like, what you should be teaching your kids you know, he has like four pages in there where I was just like, I'm a failure as a parent, you know? And then some of it so you're like, wow, what At what age can will this particular item actually make sense for my child right? Teaching them to think for themselves teaching that helping other people come before your selfish nature and if you really want rewarding life, they start start there like this little like four pages of just epic stuff. And and then again, it helping you see life through the lens of the director versus the actor in the movie, you know? Stellar book.

S Steve Trang 1:27:48  
Yeah

J Jason Medley 1:27:48  
Yeah. Like I I tell people about that all the time. And then the last one is the this the Bible, you know, and I don't care whether you're religious or not, I'm not really I'm a firm believer in God, but I'm not religious. Right. I don't have a denomination. But there's so much wisdom in the Bible, there is so much wisdom in the Bible. It's it's staggering, right? Like how you should, how you should live your life. There's so much wisdom in there, right? Even if you even if you're if even if you don't believe in God. Right? There's so much wisdom in the Bible is how you should operate as human being.

S Steve Trang 1:28:25  
Yeah. Even if you don't believe it.

J Jason Medley 1:28:26  
Yeah. Even if you don'T believe in God.

S Steve Trang 1:28:27  
Just take them as stories.

J Jason Medley 1:28:28  
Yeah. Even if God's in question, right. Jesus is not in question. He walked the earth, right. But if you don't believe in God, that's cool. But there's so much wisdom, Proverbs, Psalms, there's so much wisdom in the Bible.

S Steve Trang 1:28:39  
Well, it's fascinating to me was like, you know, I went through like, It was a total money makeover, one of the other ones by Dave Ramsey, like you would have a story. It's like. And then like, here's the, you know, the passage from the Bible, like, oh, wow, everything Dave Ramsey's teaching was in the Bible.

J Jason Medley 1:28:52  
Well, I'm gonna get one more piece of advice and we're getting ready to wrap.

S Steve Trang 1:28:55  
Yeah

J Jason Medley 1:28:56  
Right? And this is for some people, this is going to hit him in the gut, they're going to, you know, the knee jerk is going to happen. I can tell you that since I began tithing, right? Since I began tithing, giving either a giveaway for if I make \$1 I giveaway a dime, right. Not all of it goes to the church that I belong to. So a lot of it goes to Generous Genius and stuff right. It's about 5% and 5%. The moment I begin giving away 10% of my income, I have done nothing but elevate year after year, after year, after year. Right? Not I'm not just saying you give money away magically you you get rich. I'm not suggesting that. But I'm saying when I began to give 10% of my income away and and be like become a steward of that gift. Right? I became a steward of money. Things change.

S Steve Trang 1:29:46  
Yeah

J Jason Medley 1:29:46  
Yeah. Things change, man. At some point, you got to look up and say, you know, I actually recommend it whether you have money don't have money in between. But at some point you wake up and you're like, life is bigger than just stacking paper. And logging into your online bank account. It's like the pixels got the pixels on your phone change to now there's more money in there, right? Simply it doesn't change your life.

S Steve Trang 1:30:08  
Right

J Jason Medley 1:30:09  
Right? But it can change somebody else's.

- S** Steve Trang 1:30:11  
A lot of people's lives.
- J** Jason Medley 1:30:12  
Yeah, helping other people can change. And since I started tithing, given make \$1 giveaway a dime. Dude, I track. Yeah.
- S** Steve Trang 1:30:23  
So I want you to think about one last thing you might leave the listeners with, while I make a couple announcements.
- J** Jason Medley 1:30:28  
Okay
- S** Steve Trang 1:30:28  
Guys, Please like, subscribe, share comment, helps me helps the algorithm, we can reach more people. And then next week, Wednesday, we go back to our regular Wednesday schedule got Philip Vincent with Mom's House, it's gonna talk about how you guys might be missing out some opportunities with some assisted living facilities. So with that, last thought
- J** Jason Medley 1:30:52  
Another CG member
- S** Steve Trang 1:30:54  
Another CG member. I forgot.
- J** Jason Medley 1:30:58  
Um, you know, I think you were just an example of some of the best advice right there. And you in life, if you're just honest with people, right, like, like, if I were to go watch a video about how to elevate your podcast, right? They'd come up with some fancy way to, to maneuver or position around getting people to give you likes and share your pod key,

right. Just be real, just tell people what you need. Right? Listen to them when they're telling you what they need. And you know, I'm not perfect. There's times when I'm temperamental. There's times when I'm, when I'm pushing, I'm driving, I come home, I'm anxious. Like I don't I don't. But you know, for being CG that I always say like, just love on each other. You know, life is short. Everybody's got different opinions, different desires, different but the end of the day, you know, just just be good to people life so much easier. You know, life is so much easier, so much more fulfilling, and when you're just good to one another, yeah. And the opportunities are everywhere.

**S** Steve Trang 1:31:59  
There is no shortage for opportunities.

**J** Jason Medley 1:32:01  
The opportunities to not be a butthole are everywhere. Right. But, man, I really enjoyed this.

**S** Steve Trang 1:32:09  
Yeah

**J** Jason Medley 1:32:09  
Yeah. Yeah. I really enjoyed it. I hope it was beneficial.

**S** Steve Trang 1:32:12  
Oh, it's incredibly

**J** Jason Medley 1:32:13  
Yeah, it was great for me.

**S** Steve Trang 1:32:15  
If someone wanted to get a hold of you. How would they do that?

**J** Jason Medley 1:32:18  
Um, if you wanted to learn, you know more about CG. I mean, you could go to learnmoreaboutCG.com or learn how CG works. There's some stories there about, you know, what we do for our members and how they achieve success and that kind of stuff. You know, I'm not a big social media guy. If you want to hit me up personally on Facebook, or I don't, I don't do a whole lot of responding. So you're welcome to hit me up there and follow me but I'm terrible about like I said, we just hired somebody to

**S** Steve Trang 1:32:47  
Yeah, and I think she's done a great job. I've said this before, but I'll say it again. You know, you've been instrumental in my life.

**J** Jason Medley 1:32:54  
Thank you so much. I appreciate that.

**S** Steve Trang 1:32:55  
Like, just connecting with you was the one of the best business decisions I made. I didn't expect that, right. I mean, multiple people say you need to do this, you need to do this. But you know, once Gary Harper says you have to do is like, what do you do? Yeah, you just do it.

**J** Jason Medley 1:33:08  
Gary is a sharp dude. I suggest you listen to Gary.

**S** Steve Trang 1:33:10  
Yeah.

**J** Jason Medley 1:33:11  
Yeah, I'm glad you did.

**S** Steve Trang 1:33:12  
I'm glad I did.



Jason Medley 1:33:13

We've had it's been a short ride. It's been great one already.



Steve Trang 1:33:16

Thank you for everything



Jason Medley 1:33:17

Yeah absolutely my friend. been a pleasure.



Steve Trang 1:33:18

Thank you guys for watching.



Jason Medley 1:33:20

Thank you guys.



Steve Trang 1:33:22

Alright, so I think we're, we're 14 minutes away. But yeah, I guess I got to talk to you more often about the family stuff.



Jason Medley 1:33:28

Well, my friend I was we're gonna talk we could hold each other accountable. I don't know if I'm giving great advice.



Steve Trang 1:33:35

But yeah, that about like



OBB 1:34:32

Real Estate Disruptors