

# The One-of-a-Kind Lead Attribution System that Leverages TV\_...

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## SUMMARY KEYWORDS

people, lead, doug, buy, months, salesforce, radio, manager, day, house, appointment, talking, tv, phoenix, years, real estate, darin, collective genius, question, commercial

## SPEAKERS

CBB, Darin Damme, Steve Trang

**S** Steve Trang 00:03  
Hey everybody, thank you for joining us for today's episode of Real Estate Disruptors. Today we have Darin Damme with Bullseye Branding, the secret sauce behind all those guys having success on TV we've been seeing on the show the last few months. If this is your first time tuning in, I am Steve Trang, sales trainer for some of the top wholesalers in the country and I'm on a mission to create 100 millionaires. One question I get all the time is how do I become one of the 100 millionaires. The information on this podcast alone is enough for you to become a millionaire in the next five to seven years. All you got to do is take consistent action and you will become one. When you hear a nugget, please type it into the comment section. After the show identify your single biggest takeaway and focus on just that for the next seven days. If you get value out of the show, please tag a friend below share this episode right now. That way we can all grow together. And this is a live show. So please ask your questions for Darin to answer. You ready?

**D** Darin Damme 00:55  
I'm ready, man. Thanks for having me. This is cool.

**S** Steve Trang 00:58

Thanks for coming.

**D** Darin Damme 00:59  
Look at this setup. Good job.

**S** Steve Trang 01:02  
Thank you. Thank you.

**D** Darin Damme 01:02  
Good job.

**S** Steve Trang 01:03  
Someone with an eye for media can appreciate it.

**D** Darin Damme 01:07  
No, I definitely appreciate it. And I don't have anything like this. And I've been in the media for 20 years. So great job on it, looks great.

**S** Steve Trang 01:14  
Thank you. Thank you very much. So there's gonna be a slightly different angle. But some of the questions, a lot of questions gonna be the same. So for you, what got you in the real estate?

**D** Darin Damme 01:24  
Well, I'm really not a real estate guy. I don't have a real estate license.

**S** Steve Trang 01:28  
Kind of do of the most important things for that real estate company.

**D** Darin Damme 01:31

Yeah. So that's probably why I'm able to do some of those things because I look at it from outside of the box. I'm the COO for Doug Hopkins here in Phoenix. We did north of 400 deals last year. And then through that, I also created Bullseye Branding, which is our media arm, and it really just started by me buying television commercials for Doug, here in Phoenix and Los Angeles. Um, what was the question again?

**S** Steve Trang 01:59  
What got you into real estate?

**D** Darin Damme 02:01  
Doug and I went to high school together. In Mountain View High School.

**S** Steve Trang 02:05  
Yeah.

**D** Darin Damme 02:05  
I probably shouldn't say the year cuz I know everybody's thinking. Yeah, it's probably 30 something.

**S** Steve Trang 02:09  
Yeah. Make it 95-96. around there.

**D** Darin Damme 02:11  
Yeah. How about 89.

**S** Steve Trang 02:12  
Yeah.

**D** Darin Damme 02:13  
So ah. But yeah, we went to high school together, we're great friends in high school, we remained really good friends throughout our adulthood. And I went into radio, and he

went into real estate. And the cool thing was, is that we never really worked together. So I didn't need you know, like, a lot of times, friendships in real estate are built on, you know, buying a house from somebody or, you know, getting their contacts so that you can flip a house and their their contractors and everything else like that. We just had a friendship, which was cool. So it wasn't based on money or need or anything else like that was we were truly friends. And then afterwards, I went into gold and had a really successful gold store in Palm Springs. And Doug was still doing real estate. So I started, you know, I was flipping, I was buying it at a price and selling it at a price. But that's when I really got into business. And being organized. You know, it wasn't like being a DJ. And after that, Doug and I talked, he is a visionary. I'm a captain in a predictive index. And he's got great vision, but he thinks of A and Z. And he doesn't realize that there's 24 other letters in the alphabet to get you to Z. And and that's my thing is just saying, okay, what do you want to do? And let's create the roadmap to do it.

**S** Steve Trang 03:35  
You said that you're a captain.

**D** Darin Damme 03:37  
Yes.

**S** Steve Trang 03:38  
Interesting. Is that normal for a captain to be an operator?

**D** Darin Damme 03:44  
Well, I don't know. I just see. I'd like to say things like, I'm really smart, like, throwing out my predictive index.

**S** Steve Trang 03:50  
Yeah.

**D** Darin Damme 03:50  
Really. All I know, is Maverick and Captain, because that's what Doug is, is a maverick. I'm a captain. I'm a and I'm probably not the most organized person, but boy, when I love something, and I get into it, and creating systems and processes and you know, in the real

estate world, and then in the media world, creating our lead attribution system and building a business. That just excites me. And so in that case, then I'm OCD when it comes to details. So probably not my standard personality, but something that I really liked doing when it when you get to see the growth in a business.

**S** Steve Trang 04:27

And I think that one thing that's interesting, right, because Doug's been doing real estate here forever.

**D** Darin Damme 04:33

Oh, yeah. Since 94 I want to say.

**S** Steve Trang 04:36

And, I mean, he was already doing TV, before we connected.

**D** Darin Damme 04:42

Mm hmm.

**S** Steve Trang 04:43

And I thought that he kind of had the stranglehold right on TV, and he does, but you really helped him tighten that stranglehold. When did you guys partner up?

**D** Darin Damme 04:56

Well, here's the funny thing. I actually in 2012, I moved two doors down from him in Las Sendas, so that our kids could be with his kids, my wife could hang out with his wife, you know, and all that. And he got a divorce about a month later and moved. But he was down there, cutting his commercial. And this is long before I partnered up with him. And I wasn't even a part of it. And he called me he goes, hey, you know what, we're filming my commercial. And it was the one where he was up on his deck looking over, you know, it's from like, seven, eight years ago, or however long? And he goes, what do you think? I think it sucks. He goes, what do you mean? I go, give me a piece of paper, get a paper plate something. And I said, What do you do? He goes, I buy houses. I said, I want you to start it off by saying I'm Doug Hopkins and I want to buy your house. And if you really think about it, a commercial is it's like a newspaper article. It's got a headline, it's got the meat, and

it's got the summary. But you have to make it memorable within 30 seconds, whatever your message is even on YouTube, or, or a print ad, or a radio ad, or anything like that. And so I said, What do you do? I buy houses. I'm Doug Hopkins, I want to buy your house. And I said okay, so what kind of houses do you buy? Because it could be totally trashy to great. I go, okay. It could be a total fixer upper or in perfect condition. I go, why should people sell it to you? Well, because there's no fees, no commissions, no banks and no repairs. I go, perfect! When you sell your house to Doug Hopkins.com, there's no fees, commissions, banks, or repairs. And that's how that commercial came to be. And we ran the same commercial for eight, nine years, we would only reshoot it when his appearance would change. Of course, you get much better looking as time aged.

**S** Steve Trang 06:44  
Naturally.

**D** Darin Damme 06:45  
He's probably watching right now. Um, but that's where that commercial came from. And it's the same commercial now that people all over the country, the same script that people all over the country.

**S** Steve Trang 06:54  
If not Doug's face and other parts.

**D** Darin Damme 06:56  
And Doug also sometimes, if they don't want to be on the on the commercial. Doug will do it. Um, so we partnered up in 2016. After, you know, I rode the gold wave, and I had a great gold store in Palm Springs, but then gold kind of fizzled out. And he's like, man, I could really use you to come in and organize my business. And that's what I did. I came in and organized it.

**S** Steve Trang 07:20  
And so like, it's interesting, because I've been in other rooms, right? And like, this Doug Hopkins guy, like, how do we beat him? You know, like, what marketing we got to do is like, man, you know, like, just go on TV, then we meet, it's like, oh, can't just go on TV.

**D** Darin Damme 07:34  
Yeah, we'll crush you. No, I'm teasing. But you know what, you can't just go on TV. And that's part of the problem is that, especially now there is so much competition out there. You really have to have "A", a message that stands out. But "B", you got to know how to buy TV, you got to know where the eyes are, you got to know where your audience is. And you got to know like, we've had data from three, four years now. I started buying his TV in 2017. I know exactly what day and what what shows and what TV stations work. And that same show on a different day on the same station. Never pulls.

**S** Steve Trang 08:14  
Really.

**D** Darin Damme 08:14  
Exactly. Well think about here, I give you in general, the five o'clock news, let's say. Okay well, people are doing a lot of different things at five o'clock, depending on the day. On Monday, Tuesday, Wednesday, Thursday, they might be either coming home or at home, let's call this six o'clock news. So they're at home having dinner, okay? Where are they at on Friday?

**S** Steve Trang 08:34  
There not at home.

**D** Darin Damme 08:35  
They're not at home. They're not watching a five or six o'clock news.

**S** Steve Trang 08:38  
Right.

**D** Darin Damme 08:38  
So but what happens is people wind up ordering from TV, it's called a run of schedule. And that's why TV stations love to do because they're, hey, just give us \$5,000 we'll play the commercials, wherever.

**S** Steve Trang 08:49  
Kinda that's the great way to use the money.

**D** Darin Damme 08:51  
And that's what the deal is. Well, what you wind up doing is your commercials wind up falling in the places that I don't buy, because I buy all the prime spots that I know we're going to work and you wind up in all the empty spots that nobody else wanted to buy. And that's how that's how we built this out.

**S** Steve Trang 09:07  
So let's say I was in a market, ie, Phoenix, and I wanted to get on TV. What advice would you give someone that they're trying to penetrate? The the TV market.

**D** Darin Damme 09:19  
Well, it's really hard because you can see that there's several people who have tried, you know, and I and I'm talking, you know, you have the the big corporations, the open door offer pads and all those guys that are spending hundreds of 1000s of dollars a month.

**S** Steve Trang 09:33  
I wish I had their budget.

**D** Darin Damme 09:34  
I wish I wish I could take their losses as well because they're the only types of companies that can lose \$600 million in a quarter and their stock goes through the roof because they lost 900 million the month before.

**S** Steve Trang 09:45  
Yeah, it was an improvement.

**D** Darin Damme 09:46  
You know, but you have these people that will go out and they'll they'll buy for a month or two and they'll throw 20 - \$50,000 at it and they'll get their butts kicked. And we've seen

them come and go and come and go so honestly it. And I'm not just saying this for Phoenix, I'm saying this for most markets, you probably don't want to do it unless you really know what you're doing. It's you're playing. I shouldn't just go out and buy houses. I'm not a real estate agent. I don't you know I and I have quite a bit of an education now being in in real estate. But could you imagine somebody who isn't in real estate just going out in this market and blindly buying houses.

**S** Steve Trang 10:23  
It happens all the time. It's a disaster.

**D** Darin Damme 10:23  
You gonna get crush. You're gonna get crushed, you're not gonna see the foundation issues or the roof issues or that it was flooded at some point. Well, the same thing happens with TV and radio, is you go out there and you buy blind and you're gonna get crushed.

**S** Steve Trang 10:38  
So we got, I don't know how well connected you are with the realtors in town. Right. So we got Russell Shaw, right. The guy is a monster.

**D** Darin Damme 10:44  
He used to be a radio guy, too.

**S** Steve Trang 10:45  
He was in radio.

**D** Darin Damme 10:46  
Yeah.

**S** Steve Trang 10:46  
Yeah. That's actually how he got free radio time was that he would work to get free radio.

D Darin Damme 10:50  
Yes.

S Steve Trang 10:52  
And so in I'm talking to him, he's like, well, his target market is just conservative radio. Right? It's like, I want old angry white guys.

D Darin Damme 11:00  
Gotcha.

S Steve Trang 11:01  
So that's like, that's where I advertise my TV, my radio, like it's just conservative radio, or, you know, conservative TV.

D Darin Damme 11:07  
Right.

S Steve Trang 11:08  
Like, do you have like a demographic or an avatar or someone that you go after, when you're when you know, someone's trying to advertise on TV?

D Darin Damme 11:17  
Um, no, we buy? Well, yes and no. So obviously, we have an avatar of who our typical client is. And that's typically, you know, obviously a homeowner mainly over the age of 50 years old. But at the same time, I don't look at ratings for television stations, I look at leads like, because that's something different about our advertising agency, Bullseye Branding, is that we're buying leads, we're not buying commercials. And that's how I explained it to the television stations.

S Steve Trang 11:47  
Got it.



Darin Damme 11:48

So you can have a very poorly rated station. But if I buy a \$50 commercial, and I get a lead out of it, that's a \$50 cost per lead. Whereas I could buy wheel of fortune for \$1400 and get three leads out of it, that's \$500 per lead. So I'd rather buy the \$50 commercial that produces one lead than the \$1400 commercial that produces three leads.



Steve Trang 12:14

So cost per lead is the metric that you guys.



Darin Damme 12:16

Cost per lead is 100%. And that and that's actually what we do is we have a relationship with our clients to where they send us their leads every single week. And we do lead attribution. And so then we're able to credit specific TV stations and programs, and commercials with a lead, two leads, five leads, however many leads. And then what we do is we get their rates every week from the TV stations, if you go to buy TV, if you were to call right now, they give you the rates for the quarter, it would they'd say that they never changed. They're just 250 for the next three months for this show. Well, it's kind of like Google, it's like bidding, they have a certain number of spots that they have to fill up. And so if they've got a blank spot, whoever bids the most is going to get it, whether they can sell it to everybody else at 1400 bucks a pop. And if there's one, open one, and I bid 50, I'm going to get it. And that's that's what people don't understand. And so what we do is we say, okay, we do a historical analysis, and we say, we've purchased 10 of these commercials over the past quarter, you know, this this hour in this day, and we got five leads from it. And it's \$100 this week for the commercial. Therefore, we know we got to play two commercials to get a lead 200 bucks per lead. And we do that with every hour of every day on every station 24 hours a day, seven days a week. And then we're able to go in through our through our AI and say, tell us what here we've got 5 grand 10 grand 20 grand to spend. Tell us where that 20 grand is spent best and it'll say you're gonna buy this show on this day, this show on that day, this show on this day, the show on that day, and it changes every week, because the rates change every week. So maybe that \$100 commercial is \$400 next week, well then it doesn't fall in the buy box. But maybe there's another one that does come up into the buy box.



Steve Trang 14:09

Fascinating. So that's something at the monitor all the time.

- D** Darin Damme 14:11  
Oh, you got to be on top of it. Yeah. And so that really is. That's the hard part is y'all need to be paying attention, buying houses. And you don't need to hire all these extra people to do all that extra work. You can hire, you can hire an ad agency that that you'll have a meeting with once a month, they'll say hey, how was last month you go? Yes. All right, go. Alright, well change it a little bit. Or you can hire an ad agency that's basically like an extra employee for you. That's going to go through and find out and make those adjustments and you just have to sit back and answer the phone.
- S** Steve Trang 14:47  
What would it cost someone if they didn't have someone that was looking at it like a hawk?
- D** Darin Damme 14:53  
Meaning what?
- S** Steve Trang 14:54  
if they just use his agency and I was like I set it and forget it kind of situation.
- D** Darin Damme 14:58  
Oh it cost us hundreds of 1000s if not millions of dollars, because we did have an agency like that before.
- S** Steve Trang 15:03  
Oh, you did?
- D** Darin Damme 15:04  
Yeah. And and it was, and they weren't a bad agency it was it was just the way that TV does it. And we'd have a meeting once a month, once every couple, you know months. And we go, hey, let's, let's try cable. Let's try discovery channel. I like gold rush. I like this, or I like that, you know, well, who cares what I like. Who cares what you like, what is the 50 year old lady like that's getting ready to sell her house or or guy. And so they they buy, you know, whatever those channels were and then they come back a month later. Well,

we're doing it on a weekly basis.

**S** Steve Trang 15:35  
Yeah.

**D** Darin Damme 15:36  
So in I'm not even asking you, I'm pulling your leads. I'm going oh man, we had 50 leads last week, we had 25 this week. But I know where those 25 leads came from. But I also know which commercials played that didn't pull any leads. And so we're just we're it's time and money and opportunity. And then it also gives you the confidence to go all in like we're going all in now with this market. And it gives us the it gives us a confidence. Heck in LA we're spending a quarter million dollars a month. Um, can you imagine, like if you were doing that blindly, like that can sink a company in just a couple of months.

**S** Steve Trang 16:14  
Yeah.

**D** Darin Damme 16:14  
Here in Phoenix. We're doing about half that right now. And we're going more and more and more every single month because we know what's working. And also right now, the markets tight. There's a lot of people that can sell their houses. Why would they sell at wholesale? You know, here in Phoenix, especially if you need 10 or \$20,000 on your house, and you were hoping to get 250 for it six months ago, you could sell it for 250 now and not even do the repairs.

**S** Steve Trang 16:42  
Right.

**D** Darin Damme 16:42  
So let's talk about first, if Doug is watching, you guys need to retire, right? Just take it easy.

**D** Darin Damme 16:42  
So why would I want to sell at wholesale? You know, so there's less available people right

down to, you know, for that audience? So, you really got to zone in on him. But yeah, I could cost you a lot.

**D** Darin Damme 17:02  
We're not that old.

**S** Steve Trang 17:04  
But, you know, one and a quarter or 100 - 100 a quarter a month in Phoenix, is like what is the expected ROI on that?

**D** Darin Damme 17:12  
We're about? Here's the interesting thing about it. We only do TV and radio and very small PPC. Overall, we're 8 - 9 ROI right now.

**S** Steve Trang 17:26  
8 or 9 x?

**D** Darin Damme 17:27  
Yeah.

**S** Steve Trang 17:27  
Wow man.

**D** Darin Damme 17:27  
Now you tie that just to TV, because here's the here's the problem, we also have great word of mouth, because we bought a lot of houses throughout the years. So those people came from TV commercials at one time, or radio commercial or whatever. And now it's three, four, or five years later, they're telling their friend or something like that. We have great relationship with real estate agents all across the city. So they're sending us houses that they can't sell. So if you look at just the actual TV leads that came in last week, it's typically four to six ROI. But you pile in everything else that we're not spending money on that really is a byproduct of our marketing throughout the years and our current

marketing. It's eight to eight to nine, ten ROI.



Steve Trang 18:12

What about LA? What is quarter a million a month buy you in LA?



Darin Damme 18:16

Well, let me put it this way they did \$1.3 million in wholesale fees last month.



Steve Trang 18:23

Okay, so a little more in 5x.



Darin Damme 18:25

Yeah.



Steve Trang 18:25

It's okay ROI.



Darin Damme 18:26

It's all right.



Steve Trang 18:27

Yeah, it'll work.



Darin Damme 18:28

You know, and then you got to have the guts when but even we've had this conversation too. You know, like, right now it cost per lead is going up for everybody. I mean, I'm sure you're seeing it too. On throughout all channels. Is it better to spend twice as much and make 50%? more? If you see it not 100%? more? So is it better to spend, let's say \$100,000 and make \$200,000 in income? So a profit of 100,000. Or is it better to spend \$200,000 and make \$350,000. In other words, \$150,000 income. Now your cost per lead went way up, you know, and your profit margin went way down. But you still made \$150,000 more.

**S** Steve Trang 19:14  
It's diminishing returns.

**D** Darin Damme 19:16  
And that's the that's where you need somebody to push you but you got to have the confidence in it too.

**S** Steve Trang 19:21  
Right.

**D** Darin Damme 19:22  
Doug, and I have this relationship as a COO, and we're best friends to where I asked him to raise the budget several months ago. And he said, Darin I don't know. You know, I don't know, I'm not sure about this, cost per lead is going up. We had our best month ever in February, and we had our second best month ever in March. And he came in in February. It's like, oh my gosh, we're you know, \$300,000 in wholesales more than our best month ever. And I'm like, yeah, that's cool. And he's like, holy smokes, man. This is awesome. I see I double the budget dude. I know you didn't, I know. Yeah. I actually double the budget when you said no.

**D** Darin Damme 20:01  
You made an executive decision.

**D** Darin Damme 20:03  
And it's really important to be able to, you know, you don't really want to have that with somebody you don't know. And really, as a COO, you probably shouldn't do that. I would never do that unless I was 100% certain that we were going to get the results that we did. And because of the data that Bullseye Branding puts together, that's why I was able to make that decision.

**S** Steve Trang 20:22  
Got it. So having the data is really important.

**D** Darin Damme 20:25  
It's It's everything man, the KPI you need going into KPIs and in your CRM, and man if you don't have the data, you're fishing blind.

**S** Steve Trang 20:35  
So there was an interesting debate. I think yesterday. And I saw you commented on it. It was basically the question about lead managers. Yeah. So something along the lines of you know, how much to spend, or what was that conversation? Because I want you to dive into this.

**D** Darin Damme 20:53  
The question was whether or not to use VAs as your lead managers that at least that's how I read it.

**S** Steve Trang 20:59  
Right. And then you wanted to diatribe, you want to elaborate on it.

**D** Darin Damme 21:02  
What would you call it

**S** Steve Trang 21:03  
A diatribe. I can see you screaming.

**D** Darin Damme 21:05  
I'm slightly animated. I think the whole sentence at the end that said, people who use VA as their small time, probably struck some nerves, but but here is how I genuinely feel about it. That look, I use VAs, but I don't use VAs is the frontline to deal with customers. Um, every time I call someplace, I'll give you an example, XM Satellite Radio, I got a call every six months because they have this special. And if you don't, if you let the six months ago, they put you at the regular rate, which is like five times what you're paying. So every six months, I got a call and get the \$60 / 6 months plan. And every time the very first call, I get somebody in a call center, a foreign call center. And I can never get what I need done. Usually they're not given the leniency to be able to do.

**S** Steve Trang 21:59  
Or have the authority.

**D** Darin Damme 22:00  
And and I've been a customer as a radio guy, I've been a customer of XM since like day one, you know. And so I always start by calling and saying, hey, this is my six month call, if you look at my, if you look at my thing, you're gonna see that every six months I call, every six months I've got to cancel, every six months you transfer me to the customer retention.

**D** Darin Damme 22:19  
And then every six months you give me the same deal I've always had, can we just skip all of that and just go, I can't communicate that to somebody in a call center. They don't, they don't get it, they just, and so but I'll hang up, and I'll call back. And every once in a while you catch somebody in America. And boom, it's a five minute conversation to get it taken care of. And it's done. And you feel like so when I call instantly if I hear that they're in a call center. I'm like, now if you're selling your house, and it's the biggest thing, that's the biggest financial decision you're ever gonna make. And you call and you get somebody in a call center, who really doesn't understand American culture. These people aren't calling because they're having the greatest day in their lives. They're calling because they have a hardship. Something's going on here. And they want to I mean, our our best customers are people that we've had, you know, we've hugged, they've cried in front of us, we've, we've said, I can get this done for you. I can do this now. That's to me that's impossible with the VA, it just doesn't happen. Maybe there's a unicorn here in there. But we've got an you've met our lead managers, we have.

**S** Steve Trang 23:01  
Cancellation department.

**S** Steve Trang 23:31  
They're monsters.

**D** Darin Damme 23:32  
Three local lead managers, they know everything that there is to know and actually, I think two of them now have real estate licenses too. And we're working on the third one.

The telephone call comes in, we got a call last Saturday came in at 10:30 in the morning. Mike instantly knew this is a house that is a hot lead, I think we can get this. Doug was at that house at 12 o'clock that afternoon. And had it signed contract at 12:30. Within two hours of the person calling us. We had a signed contract on the house. And we had an in person appointment. So I'm also completely against. And I know you guys are very good at what you do. But you know doing things virtually, like maybe I'm old school, I'm 49 years old, I think face to face, talking to somebody is so much more effective. Especially than a VA and and even from a virtual standpoint. I think if people are in that city, and they can go out I think two to one, you'll wind up signing more contracts.



Steve Trang 24:31

The line I love there was I pray that.



Darin Damme 24:35

Oh, I do.



Steve Trang 24:36

I know. You want to finish that statement.



Darin Damme 24:37

Yeah, I said, I pray that anybody, any of our competitors in Phoenix use VA for their lead managers. There's a use for VAs and there's some really good ones out there. Just not frontline calling.



Darin Damme 24:37

Yeah. And so yeah, you got, I met Mike, Josh, and then was it Lisa?



Darin Damme 24:56

Lynn.



Steve Trang 24:56

Lynn.



Darin Damme 24:57

And Joel.



Steve Trang 24:58

Joel. Yeah, yeah, you got rock stars. Rock Stars.



Darin Damme 25:01

Yeah. And we've held on like, they've all been working with us for well over a year, almost two years now.



Steve Trang 25:06

Yeah.



Darin Damme 25:07

So very like no turnover at all.



Steve Trang 25:10

Yeah. Now you got you got an amazing group. So there was something that we were saying. I called you a couple weeks ago. And you're like, what's the word I'm looking for? Dazed? Shocked? What's the word I'm looking for? Because I called you.



Darin Damme 25:27

Yeah.



Steve Trang 25:28

I was like Darin, I want to expand.



Darin Damme 25:31

Oh, yeah.

**S** Steve Trang 25:32  
All right. I was like, you know here's what I'm thinking about. And you're like, okay cool. So like, you got boots in the ground there? Like, why need boots in the ground for?

**D** Darin Damme 25:38  
Yeah.

**S** Steve Trang 25:39  
You want to explain your expression?

**D** Darin Damme 25:42  
Um, it's really just the way that I think, man, and you know I got to tell you, you know, Dan, up in Rochester. Um, he hired a COO that lives in California. And I love his COO Carlos, great guy man. I mean he's freaking awesome. But before when he was just talking about hiring somebody, I'm like, well they're gonna move to Rochester. Right? And he's like, no, they can be my COO from California or Texas or wherever. I'm like, really? Like, how's that gonna happen? Like you need like, and I just look at it. And maybe I'm looking at it through, you know, through my vision, just you know goggles or whatever. But man I want to walk into Doug and be like, hey, let's changed something or let's do this, or let's do that, and have a face to face. And I and I can't even imagine having a COO, somebody running your company that you've never even met face to face before.

**S** Steve Trang 26:35  
But I think the other thing too, that really shocked me was like, hey, I want to open this market. He's like, who do you have they're like?

**D** Darin Damme 26:40  
Nobody.

**S** Steve Trang 26:41  
Nobody.

Darin Damme 26:42  
Yeah.

Steve Trang 26:43  
And for you, you're like, this doesn't make any sense.

Darin Damme 26:45  
Yeah.

Steve Trang 26:46  
So I brought.

Darin Damme 26:46  
I will tell you though, when COVID hit. People who were very good at doing things virtually, I mean, it really is a talent that is needed in this world, because we don't know what curveball is coming for us. It did at one time. So those who were very good at doing things virtually in closing virtually excelled during COVID. Um, I do think when it's one on one, and there are no restrictions, I have to think that being in somebody's living room is stronger than being.

Steve Trang 27:16  
Oh, I wholeheartedly agree, wholeheartedly agree.

Darin Damme 27:18  
Yeah.

Steve Trang 27:18  
I think the thing that I kind of laughed at was like, you were kind of shocked at like, the speed or like to move.

Darin Damme 27:24

Yeah.

**S** Steve Trang 27:25

Right. And like, I was like, okay, here's what we're gonna do. And I expect it like done like in two or three days.

**D** Darin Damme 27:29

Yeah.

**S** Steve Trang 27:30

Right. And you're like, what is wrong with you?

**D** Darin Damme 27:31

Well, but no, that's what, that's what winners and losers do. Because the winners do it and they do it well. The losers make that quick choice, and they fall flat on their face. You're definitely in the winner category. And there's no doubt that you're, you're gonna put it together and you're gonna make it succeed.

**S** Steve Trang 27:50

Yeah.

**D** Darin Damme 27:50

I would think for most other people, though, I'd be like, whoa, slow your roll a second there. Why don't you have like, why don't you go visit the city first and maybe put a person or two on the ground? Or, you know.

**S** Steve Trang 28:02

So I took that message as like, hey, you know, I was talking to Darin, and he's got a lot of clients that are really successful. And the fact that he was kind of disturbed to how fast I want to move. Like babe, I'm sorry, I was talking to my wife is like, I'm sorry that you have to put up with me, because this is the guy you got to deal with.

D Darin Damme 28:16  
Yeah.

S Steve Trang 28:16  
Every day.

D Darin Damme 28:17  
My wife is the same way, though, because I did radio for 20 - 25 years. And I got laid off in 2006. Right, you know, with the economic crisis and all that. And my wife is like, what are you gonna do? And I'm like, I don't want do radio anymore. Well, I'm 34 years old. I don't like Britney Spears or all that stuff anymore.

S Steve Trang 28:37  
How come you don't like Britney Spears.

D Darin Damme 28:38  
She is pretty she's, she's, she's all right. I gotta be careful of what I say here, because everything lives in infamy now on the internet.

S Steve Trang 28:39  
It does.

D Darin Damme 28:45  
I was I was famous before the days of the internet. So luckily, all of my misgivings and crazy statements are up in pretty gone.

S Steve Trang 28:54  
Pre twittering.

D Darin Damme 28:55  
Um, she's like, what do you want to do? And I'm like, oh I got this buddy who's buying gold,

and he's making a lot of money. I think I'm gonna do that. And she's like, you need to get a job. Like, where am I going to get a job? Like, what am I going to do? Like, what do you think I'm going to do? I'm a high school graduate. I've done radio for the last 20 years. You think I'm going to walk into an attorney's office and get a job and be like, yeah, I'd like to make \$200,000 a year.

**S** Steve Trang 29:15  
Yeah.

**D** Darin Damme 29:15  
Like, I want to make some money here. And I took all of my severance, and I paid off our debt. And then I went and started the gold store, something I knew nothing about. And we made millions. It was incredible. Because because I'm not, I wasn't gold guy was a marketer.

**S** Steve Trang 29:31  
Right.

**D** Darin Damme 29:31  
Not a real estate guy. I'm a marketer. That's what everybody. Once people figured that out. Like, you're not a real estate agent. You are a real estate marketer. You're marketing yourself.

**S** Steve Trang 29:42  
Right.

**D** Darin Damme 29:42  
And once people figure that out, those are the people who really excel and you've obvious. I mean, look at this. This is insane in what you built over the past. Heck, I mean, I've only been familiar with you for the last year or so. But you know, what you build just in the last year is incredible and with your sales trainings and gone from, you know, doing some sales training to creating this incredible YouTube channel to being the hottest thing in CG and also outside the CG and you built your own network of people. It's freaking awesome man, but it's not because you're a YouTuber it's because you're a marketer.

- S** Steve Trang 30:18  
All right. Well, it's it's what people fail to understand when they're first get in. It takes a while it takes a few years to figure this out. Those watching this show actually have a huge advantage because they get to learn this topic before they get you know, punched in the mouth.
- D** Darin Damme 30:31  
Not make the same mistakes we've made.
- D** Darin Damme 30:32  
Yes.
- S** Steve Trang 30:32  
Yeah. But we're all in the sales and marketing business. All of us.
- S** Steve Trang 30:33  
Are in a sales and marketing business. We just happened to be in real estate.
- D** Darin Damme 30:39  
Yeah.
- S** Steve Trang 30:40  
Yeah.
- D** Darin Damme 30:40  
Yeah. Heck, you could use the same formula for dog food. You really could. It's the same formula for gold, for even for me telling people to run up and down the streets in their underwear on the radio. It's the same formula. It's it's a call to action. It's convincing people to do something that you want them to do.
- S** Steve Trang 30:56

How many people can we get the raise your hand? And all these people that raise their hand, how many of them can we close?

- D** Darin Damme 31:00  
Yeah. Isn't it amazing that the same percentages happen over and over and over again. Like how can they do a poll of 1000 people across the country on any on any issue. And they say, hey, it's 47% for 53% against, and then you go to the election and the election is 46% and 52. You're like, how does this like wind up to where it's just within one percentage point out of millions of people when you only asked a 1000. Now, if you take that theory, and you apply it to the rest of your life, going hey, if I like with the TV commercials, okay, so hey, if I buy 10 commercials, and I get three leads out of it, if I buy the same 10 commercials next week, I'm gonna get three leads out of it.
- S** Steve Trang 31:46  
Right.
- D** Darin Damme 31:47  
And I don't know why it happens. But it happens.
- S** Steve Trang 31:49  
It's the number.
- D** Darin Damme 31:50  
So then you scale it.
- S** Steve Trang 31:51  
Yeah.
- D** Darin Damme 31:51  
You know, same thing with any other lead source. Same thing with how we answer you know, your sales calls. When we do this. It tends to work 50 - 60 - 70% of the time.

- S** Steve Trang 32:01  
Right.
- D** Darin Damme 32:02  
And you master that and make it a little bit better than any become a game of inches.
- S** Steve Trang 32:05  
Yeah.
- D** Darin Damme 32:06  
That's that's where it's exciting.
- S** Steve Trang 32:07  
Yeah. well, that's where it separates the the. How to say it's politically correc now?
- D** Darin Damme 32:12  
Men from the boys, I'll say it.
- S** Steve Trang 32:13  
Champions from.
- D** Darin Damme 32:15  
Oh, there you go.
- S** Steve Trang 32:17  
So yeah, in case you guys didn't got that, Oklahoma City, we're coming. Alright. So
- D** Darin Damme 32:23  
OKC ready to do it.

- S** Steve Trang 32:24  
OKC we're gonna be, we got max cash offers coming OKC. So, we're talking about radio. You're Krazy Kid. And it's funny, right? We're in the same market.
- D** Darin Damme 32:34  
Yep.
- S** Steve Trang 32:35  
We never really talk. You're in Collective Genius. You're crushing in there. I sign up. Meet you. Right. In freakin Tampa not here. Right. And I find out, when they introduce you on stage. I know you were talking about while you're on stage. Yeah, I was Krazy Kid. Was it.
- D** Darin Damme 32:55  
Is that when the light bulb went off?
- S** Steve Trang 32:56  
I was like, what the heck? Krazy Kid is on stage right now.
- D** Darin Damme 32:59  
That's fine.
- S** Steve Trang 32:59  
So for those of you guys that live in Phoenix, you know you get with, what is it Ruben S?
- D** Darin Damme 33:02  
Yeah.
- S** Steve Trang 33:03  
What was the show?

- D** Darin Damme 33:03  
Kid and Ruben in the morning.
- S** Steve Trang 33:05  
Kid and Ruben in the morning. And that's what I will listen to on the way I think the high school.
- D** Darin Damme 33:08  
Yeah.
- S** Steve Trang 33:09  
Right.
- D** Darin Damme 33:09  
Thanks.
- S** Steve Trang 33:10  
It was crazy.
- D** Darin Damme 33:11  
Appreciate that man. Well you see, you didn't say, elementary school or that's what my parents used to listen to.
- S** Steve Trang 33:18  
My parents used to listen to the Kid and Ruben S. So that's awesome. Any crazy stories? I mean, from those days?
- D** Darin Damme 33:25  
Oh, man, we had so much fun there was and there's so many different things that we were able to do. We were able to get away with a lot back then.

S Steve Trang 33:37  
Those jokes would not be.

D Darin Damme 33:38  
No.

S Steve Trang 33:39  
You will be cancelled today.

D Darin Damme 33:40  
Oh man, I couldn't imagine there's no way I'd want to be on the air in any capacity today. Because, and it's really kind of sad. Because things that aren't even meant to be hurtful to anybody. Like, how could you be a comedian nowadays?

S Steve Trang 33:57  
Someone is gonna get triggered.

D Darin Damme 33:58  
Like, if like, think of comedians like that would make the jokes, and they'd make race jokes about everybody. Like, they can't do that anymore. Imagine Dave Chappelle. Like a Dave Chappelle.

S Steve Trang 34:10  
He is only one that has figured it out

D Darin Damme 34:11  
Because he doesn't care. Probably he's the one. And honestly, the pendulum is gonna swing the other way. It really has gone too far. Listen, there's, you can be respectful to people. But then you have these people that are so over sensitive and you're looking for, I mean, they're eating their own is what they're winding up doing too. Because they're going after people who are on their side.

S Steve Trang 34:31  
Right.

D Darin Damme 34:32  
And, and, and attacking them for something. Imagine these poor kids and I've made a joke about it earlier about you know, my misgivings were in the past and the internet didn't save them. Imagine being a kid growing up nowadays.

S Steve Trang 34:44  
Yeah.

D Darin Damme 34:45  
Um, we all did stupid things when we were kids.

S Steve Trang 34:48  
I was I was I was perfect Joe.

D Darin Damme 34:50  
I don't believe that. And I think I could probably find there's probably two degrees of separation in Steve Trang here in Phoenix. And I'm sure somebody could give me some some info.

S Steve Trang 35:00  
There's no dirt. There's no dirt.

D Darin Damme 35:01  
I did lots of stuff that I would be ashamed to admit that I did when I was a teenager or imagine these kids. They're just as dumb as we were. But now their cell phones, they keep it. I heard of a girl that was, you know, kicked out of college because of something that she said on on a video in high school. Yeah, it's just that sad, I feel bad for him.

S Steve Trang 35:23  
So, where we are looking at?

D Darin Damme 35:23  
I'm glad I'm halfway to dead. So I don't have to worry about that.

S Steve Trang 35:28  
So let me ask you another question. This goes back to what we're talking about earlier as far as TV right. So I mentioned Russell Shaw. Alright, so I talked to him, looked up to him. He mentored me. I said, all right, Russell, it's you and it is Curtis Johnson. Right. You're the two guys. And I want to get into radio. I want to advertising in radio. What do you think? He is like, honestly, it's really tough right now.

D Darin Damme 35:49  
Yeah.

S Steve Trang 35:49  
So I said, alright. I'm not gonna be radio. Carol Royce comes in. And she basically takes number two. Right. So I don't know if there's any lessons there, but I just kind of want to share my experience. So like.

D Darin Damme 36:02  
She basically what?

S Steve Trang 36:03  
She basically took over Curtis' spot.

D Darin Damme 36:05  
Oh, gotcha. Okay.

S Steve Trang 36:06

Yeah, she came in, and I think she basically, just, I don't know what she did. But she basically took all the spots.

**D** Darin Damme 36:13  
Okay.

**S** Steve Trang 36:13  
So, I think that, you know, it's tough, it's challenging, it's intimidating, right to compete. Obviously, I've given up competing as you guys locally. But other markets, right? Like, if you guys wanna get in TV, like don't do it.

**D** Darin Damme 36:26  
Yeah.

**S** Steve Trang 36:26  
Right. Even if Darin is helping number one guy. Don't not do it, as you guess, I guess is the message I'm trying to share here.

**D** Darin Damme 36:33  
You just need to be able to, it's kinda like gambling. Don't go into a casino with money that you're not prepared to lose.

**S** Steve Trang 36:42  
Right. And that's, that's actually my experience today, right? I want Bitclout. We were talking about it.

**D** Darin Damme 36:47  
Yeah.

**S** Steve Trang 36:47  
Earlier right. You're talking about Dogecoin.

D Darin Damme 36:49  
Yeah.

S Steve Trang 36:49  
I'm on Bitclout. I was like, yeah, I'm investing and I might lose money. But as money I'm comfortable losing

D Darin Damme 36:55  
Yeah.

S Steve Trang 36:55  
Right? It could it could totally be a scam. What are you gonna do?

D Darin Damme 36:58  
That's what I tell every new client that signs on, is number one, you can't pay by credit card. Like, it's not, I don't want to sink you. That's my whole thing. And I can't, even though everybody's it's worked for, that we would do our formula with. I don't want you to be the one that it doesn't work for. And all of a sudden you're filing for bankruptcy. And you know.

S Steve Trang 37:20  
Yeah.

D Darin Damme 37:20  
That's just not a good thing. And and have three months worth of those TV commercials, ready to go, and ready to lose the amount of money that it would cost. So you have three months budget ready to go and ready to lose. I'm not going to be in you know, we're not an ad agency that if you cancel after three months, I'm going to come after you for the next nine months of stuff. Because I want you to win. And I think that's how we've built our reputation. But if you can't afford to lose that three months budget, then don't do it, be it's just too risky. And you've got to build the pipeline. And so if you if you're into it for 10 grand the first month, and you haven't signed a deal yet, but you you know, we all know it takes sometimes four 6x, sometimes it takes a year to get somebody to sign a contract. You know, you've got to go in for three months. And and if you can do that, you're going

to be okay, but if it's gonna sink, you go close a couple deals first save some money. And then let's do it.

**S** Steve Trang 38:15  
Don't let this be the magic pill.

**D** Darin Damme 38:17  
Do not. No.

**S** Steve Trang 38:18  
Yeah.

**D** Darin Damme 38:18  
No.

**S** Steve Trang 38:19  
Got it. And then, I think if it weren't for Ryan Pineda, you would have won the belt last time, right?

**D** Darin Damme 38:26  
Oh, he dominates them. And he's so good.

**S** Steve Trang 38:29  
Yeah. So you want to talk about the essence of what you talked about at our last CG, the one that got you the silver medal.

**D** Darin Damme 38:36  
And we kind of went over some of it. One, you know, one part of my presentation, really the presentation was getting, being as efficient as possible with leads in, in your lead flow in every sense of of thinking. Number one, like with your telephone calls, you want to be a one way street, you want them to dial the phone number, you want to pick it up. Every

little roadblock you put in front of it, it will stop people from going through. If it says press one for this, press two for that, press three for this, okay, there you're going to lose people. And then if it says please hold while I find somebody and it's you know, not a ring, you're going to lose more people. And if it goes to voicemail, you're going to lose even more people. But you will get 100% of the people if they call and you answer. So it's same concept with your website. All these people go out and they're like, oh, we got to have, meet the team and frequently asked question. Honestly, people don't care. They saw your commercial, they saw your ad, whatever it was, and they want to put in their address, and they want to get an offer. They want it to be 123, they don't want to go there and get your ebook and go do this. And I apologize if you got an ebook. But you know what I'm saying like somebody who's coming at you. Do you have an ebook.



Steve Trang 39:57

I don't have an ebook. By all of it.



Darin Damme 39:58

So somebody but somebody who wants you to give them an offer, they want to type in their address, they really want to hit submit, and they want the offer to happen immediately, we know that that can't happen to this part. So but then you need to call them back immediately. Because they're sitting there they're expecting an offer on you call them back in an hour, you call them back in two hours, come back the next day, you've lost it. Like your odds of getting in touch with somebody after an hour versus five minutes are probably 1/20th of the chances if you call them back within the first five minutes. So then it goes down to you know, the VA third party call center question about the lead managers. To me, what works best is somebody, the perfect scenario is somebody picks up the phone, they call, they get somebody who works for your company, the person is educated and knows, hey, this is a good house, let's get an appointment. That person sets the appointment on the first phone call, and the acquisition person shows up as soon as possible. And they set the appointment for as soon as possible. We lost a deal yesterday, because we had an appointment scheduled for today. And the listing agent went by the house last night and got the listing it had we set that appointment sooner, we would have got that deal. And so that's really what that presentation was all about it and really went back to lead managers on because lead managers are your MVPs of your team. They are the first line of defense. They they they're the quarterback they touch every single snap, every single person who calls in every deal that you make does not happen unless the lead manager talk to him.

S Steve Trang 41:36  
Yeah.

D Darin Damme 41:37  
And so why we put those people on the bottom rung is beyond me. We don't and we pay our lead managers very well. We pay him a very good commission. They make, it would drop people's jaws if they knew what they make. But if you saw how many deals these guys, I mean, we brought in over 400 deals between three lead managers.

S Steve Trang 41:58  
Yeah.

D Darin Damme 41:58  
So you don't have to have 20 people doing it. You just have to have motivated people who are well paid, and and well motivated doing it. That's that's worked for us.

S Steve Trang 42:09  
So Jason Lewis and I, who I'm still waiting, Jason, for him to come on the show. So we were talking about creating a program to help listen to lead manager calls, so that we can have an effective training program.

D Darin Damme 42:23  
Yeah.

S Steve Trang 42:23  
Right. Because the challenge is, how do we get a lead manager know, this is a deal, this is not a deal. Obviously, your guys to figured that out?

D Darin Damme 42:31  
Yeah.

- S** Steve Trang 42:32  
What is something that you would want to tell someone that's training a lead manager to kind of sniff out whether this is a deal or not? What are the things that you're hearing that you know, it's a deal?
- D** Darin Damme 42:40  
Yeah, and it's.
- S** Steve Trang 42:42  
It's an art a little bit.
- D** Darin Damme 42:43  
It's kind of secret code the that the customer says, um, I've got granite I just put in granite countertops, it's the best house on the block. I'm right up against the golf golf course. And my neighbor just sold theirs for 20,000 over what Zillow did, send a send a real estate agent out there, because you're not wholesaling that house.
- S** Steve Trang 43:03  
Right.
- D** Darin Damme 43:04  
Um, then again, on the other side, if somebody says, hey, my parents have lived in this house since I was a kid, um, man, it's beautiful house, but you know, we haven't changed carpets or anything since I was in high school. And, you know, it's got Formica countertops, and you know, it's gonna need some TLC, it's gonna need some love. And there's a lot of people who are very honest about it. Yeah. It's gonna need some fix up. That's that's a wholesale.
- S** Steve Trang 43:30  
Got it.
- D** Darin Damme 43:31

Any day. And then but there's also some that will trick you, you know, because there's some that will play the tough tough negotiator on the phone. And once you get out there, it's really about their want. You know, what is their want? You know, maybe they've got a house that they'd really like to put an offer on this weekend. But they don't even have this house listed yet to sell and they know they're gonna bring this market going to get an offer accepted on the contingency of a sale.

**S** Steve Trang 43:57  
Yeah.

**D** Darin Damme 43:58  
Um, boy, we could go out there on Saturday. We can have that thing under contract and you can go make that offer on that house and you pick your closing date we're good we can solve that problem for them and in this market right now, we could take that house even if it's in really good condition, and we could probably put 5 - 10 grand into it you know, paint it and clean it up a little bit and slap a sign on the front of it and we both win.

**S** Steve Trang 44:23  
Alright, so let's see we got some questions here. Let's see what we got here. Brian is.

**D** Darin Damme 44:33  
You're skipping through a whole bunch cuz they're like, who's that crazy dude?

**S** Steve Trang 44:36  
No, we got.

**D** Darin Damme 44:36  
Why do you have this guy on?

**S** Steve Trang 44:38  
Now we got Gino Palomba saying that's one good looking man. We got.

D Darin Damme 44:40  
What's up Gino. You see he's in Atlanta. Let me, you know about Gino?

S Steve Trang 44:44  
Yeah.

D Darin Damme 44:45  
The kid is a prodigy.

S Steve Trang 44:46  
Oh yeah.

D Darin Damme 44:47  
These guys are going to college and they're freaking dominating Atlanta and they're running TV commercials in Atlanta in their, you know, lower 20s and and they're more organized than a bunch of 40 year olds that I've ever seen.

S Steve Trang 45:00  
We, I, he's like one of my, he's my star student right now. And we're going through and we have our calls like, man, this guy's gotta dialed in.

D Darin Damme 45:09  
He can teach us stuff.

S Steve Trang 45:10  
And he's 21, 22. Life's not fair Darin, life's not fair. Billy Ross says, right.

D Darin Damme 45:17  
Billy.

**S** Steve Trang 45:18  
My guy right there. Max says Darin the man, the myth, the legend. So that's why I'm skipping through. I'm trying to get to the question.

**D** Darin Damme 45:23  
Gotcha. Well, I like those ones better.

**S** Steve Trang 45:28  
Yeah, so Brian, it's like, I spent four hours working with one of the lead managers on just this today. Listening for cues you have to pour into them. They are your quarterbacks so.

**D** Darin Damme 45:36  
Yeah, and you lose, you lose the client, if you ask the obvious question. How much would you like for your house? Like, that's not what you and I mean know, sometimes we're able to do it and get away with it. But like, could you imagine going out and buying a car and the car salesman says, how much would you like to pay for a car? Doesn't work that way. And what happens immediately is your wallet goes up, and you're like, this guy's trying to screw me. You know, so so when we ask, how much would you like to get for your house? Like, to me that's, that's a, that's a turn off. Um, what we also teach our people to do is they look up the tax records while they're on the phone with the person so that we can find out what their equity is. That's another horrible question to ask somebody, how much you owe on the house? Oh, okay. So you can figure out what my low number is. Like, and people do that. And it's horrible when they do that, why not just look up the tax records, and you can go, okay, they took out a loan for X number of dollars five years ago. And so we'd knock off, you know, 20 grand off of it, here's what their equity most likely is. And then you know, and that's actually smart to do also, because then, you know, also if somebody is upside down or doesn't have equity.

**S** Steve Trang 46:44  
Right.

**D** Darin Damme 46:44  
That also helps, you put it into a bucket.

S Steve Trang 46:46  
That definitely gives you something to work with.

D Darin Damme 46:49  
Yeah.

S Steve Trang 46:50  
So then, we talked about cost per lead, is that the number one KPI to track?

D Darin Damme 46:55  
No. The profit is the number one KPI.

S Steve Trang 46:57  
Number one. Profit is number one KPI.

D Darin Damme 46:58  
Yeah.

S Steve Trang 46:59  
And then cost per lead?

D Darin Damme 47:02  
ROI.

S Steve Trang 47:03  
ROI. Got it.

D Darin Damme 47:06  
I don't think cost per lead really matters to be honest with you, because cost per lead is going to affect everything else down the road. But as I said earlier, I'll pay double the cost

per lead. What if your cost per lead is is \$1,000, but you're making double the profit on on that particular channel. So who cares if it's double or triple or quadruple if you're making the money.

**S** Steve Trang 47:28

What are what are the main KPIs that Darin is tracking on a regular basis.

**D** Darin Damme 47:33

So from a real estate standpoint, our real estate dashboard, I have the number of contracts that each lead manager has is responsible for having signed. We have a competition too. So somebody is the champion each month and we talk smack if somebody is in a rut and people do go through ruts. And some people take off and then sometimes, you know, they'll just get in a slump. The other thing that we track is the wholesale deals, the total amount of wholesale that we've put under contract this month. We track that for last month. And the other thing is how many leads each lead manager took. What their appointment rate is? How many in, we're in the 40s and 30s percent appointment rates.

**S** Steve Trang 48:18

Wow.

**D** Darin Damme 48:20

I'll tell you what that number, this is what's really cool. And this happens nationwide, because now I see everybody's numbers. Um, your your contract rate is 1/4 of your appointment rate. So if you do 20% appointments, you will get 5% contracts.

**S** Steve Trang 48:34

Yeah.

**D** Darin Damme 48:34

If you do 40% appointments, you will get 10% contracts. And and literally you can double the amount of money that you're making by doubling your appointment rate. That's all you have to do. You don't have to spend another penny. There's so many people that will have a 10% appointment rate and a two and a half percent contract rate. And they'll say

well, do we need to spend more money though? No, you need to go on more appointments, double your appointments, you will double your your contracts.

- S** Steve Trang 48:56  
Or improve your lead manager.
- D** Darin Damme 48:58  
Eric Brewer said this is it, I've never bought a house. I didn't make an offer. It make sense.
- S** Steve Trang 49:05  
He knows a thing or two. Alright, so then what is your guys' average fee for all those deals that you're doing?
- D** Darin Damme 49:11  
I can't tell you that, you're going to go buy TV in Phoenix and try to beat us.
- S** Steve Trang 49:14  
No. I already resigned. That's why I'm going to Oklahoma City, I had to leave here.
- D** Darin Damme 49:20  
We average anywhere from 10 to \$40,000. Per deal. So it's probably 15 right now. Maybe 20.
- S** Steve Trang 49:31  
Got it. And then what is, so we're talking about marketing. What is your total overhead?
- D** Darin Damme 49:38  
Our total overhead per month? Um I'd have to look it's it's under 150,000 probably under no under 200,000 now.

**S** Steve Trang 49:51  
Well, I mean, you got a quarter million in LA.

**D** Darin Damme 49:54  
No, I'm just talking about Phoenix.

**S** Steve Trang 49:55  
Okay, just in Phoenix.

**D** Darin Damme 49:56  
Yeah.

**S** Steve Trang 49:57  
200,000 got it. And one of the things that convinced, me sold me on TV was you jumped onto a call in my coaching group, right? So we got our mastermind, say, hey Darin, can you jump on, just share, you know a little bit on TV, and you went through this entire Salesforce dashboard, and it was just nuts. So you want to talk about what you do with Salesforce, how much you've invested, and all that other great stuff.

**D** Darin Damme 50:26  
Sure. Um, when I started working with Doug back in 2016, they had Salesforce, but it was kind of funny, the lead would come in, and then they just had that name, address, telephone number, and it would forward an email to Doug, and then Doug, would forward that email to whoever he wanted to go look at it. And that was really all they were using.

**S** Steve Trang 50:52  
They're barely using Salesforce.

**D** Darin Damme 50:52  
To say it was just an email forwarding tool. And so when I came in, they you know, they had this company, that's like a third party company that you can pay to do Salesforce, it's a 180 bucks an hour. And I would call the guy and say, hey, I'd like you to build this field.

And it was a simple field, like maybe the wholesale fee field. And it takes three days to get done and cost 180, you know bucks. And so at that point, I was like, I'm gonna figure this out. So I just started looking on YouTube, and I just self taught myself Salesforce. And over the course of 2016, 2017, and 2018, I just completely learned how to build out our Salesforce and I built it from the raw bones to all the dashboards you see today, and there was there was a whole lot hours in it, a whole lot of weekends, a whole lot of frustration, because, you know, sometimes something very simple, like get this field to, like, like I take the date time field that the lead was created, and I tried to break out the time, and it would be three hours off. And I'm like, why is it? Why does it say eight and it says five here? Well, I didn't realize that the time was GMT time, and he had to adjust that time field, you know, by eight hours or three hours or whatever. It took me a weekend to figure that out, scratching it, you know, and going crazy, because I didn't have anybody to call. Um, but now that we built it out, the cool thing is and Billy ask, he actually asked me this question, how can you be the COO for a company that does 400 deals, you know per year here in Phoenix? And how can you be the CEO of a company that's going to do \$20 million in revenue for TV, and has 50 plus clients? The cool thing is, is when you build out Salesforce correctly, and shout out to Stephanie Better, who's going to be here next week, from Left Main, and Salesforce. When you build it out correctly, everything's automated. And so all of the upkeep on the lead managers, like I have a rule, if you have an active lead it must have a task. Well, I can create a report that says, show me all the active leads that don't have tasks. And then I can automate that report to send every morning at 8am to all my lead managers. Any rule that I've created, I can then create a report to make sure that it's being enforced, and it automatically goes out. So they know that I'm watching it, it helps me watch it. And I don't have to take any steps and it's just on my email box.



Steve Trang 53:14

You have to log in the computer, it's just there.



Darin Damme 53:15

And it's done. And so, so much of the extra work. I feel so bad for so many. And there's so many great operators out there that let me put you this way. If I asked you, how many appointments did you do last last month? And how many contracts did you get? And how much in wholesale fees did you sign? If you can't find that answer out in 10 seconds, you're doing so much extra work, because now you got to export it out of Podio, then you got to redo all this other stuff. And then you've got to put it on to Plato or whatever. And then it's not that hard. All I got to do is push a button and it just "bleep". And then you can say. Okay, now how much of that was from TV? "Bleep". Okay, what about last year? You know,

and it just does it?

**S** Steve Trang 54:01  
Yeah.

**D** Darin Damme 54:02  
Um, so many people were working so many extra hours. And the opportunity cost on that is phenomenal, because he should be buying houses. He shouldn't be exporting Excel sheets and trying to do your KPIs. They should happen naturally.

**S** Steve Trang 54:16  
So that the guy that get laid off from radio envision himself to Salesforce, for a major operation.

**D** Darin Damme 54:25  
No, but you know, what? Everybody says, What's your WHY? My Why is to leave a legacy for my for my family. That's 100% my why, um, I want my family to have more of a headstart than I had. And I mean, I wasn't, you know, held back or anything like that, but I just I had to do everything on my own. I didn't really have a mentor from parents that you know, they were just they were, they just work jobs. They were working. Um, I want my kids to have a bit of a head start. And I want them to be motivated. And I want them to I want to be a role model for success for them. And I really want them to look back, and my wife as well to look back and say, hey, you know what, that guy, he did everything he possibly could to provide for us, but also to make sure that even after he's gone, life is better because of him.

**S** Steve Trang 55:24  
Yeah, that's powerful.

**D** Darin Damme 55:25  
So when you're that, like we said about being a marketer, once you figure out that why man, it doesn't matter if I got to dig ditches, or if I got to do this, or, or whatever. Um, when your why is that clear then it makes everything fun. Because you're getting one step closer to your why.



Steve Trang 55:43

Makes total sense. What is your biggest struggle right now?



Darin Damme 55:53

Man, I'm in a good spot. It's really strange. And I don't mean to imply that everything is always perfect, because but there's man, I'm in a I'm in a part of my life where I think I've kind of figured out a couple of things that I don't worry about what I can't control anymore. I used to sit and worry about things, am I gonna get in trouble? You know, when I was on radio. Am I getting in trouble for what I said? Or is this going to happen? Or am I going to get fired? You know, all those things. I don't have any of those fears anymore. And I learned a long time ago that that worrying is experiencing the worst possible scenario over and over again. And 99% of the time, the worst possible scenario never happens.



Steve Trang 56:33

Right.



Darin Damme 56:33

And so at this point, I don't worry about anything. Because I can't change it. I'll deal and I'm really good at. I can deal with it. My son was in an accident a couple weeks ago, and he's okay and everything, but many 16-17 years old, I could have been the parent that worried every day and I could have experienced that accident for the last nine months. Um, instead I experienced it the night that it happened. And thank goodness, he was smart enough, we put a, he put a dash cam in there. It wasn't his fault. He was responsible. He didn't get hurt very bad. And so, you know, like, why worry about that? I dealt with it when it happened. And man, it made life a lot easier.



Steve Trang 57:15

Yeah.



Darin Damme 57:15

So what's my biggest struggle is probably, actually it's probably putting the computer down. It's probably you know, I talked about my why. And I think you made a post about this the other day, didn't you? By being with your kids more? Um, I think that's probably

my biggest struggle is because I'm so passionate about work and I see in this business is growing insanely and things are going awesome and work is awesome and family life's awesome. You know, I got a 10 year old right now that comes out and goes, hey, dad, check this out. And I do stop and look at it. But then I go right back to work. And I that's probably my biggest struggle is I need to close the computer and spend more time with my kids.



Steve Trang 58:00

It's tough. It's tough. And it's something that consciously you have to make a conscious decision to do.



Darin Damme 58:06

Yeah. And but boy, yeah, I got a 20 year old and I have a 17 year old and so they're kind of you know, my 20 year old moved out.



Steve Trang 58:13

Dad leave me alone.



Darin Damme 58:13

My 17 year old, it's gonna take another year. Um, you begin to wish back and go man I wish that day I remember when they were 7 8 9 10 years old and it was daddy, daddy, daddy and and that was like, what, what, you know? And now you kind of look back on it going man I kind of wish I could have that daddy, daddy, daddy again cuz it goes away eventually.



Steve Trang 58:35

It does go away. I'm starting to experience that we're not they don't want to do as many things right, just let me go with my iPad and chat with my friends and whatever.



Darin Damme 58:46

Yeah.



Steve Trang 58:47

Guys, this a live show. If you have questions for Darin, please ask your questions in here. So you got a powerful why, do you ever get demotivated during, do you ever run in things, like you just take a punch in the stomach. Like how do you like, what do you need to get back up?



Darin Damme 59:04

I think I've had those in life. Um.



Steve Trang 59:07

So what do you do when you get knocked down? How do you stay motivated?



Darin Damme 59:13

Well, you know, it's a good question. I think I have to look at it from a longer time period point of view. Um, you know leaving radio man, it's all I wanted to do when I was a kid. Heck, since I was 12 years old. I was playing and making tapes and you know, as a high school DJ on, you know DJing the dances and all that stuff. You know, when you get to a point where you're like, it's kind of like, you know, I'm 34-35, I'm on top 40 station, kind of getting old for this. It's not really my passion. I don't want to get up at two o'clock in the morning. That's, that's kind of a whoa moment there. And, but you know what, when you when you're, when your backs up against a wall is when you shine. That's what's so cool about it. So you almost kind of get knocked out and you're like, oh boy, here we come. We're coming back tenfold here on this one. And then it's a it's an opportunity to make a new start with a gold store, when the gold store and gold went down and I sold, you know the assets to that, man, there was probably a year or two where I just went fishing every day and it sounds fun. But it honestly kind of became a drag to where I was I just wasn't motivated. I didn't have anything else to do.



Steve Trang 1:00:21

I would hate life if I was fishing every day.



Darin Damme 1:00:23

Yeah, and I'll give Doug credit for me. I know that was a smartass comment, but.

S Steve Trang 1:00:27  
No, I'm serious. I would hate life if I was fishing everyday.

D Darin Damme 1:00:29  
Oh, you would hate life fishing every day?

S Steve Trang 1:00:30  
It will be awful.

D Darin Damme 1:00:31  
Really?

S Steve Trang 1:00:31  
Oh my god. Yeah, just sitting there.

D Darin Damme 1:00:33  
It's awesome though.

S Steve Trang 1:00:34  
No, that'd be awful.

D Darin Damme 1:00:34  
Just looking at, just looking. Man, I love being outdoors.

S Steve Trang 1:00:37  
I'm not an outdoors person.

D Darin Damme 1:00:38  
Oh, I love being outdoors.

S Steve Trang 1:00:38  
There's no WiFi. Why are we here?

D Darin Damme 1:00:40  
No dude. So, but hey, I'll give Doug credit because I was out of you know, man I was making a ton of money. And then I sold the stuff and I wasn't making any money anymore. And, you know, by him bringing me on in 2016, it got me working again. And it got me into the groove. And then all of a sudden, you see, okay, here comes the growth and the you know, and you know, there's good motivation and monetary motivation. And then your Why becomes clear again. And so, um, man, you got one life to live. I don't know what happens when you close your eyes the last time and this is your Super Bowl. And so you better make it count, you better make it count. I never wanted to be a statistic. I always wanted to be somebody who was remembered afterwards. And, you know, it doesn't have to be on a huge scale or a nationwide or worldwide scale. I just want to be remembered by enough people in a positive light and those people who mean something to me. So that's your motivator. So right now nah, man, I really don't get knocked down too much. You know, there's rough days or something will happen and or Doug would come in and go, hey, I got this brilliant idea. It should only take you five minutes when it's really a five month plan of 20 hours a week of extra work.

S Steve Trang 1:01:53  
Yeah.

D Darin Damme 1:01:54  
And sometimes you go home and you're like, ah, but at the same time man you're so blessed like, look at what we're doing. Look what where we're seeing. I mean, it's life is too good.

S Steve Trang 1:02:05  
Life is amazing. What is your superpower?

D Darin Damme 1:02:09  
My superpower? I got a lots of kryptonites. That'd probably be a much easier question to answer, but probably wouldn't be probably wouldn't be good for the show. My superpower

is unlimited motivation right now. And it really has been for my entire life. It's, I don't get tired. I just I'm so pumped in and and really my superpower is is loving what I'm doing at the time. I feel so bad for people that get up and and I kind of felt like this at the end of radio, wouldn't it. It was two o'clock in the morning because I did a morning show the alarm would go off to wake you up and your first words were, oh crap. You know, I feel sorry for people that do that. Every single morning I get up now, I'm like, oh, cool. Today's lead day, everybody's got their leads coming in. Let's see how all of the different buys that we did worked out. Oh, cool. I've got this meeting with, you know, Marck and Chris. We had this meeting with Marck and Chris yesterday in Kansas City at SPD. Um, we're putting together, it's an incredible brand called 1-800 Sell Now. We actually purchased the assets, we purchased the trademarks for it. And we're creating because you know, with a lot of our clients, we've had to create new websites, and and brands for them so that it's really easy to remember on TV, and it's a lot of work building 46 different brands. And and then I started thinking about well what about you know, the people that are, your students? And what about people in CG select or, or what about people from CG that would like to just test TV and see how it works, but they are running all their direct mail and everything through their other brand. So we purchased 1-800 Sell Now and the website, the telephone number, the trademarks, everything. And we're building this as a nationwide licensing model to where you can sign up and own a market. And Marck and Chris in Kansas City, they've signed up their first clients, they've signed up for 10 markets across the Midwest. And then you run your own, you can send your own mailers out. What you know, we'll give you the logos, the assets, all the leads that come through from your area to the website go directly to you. Somebody calls the telephone number 1-800 Sell Now and it's gonna say please enter the zip code of the property that you'd like to sell, as soon as they hit you know, 85249, boom, your phone rings, if you got Chandler, or your phone rings if you've got Rhode Island, or whatever it is so, um. So that's exciting. So so, man, I don't get knocked down. Actually, every morning. I'm kind of pumped because people like that who believe in us enough to where I can come to them and I came to them with the ideas I was negotiating for the brands saying, hey, here's my vision. Here's what I'm thinking about doing with this. Would you guys be interested? I know you're looking to expand into other markets and you don't want to have, you know, because their best offer KC, we can't do best offer KC and some other cities.



Steve Trang 1:05:14

Other markets, nope.



Darin Damme 1:05:14

But you can do 1-800 Sell Now in all of those cities. So to build that out now we've you

know, we've now we're on our third business of building it out and they all complement each other. They're all tools of each other. So, man, I'll be honest with you. There's not too many days I get bummed out.



Steve Trang 1:05:30

Yeah. Marck de Latour and Chris Johns brilliant dudes.



Darin Damme 1:05:35

Incredible.



Steve Trang 1:05:36

Amazing. So Brian who loves your candor.



Darin Damme 1:05:40

Thanks friend.



Steve Trang 1:05:40

His question, with multiple lead sources, how are you keeping hands off, how are you keeping the handoffs from lead manager to acquisition manager clean?



Darin Damme 1:05:51

With multiple lead source. Well, every every lead source goes through the lead manager. Um, here's one thing that, here's something that actually that I would like to convey to people is, sometimes more isn't more. Um, sometimes people have too many lead sources. And they find themselves stretched too thin. Um, I will tell you here in Phoenix for the operation that we did, and we bought 400 plus houses the last last year. We do television, we do radio, we do very limited PPC, and the only PPC that we buy is branded terms. Because if somebody sees or hears our radio commercial, and they go to the Google search bar, instead of the URL bar, and they type in Doug Hopkins, we want to make sure duck Hopkins is up on top. Um, TV, radio, PPC. That's it. That's really you know, because then you have the word of mouth and agent relationships. We're not doing cold calling, we're not doing texting, we're not doing direct mail. We're not doing any of that. Um, a lot of times, it's better to be a master of one than a jack of all trades.

**S** Steve Trang 1:06:59  
Yeah.

**D** Darin Damme 1:07:00  
And to me, you know, that we've got 1234567. We have seven people that work for doughopkins.com. Seven.

**S** Steve Trang 1:07:11  
Yeah, so.

**D** Darin Damme 1:07:12  
Two acquisitions people, three lead managers, myself, and real estate agent and two accountants, so nine.

**S** Steve Trang 1:07:19  
So let's just say generically, what are you doing to hand off from lead manager to acquisition manager? What's that conversation like?

**D** Darin Damme 1:07:28  
Good question. And Brian.

**S** Steve Trang 1:07:31  
Brian, yeah.

**D** Darin Damme 1:07:32  
So like I was saying, we try to do that one road. And so we tried to set the appointment on the first call, the lead manager to set the appointment. And if the lead manager can do that, well the lead manager is always the person setting the appointment. The handoff then we make sure that the telephone calls are being recorded into Salesforce for us. So then when we move into appointment set, and we have an appointment set date and time, an auto email goes out. And it's also marked on to the acquisitions person's calendar, and the lead manager has access so that they can see what the open times are

on the acquisition person's calendar, email goes out to the client and to the acquisitions person. And I always copy myself on all those so that I can always track and see if something's broken, if something is getting mixed up a field, you know, those kinds of things. So there really isn't much of a handoff because it's all automatic. They're they're always notified, they're already notified. Now there is communication sometimes, because we have Doug Hopkins is our east valley acquisitions person. And you know, Josh Barton, he does our west valley. So we have two guys that have been 20 plus years and in buying houses here in Phoenix. If the lead manager has a question, they can call and say, hey Doug, what do you think about this one, you know, this is this house, here's the scenario, whatever. That's only if there's a question on it, and then immediately, boom, you're right back onto it. But the fewer phone calls that you can make, you know, you really want to try to wrap everything up on the first or second phone call at the latest.

**S** Steve Trang 1:09:07  
Yeah.

**D** Darin Damme 1:09:08  
So the handoff really is in a perfect world. Doug gets an appointment, he knows he's got an appointment, he's got a task on Salesforce, he clicks on it, listens to the telephone call. There's not a whole lot more he has to do. And there's nothing really that the lead manager has to do because their job is to answer the calls and try to get more appointments out of it.

**S** Steve Trang 1:09:28  
And then are all your leads weighted equally when you're assigning them?

**D** Darin Damme 1:09:34  
Oh, it's a jump ball. Now that's that. Yeah. If that's what you're asking, Is that what you're saying?

**S** Steve Trang 1:09:38  
Yeah.



Darin Damme 1:09:39

So yeah, I mean, I believe 100, look our lead managers get paid commission and they don't get a base. We'll give them a base for like the first couple of months but it's a draw you got to pay it back. But we pay them a very hefty commission as well. And then every lead is a is a jump ball. It rings on everybody's call a phone at the same time. And the minute that a lead is submitted via web, everybody gets a task assigned to them, everybody gets an email, and everybody gets a text. All three of them, whoever answers it first, that's their lead. And it has been awesome. Like we've changed from. And we had a great lead manager before, who's now moved on to some awesome things and doing flips and all that. But we've moved on from a base pay scale with with one person to three people just fighting like pit bulls to get it. And then our appointment percentages, just you know, like quadrupled. Our contract percentage is I mean, we're at 15% right now, for 2021 of contracts. So out of every 100 leads we get, we get 15 deals. And so we're just it just when they're fighting for it, and it happened, we had two lead managers, Lynn and Joel. And they're nice, they're cool people. But they were trying to take care of each other. They were like, Ah, it's Wednesday, you know, I I know that lead just came in five minutes ago, but Lynn's on a call she'll, she'll grab that one in a couple of minutes. And as soon as I saw that happening, I hired Mike, who neither one of them knew. And I said, Mike, here's your here's your job man, every lead that comes in, grab it first before everybody else. And Lynn and Joel were like, whoa, what's going on man? You're taking and you're cutting our money by a third. And I'm like, no actually, I'm going to increase your money, because I'm going to increase the amount of leads because now we have the better capacity. But you're gonna make more money because you're gonna be on these leads a lot quicker.



Steve Trang 1:11:35

Yeah.



Darin Damme 1:11:35

And that's exactly what happened. They have they all made more, I believe last year than the year before when there was only two of them.



Steve Trang 1:11:41

Love it. Luis Garcia wants to know, why are all the big boys in Arizona?



Darin Damme 1:11:47

Well, I mean, I think probably the obvious answer is, is it almost every house here at least 80% of them are less than 30 years old. They're all tile stucco. They, I mean, really, you can walk into any house here in Arizona that's less than 30 years old. And you can pretty much within \$5,000 value. What it's going to cost to rehab it and what the ARV is going to be in a normal world where you know, these prices aren't crazy. I think that that's what made it easier for you know, the big, big corporations to come into here is because they needed to scale and they needed a solid base of houses that were all the same. And so I and not only that, but it's it's a emerging market, a hugely emerging market, right outside LA. Our population is exploding. We've got a lot of land in all four directions. So that you know you can continue building. I mean, you went to high school here so I mean, it's it's doubled in size.

**S** Steve Trang 1:12:49  
I grew up here like.

**D** Darin Damme 1:12:50  
So then. Then you remember there wasn't even freeways in downtown Phoenix.

**S** Steve Trang 1:12:54  
There was no Chandler when I was growing up.

**D** Darin Damme 1:12:55  
No, Chandler was a farm.

**S** Steve Trang 1:12:57  
Yeah.

**D** Darin Damme 1:12:57  
That's about all it was. Gilbert was a farm. It's 250,000 people or 200,000 people now.

**S** Steve Trang 1:13:03  
Yeah.

- D** Darin Damme 1:13:03  
So I think that's why they're all here is there's a great opportunity to make money and all the houses are the same.
- S** Steve Trang 1:13:09  
So I'll also add to Luis is that we're since because we're newer, everything is a grid.
- D** Darin Damme 1:13:15  
Yes.
- S** Steve Trang 1:13:15  
It's not like California or other older markets, we get lost for no damn reason.
- D** Darin Damme 1:13:19  
Oh, it's it's it was I give props to the people who laid out
- S** Steve Trang 1:13:23  
It's a grid, every exit on the right. I get frustrated in California when the exits on the left, like why is the exit on the left.
- D** Darin Damme 1:13:28  
Yeah. Or the road curves. And you're like, why couldn't you just make a straight line?
- S** Steve Trang 1:13:32  
Yeah, we got that it's, we have the best data. I don't know if you know this or not. But like Maricopa County is the model that every other county looks at when they're trying to figure out like how to make data more efficient.
- D** Darin Damme 1:13:44  
Really.

S Steve Trang 1:13:44  
So where are the leaders in data. So they're just.

D Darin Damme 1:13:47  
You guys can pull lists really easily.

S Steve Trang 1:13:49  
It's really easy to pull list in Phoenix compared to every other city. So gigantic market, and we can go from here in Tempe to Goodyear, in 30 minutes, 25 minutes no traffic.

D Darin Damme 1:13:59  
Yeah.

S Steve Trang 1:14:00  
Right. With traffic, maybe 50 minutes.

D Darin Damme 1:14:02  
Yeah.

S Steve Trang 1:14:03  
In other parts of the country. If there's traffic. Forget about it.

D Darin Damme 1:14:07  
Could you imagine like in LA trying to drive around there, man. It was two hours just to get some place in stop and go.

S Steve Trang 1:14:14  
You gotta get on with Sepulveda. Right. You got to get on that one street and you just have to drive and just deal with traffic and you're not moving anywhere.

D Darin Damme 1:14:22  
Yeah.

S Steve Trang 1:14:23  
What is the greatest lesson that you learned?

D Darin Damme 1:14:29  
The greatest lesson that I've learned. That well, gosh, I don't know if its greatest lesson.

S Steve Trang 1:14:45  
Will settle for above average.

D Darin Damme 1:14:47  
Yeah, I've learned a lot of like pretty cool lessons that you put all into one and it winds up being a good lesson on life. Um, you know one of my favorite saying is definition of insanity is doing the same thing over and over expecting a different result. Once you can really picture that. And I think it was Robert Kiyosaki in Rich Dad Poor Dad that made an example of baking a cookie. And you put it in there, and it's too salty. But then you go and make you know, a second batch and use the same ingredients, what's going to be salty, you know. Learning that you can change that formula. And and sometimes it's just one small ingredient that changes it from a horrible cookie to an awesome cookie. That's, that's a big thing. Um, and another lesson that I learned from him was the Rich Dad Poor Dad attitude, which is, so many people say, oh, we can't do that. Instead, say, how can we do that?

S Steve Trang 1:15:48  
Right.

D Darin Damme 1:15:49  
And the cool thing about reading that book or listening to that book, does it count if you listen to it as a read?

S Steve Trang 1:15:54  
Of course it does.

D Darin Damme 1:15:54  
Okay good, then I'm very well read. I only got picked up a book in years. But I used to go back and forth between Palm Springs and listen to all the all the books. Going through, and just understanding that by saying that we can do this, how can we do this, let's make this happen. And going through and understanding that, wow, I actually thought like that before I read this book, and I didn't even realize it.

S Steve Trang 1:15:59  
Right.

D Darin Damme 1:16:04  
Um, I feel actually that's been a huge blessing to me being motivated at 12-13 years old, to say, I want to be somebody someday. I want it, it like, I see kids nowadays and I'm sure there's plenty of them out there that do feel that way. But it doesn't seem very prevalent. And so to be born with that, and just kind of have it in you to say, man, I want to take it to another level. So from my lesson standpoint, I guess my biggest lesson here, and actually, this is probably a very good lesson for everybody. Don't ever fight somebody in court based on principle. It's so easy to do that and I did it when I was in California. I had the gold store and one of our competitors was falsely advertising against us. And I took him to federal court, and I won, it cost me two and a half million dollars. And I won two and a half million dollars. And they filed for bankruptcy. And so I lost two and a half million dollars. Not only did I lose two half million dollars, but I lost two and a half years of my life, focusing on depositions. And all this time wasted, when honestly, I should have just gone Krazy Kid on his butt and walked over there and kicked his butt the first day, and he probably would have changed his ad and it would have cost me 30 days in jail. But I would have saved two and a half million dollars.

S Steve Trang 1:17:41  
Yeah.

D Darin Damme 1:17:42

But and I tease when I say that. But my point is, is I hear so many people and then especially in a land of transactions, real estate, you're going to get wronged it's going to happen.

**S** Steve Trang 1:17:54  
Over and over again.

**D** Darin Damme 1:17:55  
Fighting people. It's like poking. It's like having a voodoo doll of yourself in poking yourself thinking that you're hurting the other person. Oprah said this, hating somebody is like drinking poison and expecting the other person to die. That's an incredible lesson.

**S** Steve Trang 1:18:13  
Yeah.

**D** Darin Damme 1:18:14  
That's probably the only thing I ever learned from Oprah. But think about that, how many people spend their time hating somebody or thinking and wishing the worst for somebody, that other person doesn't know that, all you're doing is hurting yourself. All you're doing is ruining your day. That's all you're doing. You're not hurting their day. And why would you do that? Let it go.

**S** Steve Trang 1:18:36  
Yeah.

**D** Darin Damme 1:18:36  
Let it go. So So don't ever get into fights over the principle of things. Sometimes it's easier to cut and run, man, it's know when to hold them, know when to fold them.

**S** Steve Trang 1:18:49  
Yeah. I learned that lesson too, unfortunately. With my own separate lawsuit.

**D** Darin Damme 1:18:55  
Yeah. You want to talk about it? I see a tear in your eye.

**S** Steve Trang 1:18:58  
Oh, there's no tears. No.

**D** Darin Damme 1:19:00  
We have time.

**S** Steve Trang 1:19:01  
I got sued for tortious interference, right. And technically, I did interfere with their contract. It was not tortious, I did interfere. So they sued me for 14,000, I won. And in winning. I had to pay them zero. My attorneys fees were \$18,000.

**D** Darin Damme 1:19:21  
Yeah.

**S** Steve Trang 1:19:22  
So it would be a lot easier to just give them what they wanted. Even though I was right.

**D** Darin Damme 1:19:27  
Yeah.

**S** Steve Trang 1:19:28  
It would've a lot easier to give them what they wanted.

**D** Darin Damme 1:19:29  
You got off easy at \$18,000.

**S** Steve Trang 1:19:30

I did. I did. But I would rather not do all that.

**D** Darin Damme 1:19:37  
It holds true. The only people who are who made the money in that were the courts and the lawyers. They made all the money.

**S** Steve Trang 1:19:45  
Yeah.

**D** Darin Damme 1:19:45  
It was those of you guys lost.

**S** Steve Trang 1:19:47  
And it was stupid. Ed Hochuli.

**D** Darin Damme 1:19:50  
Oh the referee.

**S** Steve Trang 1:19:52  
Yeah. It was his freakin law firm. I was like man, it's cool. I'm in his I'm in his office and

**D** Darin Damme 1:19:56  
The NFL referee man.

**S** Steve Trang 1:19:58  
And he did not give me attorneys fees. Son of a. Anyway.

**D** Darin Damme 1:20:01  
Wait, so you used him?

S Steve Trang 1:20:02  
He was. It was his firm. That was the arbitrator.

D Darin Damme 1:20:05  
Oh, really?

S Steve Trang 1:20:06  
Yeah.

D Darin Damme 1:20:07  
I stayed in his. He had a beachfront condo or you know, like on Mission Beach. And it was cool. I just Airbnb at one time. And I walked in and I'm like, I recognize that dude like. I saw a picture of him up on the wall. I'm like, I'm running at Hochuli's. Damn, it was really cool it was one of them. It was nice. It was fun.

S Steve Trang 1:20:28  
Yeah, I liked him. But they should have ruled in my favor in attorney's fees

D Darin Damme 1:20:30  
His son is a ref now.

S Steve Trang 1:20:32  
Is he?

D Darin Damme 1:20:32  
In the NFL yeah.

S Steve Trang 1:20:33  
Yeah. So Brian does love your advice. So he's hiring a third lead manager right now.

**D** Darin Damme 1:20:38  
Good job, Brian. Way to go, dude.

**S** Steve Trang 1:20:40  
Alright, so. I want you think about what you want to leave the listeners with, while I make a couple of quick announcements.

**D** Darin Damme 1:20:45  
Okay.

**S** Steve Trang 1:20:46  
Hey, guys, we're doing our sales training all day. Live event Friday, next week. So that's in nine days. If you're interested, send me a DM. I had so many of you guys asked me if we can do it virtually. And I kept saying I don't know how, well my team figured it out. So we're doing it virtually as well. So if you guys are interested in doing our all day sales training, next week, Friday, shoot me a DM, I'll send you the information. Also, guys, please, like, subscribe, share and comment is what we need to tell the algorithms that our stuff is relevant. And the more you guys are able to share and support the more other people we can get to receive the message so that we can all grow together and next week we got Stephanie Betters and she's gonna be talking about systems and Salesforce, and all the other boring.

**D** Darin Damme 1:21:32  
She's incredible.

**S** Steve Trang 1:21:33  
Stuff that you need to run.

**D** Darin Damme 1:21:35  
No, this is, that should be exciting, man. I mean, that's like.

**S** Steve Trang 1:21:38

It's CRM stuff. But it's so important.

**D** Darin Damme 1:21:42  
Oh, man, it's yeah, to me it's exciting, man. That's like, oh, we're gonna talk CRM porn.  
Which is cool.

**S** Steve Trang 1:21:50  
So, tune in next week, cuz she's doing 200 deals a year. Right? Like, it's not like.

**D** Darin Damme 1:21:54  
You know, that's the other cool thing. She's a COO as well for a company in Charlotte.  
And so yeah, she she knows her stuff.

**S** Steve Trang 1:22:01  
She's running two businesses. Owns a third but also she's.

**D** Darin Damme 1:22:03  
And a nurse.

**S** Steve Trang 1:22:06  
Yeah. So she's got her own business. Doing 200 deals a year. She has Salesforce, that she's  
now finally selling.

**D** Darin Damme 1:22:16  
Yeah.

**S** Steve Trang 1:22:17  
She's a COO for another company. And she's a nurse.

**D** Darin Damme 1:22:20

Yeah. And a mom.

**S** Steve Trang 1:22:21  
And a mom.

**D** Darin Damme 1:22:21  
The most important job of them all.

**S** Steve Trang 1:22:23  
Crazy. Crazy.

**D** Darin Damme 1:22:24  
And she handles it like a pro man. She's awesome. She is really exciting to see her blow up like that.

**S** Steve Trang 1:22:29  
Yeah, she is. So last thoughts.

**D** Darin Damme 1:22:35  
Last thoughts. It doesn't have to be complicated. Whether it's real estate, or whatever, life or whatever. Like, life doesn't have to be crazy. We make it crazy. Business doesn't have to be crazy. We make it crazy. It's better to be a master of one trade than a jack of all. Nobody cares about the storms you encounter. But did you bring the ship in? Like, just get it done. Just make it happen. I really am starting to sound like my grandpa. But but but the point is this, surround yourself with great people. You're you're watching success. I mean, if you're watching this podcast right now, Steve, you've blown this thing up. I mean, it was it was nothing what it is today, two years ago.

**S** Steve Trang 1:23:22  
Yeah.



Darin Damme 1:23:23

You had a vision for a company. But you're you're keeping it simple too man. You're, you're a master of this trade. And you're, you're a master at your training in what you do. You're not trying to do it all. You know your niche, and you're going to own that hill and you can own that hill. I do think that people who aren't successful, try to do too much. And that's because they just focus on one or two things and just be great at that. And then if you're great at that, and you got a little bit extra time, you know, bring on the on the second thing, don't worry about what you can't control. And stay positive, surround yourself with great people you know, in, you'll see it and I'm looking at it right now with Steve and Stephanie. Um, you know, we're a part of Collective Genius. If you can they have CG select, and then they have the regular Collective Genius. I think that that that's completely changed my life, man. And it's funny when Doug signed up for it, I didn't know what Collective Genius was. I'm a COO of a company, I'm going great. My owner wants to go pay a whole lot of money to go golf with a bunch of dudes who are gonna lie to him about how much money they make. That's completely what my impression was. And then I went to one of the CG meetings and I saw it I was like, wow, these people are sharing a lot more a lot more information, than I thought that they would, and it changed our business. The things that we've talked about today, I picked up nuggets from different people at CG what phone system to use. You know, our lead manager process, you know, different things like that. And then I've adapted it and made it my own. That changed our business, that changed my life and in Bullseye Branding, wouldn't be where it is today without Collective Genius. And it's introduced me to people like you and Stephanie, and Billy, and you know, and, you know, Jim, I mean, I know, if I start naming everybody, I'm gonna, you know, go on forever and leave somebody out and get in trouble. But



Steve Trang 1:23:38

You will.



Darin Damme 1:24:05

Surround yourself with great people. And you don't have to do it all, right at the beginning, just do something great. Just be great at something.



Steve Trang 1:25:37

How can someone get hold of you,

**D** Darin Damme 1:25:40  
You can go to [bullseyebranding.com](https://bullseyebranding.com). And you can book a consultation. That's probably the easiest way if you're if you're looking into utilizing our services. Just book a consultation goes right to my calendar. And anytime it's open there, I'm available. And we'll do a one on one I'll show you a little bit more about what we do. Also, we are taking market reservations for the launch of 1-800 Sell Now. So you can just do that through Bullseye Branding. The website should be up right now. But they may not have done it by press time. You know how web web guys.

**S** Steve Trang 1:26:14  
This is live?

**D** Darin Damme 1:26:15  
Is it live? Well that's why I'm saying, they may not they got it by the deadline if you want to look it up really quick. Um, but you can just go through Bullseye Branding, and we're taking market reservations for that as well. And, you know, just go to Bullseye Branding, book a consultation that's probably the easiest way.

**S** Steve Trang 1:26:31  
Awesome. Cool. Thank you.

**D** Darin Damme 1:26:33  
You're the man, brother.

**S** Steve Trang 1:26:34  
Very much.

**D** Darin Damme 1:26:34  
It's been awesome. Thanks for inviting me. I appreciate it.

**S** Steve Trang 1:26:36  
Absolutely it's my pleasure. Thank you guys for watching. That was great show.



CBB 1:26:43