

\$100,000/mo & Debt Free

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SPEAKERS

April Molina, Steve Trang

- S** Steve Trang 00:05
Hey everybody. Thank you for joining us for today's episode of Real Estate Disruptors. Today we've got April Molina with ASAP Cash for Home. April flew in from Manhattan to share how she went from hundreds of 1000s in debt, to 100,000 a month. If this is your first time tuning in, I am Steve Trang, sales trainer for some of the top wholesalers in the country and I'm on a mission to create 100 millionaires. A question I get all the time is how do I become one of the 100 millionaires. The information on this podcast alone is enough to help you become a millionaire in the next five to seven years. Just take consistent action and you will become one. When you hear a nugget please type it in the comment section and after the show, identify your single biggest takeaway and focus on just that for the next seven days. If you get value today, please tag a friend below. Share this episode right now. That way we can all grow together. And this is a live show. So please ask your questions for April to answer.
- A** April Molina 00:56
Hi, how are you?
- S** Steve Trang 00:57
Doing good. Are you ready?

A April Molina 00:58
Yeah. nervous.

S Steve Trang 00:59
That's alright. There's nothing to be nervous about.

A April Molina 01:01
Alright.

S Steve Trang 01:01
So first question is what got you into real estate?

A April Molina 01:05
Alright, so I started working when I was 14 years old. I worked at a laundromat. So I've always liked having money and having my own stuff. In high school, I started interning and I went into fashion. I thought that's what I wanted in my life. I wanted to be in fashion, corporate world, New York life. Quickly realized that wasn't for me. But being in fashion I was around. We would go to after work events and I would come across a lot of people that worked in corporate. And all the time I would come across people that were in sales, or in real estate sales. And they were doing pretty well for themselves. And I quickly realized that's what I wanted to do. So I quit my job and became a real estate agent in New York.

S Steve Trang 01:41
So realtor?

A April Molina 01:42
Realtor.

S Steve Trang 01:42
You jumped into realtor.

A April Molina 01:43
I jumped into the realtor seat. Yes, I did.

S Steve Trang 01:43
Okay. You said you were 14?

A April Molina 01:47
No, that was my 14. That was in, when I was 14 years old. This is out of high school, my young 20s 20-21 years old.

S Steve Trang 01:53
But you started in fashion.

A April Molina 01:55
Fashion.

S Steve Trang 01:56
You explore that world. It wasn't for you. And then in your early 20s you're going to the after hour scene

A April Molina 02:02
And seeing that everyone there was a realtor. It was in real estate or in sales. It was just, they did good for themselves. They weren't in that nine to five kind of like mentality. It was just.

S Steve Trang 02:11
They look like they were doing good.

A April Molina 02:12
They were doing good for themselves. Exactly. So it was like I saw the shiny object and I jumped it.

S Steve Trang 02:16
They looked like they were doing good. But did you find out whether they were actually doing good?

A April Molina 02:20
So a realtor in New York is very hard. Like it's not an easy industry. I wasn't doing sales, I was strictly doing rentals, which was good for us.

S Steve Trang 02:29
But that's.

A April Molina 02:30
It's good for me.

S Steve Trang 02:30
I mean, that's a good business as a leasing agent in New York.

A April Molina 02:33
It's a great business. I my my best sweet spots were owner OPs, which is Owner Pays. So if an owner was paying my fee, I was all on board. So I would do one or two deals in New York. And I was charging one month fee. So rents are usually 35-45-5500 a month for like one bedroom, two bedroom apartments downtown. So I was happy with that. One or two deals was landing me nine to \$10,000 a month.

S Steve Trang 02:57
Yeah.

A April Molina 02:57
I was like 20-21 years old. Like, this is fun. This is awesome. But I quickly realized that that wasn't for me. That quickly realized that wasn't for me when I had a situation with a deal where the person who was supposed to pay me she kind of threw the check at me in a very distasteful way and I felt. She just disrespected you. Disrespected me. And I guess I

felt right there that she didn't see the value in my work. I mean, I was showing her apartments for weeks walking in New York City.

S Steve Trang 03:20
It was a tenant, it wasn't the landlord?

A April Molina 03:25
It was a tenant. And she had to pay that deal. She, the tenant had to pay me not the owner. So the way she kind of like we were sitting at a desk like this, and she just like through the check at me, it devalued me. And at that point, I was like, you know what, after this, like there's something else that I could do in real estate.

S Steve Trang 03:40
Was really pivotal.

A April Molina 03:40
That was a pivotal moment.

S Steve Trang 03:41
How old were you?

A April Molina 03:42
I was 19-20 at the time.

S Steve Trang 03:45
Okay, so because I had this kind of experience. I actually had someone where I almost almost punched, you know where in the face. In my brokerage right. Like, because he came in like, there was uhm, he was like, he was looking for a reimbursement whatever. And he was like, he acted like I did nothing. I was like, are you serious right now?

A April Molina 04:04

That's exactly how she felt.

S Steve Trang 04:06

And I was like, I'm gonna need you leave right now. Like, and the tone was like, because if this guy doesn't walk out of here right now, I'm probably gonna slam him.

A April Molina 04:12

I mean it was very it was bad. And the crazy thing is that there was another agent, that was the leasing agent that was working for the owner. Probably met her one time and she was the sweetest that could be with that lady, but she was just really nasty with me and threw the check at me and thankfully, her hubby was there and he kind of caught it and he took the check and was like, here you go. You deserve it. So I don't know if they went home and kind of had a little argument but it was very blatantly disrespectful and it devalued me and I just said I'm never gonna be a realtor.

S Steve Trang 04:39

So right then, no more realtor. I mean, was it cold turkey or like you had to make.

A April Molina 04:45

I still had to do it I still. I had to transition out but at that point I started doing research. I started looking for markets that I can invest in. I started looking at investments. Back then there wasn't really much information so I was.

S Steve Trang 04:56

How long it was back then?

A April Molina 04:57

I'm gonna say 2013 to 2013-2014 was around the time where I started doing research. I was still dabbling in real estate, as a realtor. And then I was doing side jobs waitressing. I would do pick up things here and there just to make ends meet. But I was doing heavy research on how can I get into real estate. What other forms can I get in. And how can I get involved that doesn't need me being a realtor only. So that's kind of how it started.



Steve Trang 05:23

Right. Okay, so you started doing the research. And what did you. What did you figure out?



April Molina 05:28

So I knew that New York was unattainable for me to start for. I just at that point, I thought New York was just not, it was a monster on its own. It was something that I couldn't do. I felt I was kind of giving myself like, top like, it's impossible. And now knowing what I know now, nothing is impossible. In my in my eyes, like I if I want something, I can achieve it. But back then, I was like New York is not it. So I started looking at markets outside of New York that I can still commute to and travel to. And I came across Pennsylvania, because a lot of people in New York, it's very expensive. So a lot of people opt to move out of the city and commute into into the city for work. It happens all the time. If you're on the train, and you work, if you live uptown, you're probably on the train for an hour and 15 minutes if there's no like train situation going on, which is always all the time. But if you're commuting from Pennsylvania, it's pretty much the same. So a lot of people choose to move out of the city. They have homes, they have backyards, and then they commute into the city daily. They'll leave PA at 6:30 or seven o'clock and they're in the office by nine. Someone who's an early bird that's not something that you know, can't be done. So we started scouting. Pittsburgh was on the list. At that point, at that those years, return was about like. the from the documents that I was doing in my research. It was like 98% return on investment in Pittsburgh. Allentown and Philadelphia were also on my list. So we took Ash and I took a day trip to Philly.



Steve Trang 06:51

So you work with Ash at this time.



April Molina 06:52

I was with ash at the time. We took a day trip to Philly. And we realized, hey, this seems this is this is like good market like this market seems to be it. It's a metro city. It is a city, it's a little smaller, but there are people that are commuting into New York. So, I know that I can gravitate and grab those New York buyers that are going to want to invest outside of New York. And that's kind of our sort of building my buyer's list, which we'll talk about later on.

S Steve Trang 07:14
Right. So you expanded to Pittsburgh.

A April Molina 07:18
To Philly.

S Steve Trang 07:19
To Philly. And you started operating there?

A April Molina 07:21
I started operating there, as looking for rentals and flips. So wholesale was not on my horizon. We were literally looking for flips and rentals that we can own, take down, do them ourselves, and then you know, make money on them. Wholesale kind of just landed on our lap. Because the deals that we were buying have these crazy fees on them. That I'm like, who is what is this fee? Like, where is this fee coming from?

S Steve Trang 07:44
So you're buying deals and you can see what the fee is.

A April Molina 07:46
Yeah, I clearly see the fee. There's no blind HUD. There it's just there at your at the HUD. So it's like I'm seeing these, I remember the first year was 15,000, 2nd rental was 17 and then the flip that kind of destroyed us was about \$35,000 and a fee. So I'm seeing these fees and it's like whoa, wait a minute, like we can be wholesaling but we went down the realtor and flipper way.

S Steve Trang 08:10
Okay so, you say you lost money on your flip?

A April Molina 08:14
And my rentals.

S Steve Trang 08:15
And your rentals.

A April Molina 08:16
Yeah, it went really bad.

S Steve Trang 08:17
Okay, so let's talk about the flip. And then we'll talk about the rental.

A April Molina 08:19
Alright, so this is where it gets touchy. Alright, so Ash and I were doing really good. We were doing we were investing and we were also investing in New York as silent partners with a friend. But that was just clearly strictly silent partner deals. We weren't doing anything. We were investing money and we're seeing return. These deals were our own deals that we were going to hired contractors manage them from New York, and we could do it all on our own.

S Steve Trang 08:43
How long is that from New York to Philly?

A April Molina 08:45
It's about 200. 104 miles. It's about to two hours.

S Steve Trang 08:49
Okay

A April Molina 08:49
Two hours 104 going and coming.

S Steve Trang 08:51
Alright.

A April Molina 08:51
Total 208.

S Steve Trang 08:52
All right.

A April Molina 08:53
Plus what you drive. So I was I got pregnant, and my pregnancy was very high risk. I was on bedrest. Majority of my pregnancy couldn't leave the I at one point I was admitted to the hospital, six months in and I had to complete my pregnancy until birth. In the midst.

S Steve Trang 09:11
In a hospital.

A April Molina 09:12
In the hospital, in the hospital room, in the midst of going through our our flip. And this wasn't just like a regular flip. That's one thing, please don't ever try to do a complete gut job because we took we took a 3000 square foot home and decided that that was going to be our first flip to convert into a duplex completely for like first first deal. That's rule number one, don't ever do that. But that was what we did. In the midst of that I'm pregnant.

S Steve Trang 09:39
You started a little bit more aggressively.

A April Molina 09:41
I started very aggressively. I just went all in.

S Steve Trang 09:44
Yeah.

A

April Molina 09:44

Started very aggressive. I'm gonna do it. It can happen. And I'm the visionary. So I love Ash for this because he's like, if you want to do this, let's do it. Like whatever. You have the eye. Let's go ahead. Let's do it. So I'm pregnant. I'm confined in a hospital. Pretty much I have IVs. I'm getting at least four shots a day. They're doing steroid shots on the baby. I mean, it was really bad. Ash was sleeping in the hospital in a little cot, waking up driving to Philly to manage the property, and then come back and do it all over again for weeks, and then I'm in the hospital, I'm unable to leave my room. So at that point, it's just everything that was happening took a toll on us. And we did the number one thing you don't do you trust your contractors. Hey, we're gonna be everything's going fine. Okay, we're, we're not going to go today. That was him. I'm not gonna go today. You guys have it? Okay. We're fine. Believing them that things were happening.

S

Steve Trang 09:53

Yeah.

A

April Molina 10:11

Later that we find out. That wasn't the case.

S

Steve Trang 10:37

What was happening?

A

April Molina 10:39

The job was not getting done. They were doing other jobs. Where they were supposed to be doing our job. Had one guy, had a few people pop up. They weren't there, even though they were say that they were there. And then we pressed our contractor, like what's going on? And he's already saying he had issues with his wife, he was having all these personal issues. The next thing you know, he just disappears off the face of the earth with \$80,000 that we had plus materials that were already bought that went down the drain because we never got our materials. They were in his they were in his warehouse. And then we had subcontractors.

S

Steve Trang 11:11

So you paid him 80k up front?

- A April Molina 11:12
Paid him 80k to buy our materials. Either bought them or he said he had them turns out I really think he did. And then on top of that our subcontractors haven't gotten paid. And he just vanishes.
- S Steve Trang 11:24
Oh, okay, so you're paying him. He's mostly buying stuff, he supposed to be paying the subs. And he might have been buying stuff, but it wasn't for you.
- A April Molina 11:32
It wasn't for me.
- S Steve Trang 11:33
And then he was not paying the subs.
- A April Molina 11:34
Correct.
- S Steve Trang 11:35
Gotcha. And then he went dark.
- A April Molina 11:37
And then went dark.
- S Steve Trang 11:38
Alright.
- A April Molina 11:38
Very dark.

S Steve Trang 11:39
So then did anything happened in that flip.

A April Molina 11:42
No, that flip went to nothing. That flip pretty much.

S Steve Trang 11:45
Did they even gut it?

A April Molina 11:47
They gutted it, it's gut, it was gutted.

S Steve Trang 11:48
So they gutted it and then they stopped.

A April Molina 11:51
And then they stopped work.

S Steve Trang 11:53
Even better off, if they didn't start it.

A April Molina 11:54
I would have been better off if I would have never bought it. I would have never bought the thing. Especially that big of a deal. So it went nowhere. And guess what, we had raised money for that. Because we we had a really, really good relationship with people that you know, we we have friends with family. So we raised money for that. And regardless of the fact that we still had to pay that money out. Like we still had to pay our people. We still had to make it work. Because, you know, it doesn't really matter in our relationships. Ash and I mean more than anything else. So I got to the point where it was like, we're gonna pay you guys, we don't know how long it's gonna take, but we're going to pay you. And thankfully we've been able to pay people back with interest, even if it wasn't the original interest. But for the wait, it's kind of like, here you go. Like I owed you plus some interest.

S Steve Trang 12:36
Yeah. Well, that's good. So how much did you owe?

A April Molina 12:39
With the house, which we'll talk about that house because I ended up wholesaling. I ended up wholesaling that house. Lender allowed me to wholesale it and then I sold it to the buyer. He paid me under the table because we couldn't let the bank know we were collecting. So with that, and with people. That was the house itself was like about 250-300 and then with people and everything. So it was about close let me say five to 600,000 in debt total, with our rentals, the two rentals we had that were completely having ton of issues. And that's another story.

S Steve Trang 13:08
So you bought house for 250.

A April Molina 13:09
Yes.

S Steve Trang 13:10
Lost 80k with the sub or with the contractor. And then that's the total loss on that one. Well, it's not a total loss because you sold the property.

A April Molina 13:17
Sold the property later on, but still, we still had to pay our people back. And we only made 10 grand on that sale under the table. But we had to that had to get paid off. So they got there. As long as that wasn't something that was going to appear on my credit or my history. I was okay with that. But that was 250. Then we had our investors that we raise money with total about 175. Still subcon subs that need to get paid out. And then just.

S Steve Trang 13:41
So you still pay the subs who made them all. Of course. Alright.

A April Molina 13:44
We had to make them home.

S Steve Trang 13:44
How much was that?

A April Molina 13:46
It's about total was about 30 to 40 grand with them. Yeah.

S Steve Trang 13:51
All right.

A April Molina 13:52
Yeah, it was a lot. It was a it was a lot like, going back to that there was so many things that I could have done different now that I'm in CG and I.

S Steve Trang 14:01
Like what?

A April Molina 14:02
Never trust the contractor. That's one. Never make sure never do a first deal a complete gut job. Like that's just don't do that.

S Steve Trang 14:09
Start small.

A April Molina 14:09
Start small. Start small and safe. Don't go all the way in like we did.

S Steve Trang 14:14

And that something is a hard one because a lot of us think we can do anything.

A April Molina 14:18
Yes.

S Steve Trang 14:18
Right. Like, I mean, you might have that same personality that I think a lot of us, like we all have this problem. Or someone says you can't do this. And your answer is watch me.

A April Molina 14:27
Watch me.

S Steve Trang 14:28
Right?

A April Molina 14:29
It is. It is.

S Steve Trang 14:30
And so we start big instead of starting small.

A April Molina 14:33
Yeah.

S Steve Trang 14:33
But we all have to learn or that lesson. One way or another.

A April Molina 14:36
We all have to learn it. It was a very hard lesson. It was a lot of tears. It was a lot of stress. I've never in my life experienced that anxiety that I experienced. It was really bad. Like

days I couldn't sleep unless I was like taking Xanax or something like that to like medicate like it was bad.

S Steve Trang 14:53
So don't trust contractors. Don't go. Don't start big.

A April Molina 14:57
Don't start big.

S Steve Trang 14:58
What else?

A April Molina 15:00
If you are going to do do it virtually just make sure you have the proper people on the ground to manage it like not the contractor, not the contractors person who's on his team, like completely different person.

S Steve Trang 15:11
Impartial person.

A April Molina 15:12
Impartial person that has nothing to do with it, that's going to pop up. Also, don't ever let the contractor know when you're going to pop up, like just pop up. But don't say, hey, I'm gonna be there 9am on Monday morning, because they're always gonna be there.

S Steve Trang 15:24
Yeah.

A April Molina 15:25
So that's just that.

S Steve Trang 15:26
Or just tell all the times you're gonna be there when you're not.

A April Molina 15:28
Exactly.

S Steve Trang 15:29
Yeah. Okay. So all in all, first deal, how much debt?

A April Molina 15:35
Total to 250, 40 grand, 175 with investors.

S Steve Trang 15:41
175 was for the for the rehab?

A April Molina 15:43
Though that was that was what we took from investors for rehab, first draw, and then like cost.

S Steve Trang 15:49
Okay. And then you also lost money on rentals?

A April Molina 15:53
Yes.

S Steve Trang 15:54
How'd you do that?

A April Molina 15:56
So Philly is very blocked by block well back then. So you can have a street with really nice

houses and then around the corner, it's not so nice. They will if your house is on that bad street, they don't care about the comps that are around the corner.

S Steve Trang 16:11
No, that's the way it is it's a street by street.

A April Molina 16:12
Yeah it's just very street by street. So I went with the mentality. Like it's kind of like New York again, I was not properly educated. So I went with them entirely. Like it's gonna sell like why not, it's a great property like we and it was also a home we did a good job on. It was a rental that did not look like what it looked now like it looked after we were done. I mean, we shifted staircases and everything, because the staircases were like right smack when you open the door. So I was like, I want the staircases on the right. So we completely did like a full gut job. And then it wasn't selling at the price that we wanted it to sell. So that was a deal that those were both rentals. Those were two deals that we sold, and I actually had to come, we had to come with money to the table just to like get out of the loan and just walk away with it. Because we were also self managing those rentals. And that's another thing, I learned too.

S Steve Trang 16:58
So it was two of them?

A April Molina 16:59
Two of them dealing with tenants.

S Steve Trang 17:01
So did you rehab both of them? The same way on?

A April Molina 17:05
Well, one was less gut, the other one was full gut.

S Steve Trang 17:08
All right.

A April Molina 17:09
First three deals just not really wanna deal.

S Steve Trang 17:11
So you mean you you were swinging for the fences.

A April Molina 17:14
I wanted to do whatever was going to get me to into real estate. I was going to take it to the top. That was just my motto like.

S Steve Trang 17:24
I mean, but you're you're you're swinging for grand slams. You're not you're not doing singles. And you did it three times. Right out the gate. And that's how you got this 600,000

A April Molina 17:37
Yeah, insane amount of debt.

S Steve Trang 17:39
In how much period of time?

A April Molina 17:41
That was probably in a span of like a year and a half.

S Steve Trang 17:43
Year and a half. So I just wanted to kind of recap if everyone is watching. So you start off in fashion. You see what real estate agents do. They do the real estate agent thing. Like this actually sucks.

A April Molina 17:55

It sucks.

S Steve Trang 17:56
There's a better way.

A April Molina 17:57
What doesn't really suck. It's just I feel like people don't think that you're worth what you're doing.

S Steve Trang 18:01
You're not valued.

A April Molina 18:01
You're not valued as a realtor.

S Steve Trang 18:03
Right.

A April Molina 18:03
I'm sorry to say guys.

S Steve Trang 18:05
Look how hate it is. And then you go and you go to Philly. Swing for the fences.

A April Molina 18:11
Major.

S Steve Trang 18:12
Struck out.

A April Molina 18:13
Bad.

S Steve Trang 18:14
Like there's three strikeouts. And then what?

A April Molina 18:19
Then at that point, I was.

S Steve Trang 18:21
On all of this while you were in the hospital.

A April Molina 18:23
While I'm in the hospital. At that point now, I'm out of the hospital. I've given birth had a C section so completely had to recover my spine. It was it was bad. It was a very high risk pregnancy. I mean, the operation itself was like major. So we come out of it, dealing with all this mess that now we have to clean up. I needed to find a solution. I there there was something had to happen. There's no way that there's so many people that are successful, that are doing this. And it's not working for me, like something has to give. So while I was in the hospital, I actually in my hospital, I have a picture of it. I'll show you. I turned my hospital room into an office. I had a printer. I had desk, I had a board. And I would work from there. I, my nurses would come and take my pressure and they would wonder why is your pressure so hard, high? Your sitting down. They would, that's also how I killed my time. Because I was there for weeks.

S Steve Trang 19:13
Yeah.

A April Molina 19:13
I would wake up, do my routine, and then work. So get out of the hospital. I have tons of information from YouTube University. Everything's everywhere. But I want to put it together. Like how can I put this together?

S Steve Trang 19:25
Yeah.

A April Molina 19:25
At that point, Carlos and Sal were having their 2018 first all any event where I think Donovan was there. Keith was there. Tiffany was there. There was a few.

S Steve Trang 19:36
A lot of people started there.

A April Molina 19:37
A lot of people were starting in that room. And it was happened to be that it was on my son's first birthday weekend. And I missed my son's first birthday to go to that event. That even Carlos made me get up in the middle of the room and say, he said, You know everyone here, you guys are sacrificing. There was a few people that sacrifice things. And I was one of them and he asked to get up and say what are you sacrificing?

S Steve Trang 19:57
Did he know?

A April Molina 19:58
He knew

S Steve Trang 19:59
Okay.

A April Molina 19:59
And I was like, well, it's actually my son's birthday today. And he's turning one. And I'm here.

S Steve Trang 20:05

Yeah. It's powerful.

A April Molina 20:06
Powerful. But I knew that it was away for his for him for his life. So I did what I had to do.

S Steve Trang 20:14
So from there, so this is 18 you said?

A April Molina 20:17
2018

S Steve Trang 20:18
From 2018. So then that's when you transitioned

A April Molina 20:22
Into wholesale.

S Steve Trang 20:23
In wholesale.

A April Molina 20:23
Into wholesale I got, I had all the pieces, I just had to put it together. It had to come together.

S Steve Trang 20:29
But you already knew about wholesaling.

A April Molina 20:30
I knew about wholesaling.

S Steve Trang 20:31
Because the properties you buy.

A April Molina 20:32
The properties I bought.

S Steve Trang 20:33
But you never went down that route. Because you're busy.

A April Molina 20:35
I was busy. And I, if you know it's different to see a HUD and to see a fee. But what's the operation behind it? I didn't know that part. So

S Steve Trang 20:43
Most flippers don't?

A April Molina 20:44
What's the operation behind that? How do I how do I get these fees without doing anything? I mean, the people, the person, the people who are selling us the houses were collecting these checks, and I'm dealing with all the stress. So it's like this is something has to give, like this is not this is not adding up.

S Steve Trang 21:00
Right.

A April Molina 21:00
And that's when I went to that event. And you know, Ash stayed behind, because again, I kind of have the vision of what we wanted. So I wanted to go exactly and piece everything together. And I was in that event, just making sure that everything that was there was coming together and piecing together.

S Steve Trang 21:17
So yeah, Carlos Reyes, Alex Saenz, Sal Shakir, they're running this event. What did you take away from that event? And then what was the first thing you did after that?

A April Molina 21:28
So first thing I took from that event is definitely make sure you have proper data, and then have your systems in place to make sure that you're you're, you're maximizing on your data. So I knew off the bat that I wanted to hire callers. So I learned how to do that, how to hire callers. We first started with Call Geeks. So we hired Call Geeks. And then I kind of learned what they did so and we're like, alright, now we can do this on our own. I took away from them. So I was there, I could do this on my own. We started hiring callers overseas in the Philippines. And making sure our webform was properly submitted, you know, what I expected from them when they submitted leads, kind of kept the same model that Call Geeks had when they will submit leads, but I added a few more things and change a few more things around, so that it could work for us. But basically, it was the data and learning how to systemize the process.

S Steve Trang 22:19
Gotcha. And then how much longer from that event into your first wholesale deal?

A April Molina 22:26
That event was in September, we probably had, let's say three deals by like October-November.

S Steve Trang 22:32
So pretty quick.

A April Molina 22:33
It was pretty quick. I mean, I don't think it was because we went through so much. But it yeah, it was we, it was pretty quick.

S Steve Trang 22:41
So were you doing it in Philly or New York?

A April Molina 22:43
We're doing it in Philly. 100% Philly. New York was like not even in my radar right now. Like at that point, I was like New York is unobtainable for me. I don't even want to start here.

S Steve Trang 22:52
Okay. So what was it like? You said, you did three deals. And pretty much that's like the first month. What were the, what were those deals like?

A April Molina 22:58
They were two shows. Damn, I can't remember. There were two shows and I think like a regular deal. One was like, there were like small fees. At that point, we were like five. This was before we learned how to negotiate hard. So we were like five, seven, like \$10,000 deals. And then there's one deal where this was a late one one out of one of the three deals a lady, her daughter got killed in that house. And she didn't want to sell to anyone else. So for some reason, forsaken reason she she felt comfortable with us, with the team that we had. And she went ahead with the sale. That was a \$22,000 spread. I would never forget that house because it was very eerie going inside that house when she mentioned, like my daughter passed away in this room that you're standing in.

S Steve Trang 23:41
Was it eerie before she said that?

A April Molina 23:42
It felt very eerie. And then we had to go back because you had to board the house in the night and no one wanted to go inside the house.

S Steve Trang 23:48
Oh yeah.

A April Molina 23:49
I was like no one, she was actually murdered in that house by her boyfriend.

S Steve Trang 23:53
Yeah. And we flipped those houses.

A April Molina 23:55
And we flipped them and actually sold it. That was the funniest, it's not funny, but one of my buyers was ready to buy it. He was like, do you know this is like the murder house. I'm not buying this house. No one's gonna want to buy live here. Once they know what happened in this home. But actually sold, like the end buyer flipped it and he was really nice.

S Steve Trang 24:10
We flipped the house some time ago. And like in Arizona, you're actually not required to disclose. You're not required to disclose a crime or anything like that or if anyone died. But for me, I was like, I'm gonna sell this like as, I'm putting my name on this, like, I'm gonna tell them, it's like hey, just so you guys know. And they're like, okay, well, let's take 5000 off the price like, okay. If that's all is gonna take, then fine. As long as you guys know, but it was like a murder-suicide, you know. Like the guy, uh was he, he killed his girlfriend, I think they're two dogs, and then he killed himself.

A April Molina 24:44
Wouch, her story was actually on ID TV, ID. He was he he tortured her for days and then set on fire.

S Steve Trang 24:51
Oh my goodness. Yeah. So that's.

A April Molina 24:53
It was very eerie.

S Steve Trang 24:55
Yeah. Alright, so you wholesale that one, and so 2019, is it smooth sailing?

A

April Molina 25:02

2019, we, I remember we're in a lot of debt. So 2019, I took on, that's another thing, like what I've learned. I took on a partnership that I probably would have never taken, if it wasn't based, like what we were going through. And I just kind of wanted help. And I needed operational help. So it was going well, like we had a really good, we had an in-house team. There was a few people working in the office. Everything was going really good. We were getting a lot of deals. But it was like, our margins were not there. Like we were making, we were making good money, but we were spending just as much. Like we were trained. And the next mastermind we went to with Ralph to like scale scale scale, like, you have to make sure you're putting money first don't profit first. Like you if you want to make 200,000 you have to spend a month you have to spend 20%, or more. Like we were trained like that. So we were like making and dumping right in. Like, alright, let's buy \$10,000 of data this month, let's let's up it next month to 20. Then that quickly, like that another thing where I realized like this isn't working.

S

Steve Trang 26:00

Yeah.

A

April Molina 26:00

At all.

S

Steve Trang 26:01

So before we get into that partnership you entered and left without the name any names.

A

April Molina 26:08

Of course.

S

Steve Trang 26:09

What were you expecting in the partnership? Why did it go south?

A

April Molina 26:14

Um, honestly, I was expecting a partnership where we can build. Where it went wrong, it was just we had two different mindsets. We had two different visions of what we wanted.

And I don't want to name drop, it's so long ago. It was just a matter of different different mindsets, like different visions that we both wanted for the company. It didn't make sense for both of us.

S Steve Trang 26:33
Did you know that going in?

A April Molina 26:35
No, I did not know that going in. Because I kind of brought that person into the world of, of, of real estate. Kind of wanted to, you know, we had a sit down. I was like, alright, you want to come work with me like this is what's going on. Like, this is what I'm currently dealing with. I'm in a lot of debt. Like I'm in a lot of debt. My banker, he was like, you know, you're buying into debt, like, but it's okay. I'm all in like, you know, let's do it. We're gonna figure it out. And I knew I knew that from my mindset, I would figure it out. But I think that the person that I partnered up with wasn't really, you know, believing that or maybe she wasn't she didn't see it.

S Steve Trang 27:13
So was it a situation where your vision was bigger than hers? Or was it a situation her vision is bigger than yours? Or it was just two completely visions?

A April Molina 27:19
Different. It's completely different visions, completely different visions. I was quickly realizing, remember that year, we're making deals, we're making deals. And it's like, we're spending just like we're spending amounts of money out. So it's like our expenses are kind of like our margins are not there. I quickly realized that we can have a really good system with where it's tighter, smaller, and just maximize on what you have maximize on your data offer.

S Steve Trang 27:46
What kind of margins we you having?

A April Molina 27:48
Oh, my god, they were bad. I mean, if anything were like at like 10, 10, or like less, yeah, it's

bad.

S Steve Trang 27:54
Yeah.

A April Molina 27:55
It was bad.

S Steve Trang 27:55
So what do you not like about that?

A April Molina 28:01
I didn't like the overhead. I did not like knowing that it was X amount of dollars coming out. And like, we're not really seeing it after everything's been paid off. Because we didn't have that profit first mentality. So it's like pay everyone invest in the company. Keep yeah, and then keep the scraps for last. So like, that wasn't really panning out for us. And I quickly realized that, you know, we don't really need to have that. Then there's certain people that I've listened to throughout my life, as in podcasts, like one podcast I listened to was Jared. Jared Vidales. He learned to have a very systemized small team lean machine, as he would say. This was like, I think Bigger Pockets like 2017, 2018. So I'm like, alright, he's on to something like, that's kind of the philosophy I want to go to. Then I was seeing all these dead deals that we were killing because of like dirty titles, or like they were just not making sense, or they're over leveraged. So we're completely killing them. Then I heard Uncle Karl, so I'm like, wait, something's gonna happen with these deals. Like there's as clear solution to this. So when I walked away from that partnership, we like left, I left everything we just walked, I walked away, I walked out with no team, no anything.

S Steve Trang 29:09
So you just?

A April Molina 29:10
Just disappeared. Left cold dark colors, assistance, everything. This was like June or something of like 2019. And I bought all I left with was a list of dead deals. So when I left that office, I went to a lunch meeting, had a conversation about subject to. I was like, wait

a minute, I have this one seller who has three properties in that table at lunch I call the seller, he's like, yeah, come tomorrow. \$5,000, 3 properties.

S Steve Trang 29:34
Nice.

A April Molina 29:34
Deeded over to us.

S Steve Trang 29:35
Yeah, oh so you pay him 5000.

A April Molina 29:38
For three properties

S Steve Trang 29:38
Three properties. It's not too bad.

A April Molina 29:40
It's not too bad.

S Steve Trang 29:41
Yeah.

A April Molina 29:42
Deeded over to us. There was some debt on it, some taxes, buyer wasn't was okay with it.
Flip that

S Steve Trang 29:49
For?

A April Molina 29:50
40,000.

S Steve Trang 29:51
Nice.

A April Molina 29:51
Yeah.

S Steve Trang 29:52
So it's pretty good start.

A April Molina 29:53
And I was like, there is something to this creative, but I at that point, it was like very like fluffy, but I knew there was something because Uncle Karl they've were like really big to me. I had, I still have their numbers, like I was reaching out to them, like, can you help me with this? That's I joined Uncle Karl's mastermind.

S Steve Trang 30:09
Yeah.

A April Molina 30:10
Even way before he was in CG. So I've learned a lot from him. And I'm like, okay, I have to maximise on these trifectas as he calls them.

S Steve Trang 30:18
Right. I want to touch on something here, you because you mentioned very low margins, and then your margin mentioned profit first. And I think that one of the things that there's like multiple stages in this industry. The first is like this, this wholesale this can't be real, right? Like, that's like the first thing. And then it's like, okay, well, I can do this. And then after you do one, there's like, I gotta go all-in I gotta dump everything in and I can't pay myself. And you learn after how long like that is not a good idea.

A April Molina 30:49
June 2019, that I found is not a good idea.

S Steve Trang 30:51
So not very long.

A April Molina 30:52
Not very long.

S Steve Trang 30:52
Right. And and the reason why is that, that works until you have a shift in the winds or this and that. And now you're 10% goes to zero, instantly or negative. So we always encourage people to pay themselves first have a higher profitable, higher profit business. I'm glad that you.

A April Molina 31:11
Yeah, because that was it. Remember, we were still in debt. So at that point, I was really in real estate, and I had to build a buyer's list. Doing deals like JV deals, like I was doing everything. Like I was doing anything and everything to make money to figure it out.

S Steve Trang 31:24
Yeah.

A April Molina 31:25
So I wasn't paying myself off of that company. But I'm just doing anything and everything in real estate putting deals together, syndicating like people like you and you you want to buy you want to sell like, I need to, I need I need. I need a commission. Like I was coined. I did a few deals with like Ralph, and like his dispo like I was known as like, you gave me a deal. Give me 24 hours, I'm gonna stamp an extra 40 grand on that deal in commission, like legendary for that.

S Steve Trang 31:50

Yeah. Wow, that's pretty good. So how did you go from this right here, where you start on your own again to.

A April Molina 32:00
Our lean kind of machine.

S Steve Trang 32:01
Or lean and 100k a month, 100k months.

A April Molina 32:04
So left, June 2019. June, July, we kind of broke the whole company off. So I had like we had like a final payout. So that payout right there. When I we got our office, and we hired. Within a month like I already knew, I already had our system dial dialed in as far as like what I needed to get right in running. I need I had data. I knew I needed my call systems, I needed my CRM, and I just needed my people pounding my leads. So in a month, we set all of that up. And then from September to September to December of 2019, that those ones, we made 200 grand in that amount.

S Steve Trang 32:45
Wow.

A April Molina 32:45
Just went straight all in like completely in great deals, big spreads, I learned we learned how to negotiate better. And Ash he's actually really good. Like, I threw him into acquisitions. He wasn't wasn't gifted for that. He didn't think he had it in him. But he ended up in.

S Steve Trang 33:01
That's suprising.

A April Molina 33:04
He actually became a really good negotiator. I mean, he has no shame in like coming in

and like creating these big spreads.

S Steve Trang 33:13

So let's talk about that. So you attributed all your success to negotiating better. What are some tips for someone who's listening like, negotiation tips?

A April Molina 33:22

I mean, honestly, going into negotiations, number one is just don't ever be afraid to deliver the deal. Deliver the numbers, I mean, when we're calling sellers, we're letting them know, like, this is what we can do for you. This is what our company can offer. These are our solutions. It might work, it might not. You know, we're going we definitely use the anchor, like, you know, we're gonna use tactics like well we see people are paying X amount of dollars in this neighborhood. I'm not saying I'm gonna pay you that. I'm just telling you, that's what they're paying, just to kind of get their head around. But most importantly, we use what their what is their issues, what can we do to fix it, and how can we deliver. So that right there, you're setting that expectation, you're going to have a homeowner that's going to be very open to listening to you and talking to you. And, you know, we're also going to define what we can do. So in negotiations, it really comes down to not being afraid to deliver, you know, if it doesn't work, it doesn't work, it's on to the next. But if you go with that mindset of like constantly thinking about the number, like the what if's, you're going to be scared. And it's like, this is what we can deliver based on x, y, and z, we're going to prove why. We're going to say why we can deliver this, these are the comps. This is what's working, this is what's not, this is what we can do. But once you've set that expectation, and you know, you, you show the seller what you can offer. I mean, it's either you or another company that's not going to perform. So chances are they're gonna come to you.

S Steve Trang 34:37

Gotcha. Okay, so that's 2019?

A April Molina 34:39

2019, 2020.

S Steve Trang 34:42

Okay, so let's talk about last year. So at what point did you join Collective Genius?

A April Molina 34:46
Ah, I joined April 2020. That was my first meetup.

S Steve Trang 34:52
So we joined at the same time.

A April Molina 34:54
We did?

S Steve Trang 34:55
Sounds like it. I think I think I joined in March.

A April Molina 34:57
March one of those. It was March or April.

S Steve Trang 34:59
Yeah. Interesting. Okay.

A April Molina 35:01
But you weren't there. It was when COVID. COVID was really happening. So everyone was disappearing.

S Steve Trang 35:06
Yeah, I joined right after the COVID crisis.

A April Molina 35:09
No, it was like full-blown happening like, we're all like, we were like, go in the room and then go back and it was like 10 more people have left, then I would go for break and come back. And it was like less people in the room.

S Steve Trang 35:17
Really, probably their rescheduling their flights.

A April Molina 35:18
Everyone was like in the back rescheduling flights.

S Steve Trang 35:21
Because they didn't know if they'd be able to go home.

A April Molina 35:22
I mean, we were at a point where we were in San Diego. Ash was looking to rent a car to drive to New York, because the day after we left, they shut down flights.

S Steve Trang 35:32
Oh.

A April Molina 35:33
After we left San Diego, they shut down all flights. So we were like, we thought we were gonna have to drive to New York. And you were gonna have to do it. We have to get back home to our son.

S Steve Trang 35:41
Okay, so you joined right before I did. Why did you join Collective Genius?

A April Molina 35:47
I wanted to be in a mastermind that not only could give me the systems and the processes, but can kind of narrate like where we want to go in business. I mean, think about it. We just went through like serious amount of debt. So

S Steve Trang 36:00
You went through a crazy rollercoaster.

A

April Molina 36:02

It was, it was very emotional. And I was very scared to jump into rentals, flips, like, I was like, let's stick to wholesale. It's very safe. Like why not? But I knew that there was more to it. And I just had to kind of get the education. So I actually talked to Billy, Billy Ross. And I was like, I want to be in a mastermind that can deliver x, y, & z to me. He's like, you know, I think you should be will be a perfect fit for this mastermind. Like you're you know, and Rhonda, I love her. They both are like you would feel you would be right at home. And this like, this is exactly what you need. And I went through a whole interview process. I actually got denied twice, and then I didn't give up. I text Jason and then I saw that Rafa was speaking at CG. So I text Rafa, I was like, you better refer me. So then he, I guess said something to Jason. And Jason texted me and he's like, little lady, you know, you're very difficult to turn away. And I'm like, really? He's like, you've had a few people refer you, so we're gonna, I'm gonna schedule you with Leon. Like, let's let's do this because I was not giving up.

S

Steve Trang 37:01

Man, Leon is a hard ass.

A

April Molina 37:03

Yeah. Yeah.

S

Steve Trang 37:05

Love you, Leon.

A

April Molina 37:05

I do. I do that to Leon. He said it.

S

Steve Trang 37:09

Alright, so. So you want to get in, you want to be surrounded with people that can help you navigate this business?

A

April Molina 37:15

In other ways, like not just wholesale. Like what I'm, you know, being in that room in CG,

like, I'm probably not the smartest person in the room. And I don't care. Like I don't mind. Like, I'm a sponge.

S Steve Trang 37:25
I'm excited about that.

A April Molina 37:26
I love it. Like, I tell everybody, I'm eavesdropping in every single conversation that's like, I don't care who you are. I'm eavesdropping. If you're speaking, I'm like this. Like, what are you talking about? Taking notes. Like, I'm eavesdropping on your conversation.

S Steve Trang 37:41
Yeah. But I mean, I think that's great, right?

A April Molina 37:42
It's great.

S Steve Trang 37:43
So then what have you gotten out of it?

A April Molina 37:45
I've definitely got out of it. processes, just making sure that you're aligned with what you want. Set your expectations, you know, don't don't go for the shiny object. You know, you don't have to scale. Not everyone has to scale. And just definitely education and learning from others. Like you can really really shape the way your your company is going, like, I'm all for education.

S Steve Trang 38:08
Yeah.

A April Molina 38:08

All for it, like pay for it. Shortcuts, like it's going to really, really change the narrative of anyone's business. If you are if you're doing education, if you're if you're taking what others are doing and applying to it, applying it to your business. Like don't try to figure it out. Like I did.

S Steve Trang 38:24
Woah, definitely don't do it like how April did.

A April Molina 38:28
Yeah, don't do that. Don't Please don't.

S Steve Trang 38:31
Alright, so, um, you mentioned that you don't have to scale. Which is something that we all struggle with. Because we all start, like, man, you know, there's got to be a way where I don't have to run that rat race. And then you think, man, you know, I could just get out of the nine to five. And you get into this business and you're like, scale, scale scale, like if something happens, we're like, man, if I could just get some more free time. And you get in and you sacrifice all your time. All anything you enjoy, to go crazy in the business.

A April Molina 39:01
Yeah.

S Steve Trang 39:02
So what about CG has said, told you, you don't have to scale.

A April Molina 39:11
Not CG itself, but it's just what I want with for my, my, my vision.

S Steve Trang 39:16
So you got clarity on what you want.



April Molina 39:18

I got clarity on what I want. I have a son who's my life, it's my world. I enjoy little things in the morning that I can do like for example, like you know, when I we were trying to scale in 2020, we were doing amazing, but I was working more than the nine to five. Like at one point I'm like, I was kinda of being a nine to five, five o'clock comes you just check out and you don't even check emails.



Steve Trang 39:37

Don't do worry about it.



April Molina 39:38

Don't do worry about it. The weekend comes, it's like.



Steve Trang 39:40

You can take a real vacation.



April Molina 39:41

You can take a real vacation and actually turn off your phone.



Steve Trang 39:44

Yeah, that's something that every I like, do not believe what you see on social media, like this idea that we can kind of like just turn things off, like as a business owner. There's no turning things off. You can reduce it. You can maybe check it twice that day, you know on the beach, but you cannot turn off.



April Molina 39:59

We've been on vacation and Ash is like in the in the lobby of the hotel, like negotiating a deal or like trying to help someone, like okay, this is what I'm gonna like I'm I'm I'm coaching you to that through this call. I just heard I just audited your call yesterday, this is what you did wrong in this call.



Steve Trang 40:12

Right.

A April Molina 40:12
Sometimes nine to five is better you just like, check out don't come back till Monday morning.

S Steve Trang 40:16
Yeah.

A April Molina 40:16
And that's it.

S Steve Trang 40:17
And I wouldn't change it for the world. I just want everyone to know that it is not what you see on social media.

A April Molina 40:24
It's not, it's really not. I realized very quickly that I was drowning. I was very moody. You know, I was I was 5am getting up I had like, this crazy schedule. Like if I if I didn't do it, I felt guilty. Like, if I'm not up at 5am if I didn't do my affirmations, if I didn't go to the gym, if I didn't answer the call, if I didn't do this, all before nine, I just wasted my day. Like I'm I'm worthless.

S Steve Trang 40:49
Every one of those people that would guilty you.

A April Molina 40:51
I guilt myself, like I'm very hard on myself. And I just quickly realized, like, I rather have time with my son. I rather travel like now we're at a stage where like, do we want to be in New York? Do we want to like go somewhere? Like Stephanie said, like, just pick something out of the map. Like, where do we want to go? That's where like we are now. And it's like, do we really need to do 100k or \$200,000 a month? Like, can we, you know, again, we have a

lean team. So like with with a 75, 80 or even a 50k a month like I'm we're okay.

S Steve Trang 41:23
All right.

A April Molina 41:23
And for it's like, why want more? You know, now my day is I wake up I do I do after I go to the gym, but between 7:30 and 10 o'clock. That's my son's time I get him up. I'm making breakfast. I can take my time with him. I'm not rushing him. I'm not saying hurry up, I have to go I have a 9 am meeting. No, I can walk to school with him holding hands. That we can we can we can skip and hop, like I'm not rushing him. And that's what I like. And that's what I want.

S Steve Trang 41:51
That's awesome. That's a little bit different. Because you're sharing with me before the show that there was another time where you were walking a lot.

A April Molina 42:00
Yeah, I looked at it as cardio.

S Steve Trang 42:02
Do you want to share with that? I mean, the difference, right. When you're getting started versus where you are today.

A April Molina 42:07
So we went through this insane amount of debt. And thankfully, Ash and I were really good with like buying, you know, like we would buy sneakers and expensive bags. So sad to say but like that resale market works. Like there was a lot of times that like sneakers paid our debt. Like or paid our bills.

S Steve Trang 42:24
Really?

A April Molina 42:24
Yeah, like there was times, we're like I would flip a bag to like pay a bill off.

S Steve Trang 42:28
Wow.

A April Molina 42:29
Yeah, like so a lot of things have changed as far as like my mindset now. Like what i what i was expend for and whatever. But sometimes I would opt to take a cab to my office, I mean, walk to my office, instead of taking a cab to save that money. To put it towards bills. And I just looked at it as I'm just gonna shed the weight off from birth. So that's cardio.

S Steve Trang 42:49
Yeah.

A April Molina 42:49
I looked at it as like the positive.

S Steve Trang 42:52
For sure. And you kind of have to right. When you're going through hard times you got to put that lens on. And that's how we connected.

A April Molina 42:58
Yes.

S Steve Trang 42:59
Alright. So I get to work with Ash and your team.

A April Molina 43:04
Yes.

S Steve Trang 43:05
So, um, something else you talked about was credit repair. What is, can you talk about your credit repair component?

A April Molina 43:14
So remember I said earlier, I was kind of dabbling dabbling in different things that I was doing while I was figuring, well like, what real estate side I wanted to go to. So I was doing tables, then I started kind of doing credit repair. I did it for myself, I made it happen.

S Steve Trang 43:28
Oh, cuz you had to.

A April Molina 43:29
I had to do it for myself, worked. I did it for a few people, family members, it worked too. So I'm like, hey, like, let's make some money off of this. So I started posting about it and I got clientele. And like my family would tell their friends and I was doing everything myself. Like at that point, those years I didn't learn how to run a business or like, you know, don't do everything, don't wear all the hats. So I was doing it all on my own. So now as our business model has shifted from 2020 to 2021 now, we're offering more solutions to our homeowners which includes credit repair, why not? You know, we deal with a lot of distressed sellers that are in debt. So one of our options when we're delivering, when acquisitions delivering what we do. We say hey, we also do help, we do help but we also have a credit repair department. If you or anyone is looking to fix their credit, we can take you to our sales process but we can also you know, include credit repair as well.

S Steve Trang 44:21
Is that something that's like an additional service?

A April Molina 44:23
If you are a homeowner with us that we close a deal on, no, it's free of charge. But if you are referred referring people or now that we are doing marketing on like for my old existing clients that I brought in from when I did do it, those are paid. Our homeowners, we offer that as like an incentive. So that's another way to like gain.

- S** Steve Trang 44:41
So if a homeowner, you met with homeowner and they sold with someone else. But they're like April, I want you to fix my credit.
- A** April Molina 44:47
You're getting charged.
- S** Steve Trang 44:48
Yeah. what are you charging for that?
- A** April Molina 44:50
We're charging our premium package is \$150 our basic is 40. So our \$150 package includes like one on one calls, Zooms, you also learn about real estate, how to invest your money and how to leverage real estate as homeowner if you want to.
- S** Steve Trang 45:04
Are you pitching within that?
- A** April Molina 45:06
Acquisitions pitches that in, they'll throw it in.
- S** Steve Trang 45:08
But in that training, or if you're buying their house, they're gonna ask them cash. Are you educating them on how to be a private money lender?
- A** April Molina 45:10
Yes, we are.
- S** Steve Trang 45:10
Your awesome. We love that.

A

April Molina 45:20

And we also our transaction coordinator also does it. Our transaction, our acquisitions will wheel it in. But when we do close, our transaction coordinator has to do a closing call, it's part of her day to day, in her closing call, she offers our referral fee. If you refer anyone to us, we can pay you up to \$5,000, depending on the home. We can help you with credit repair. Or, and we also get a review from them. So she can either take it verbally, they can opt to do it on Google, or they can submit it through our review form. And she has to do that closing call for every deal. And then she does, she also has follow up calls. So she has to follow up on closed deals, and remind them that we're still buying, we can do this and we can do that. Which in return has brought, has kind of opened the referral line for us to get deals.

S

Steve Trang 46:04

Which made things more profitable.

A

April Molina 46:05

Yes, so less data buying, just maximize on our referrals like we have, we have a pretty decent amount of like leads that were closing that are just coming through our pipeline. And then leads that are coming in because they were referred by somebody.

S

Steve Trang 46:18

And now, where is your business physically?

A

April Molina 46:22

We're in New York, we still have our office, but we don't have anyone in our office everyone works virtually.

S

Steve Trang 46:27

But are you still in Philly only?

A

April Molina 46:29

We are in Philly, we're had done deals in Maryland because it's just like falling in our lap. And we are also have done deals in Jersey. And now we're rolling in New York because I

feel like I'm ready.

S Steve Trang 46:41
What part of New York.

A April Molina 46:42
We're gonna do we're gonna do the Bronx and Brooklyn. We're only going for like apartment buildings multifamily, because right now landlords are crying.

S Steve Trang 46:49
Struggling a little bit.

A April Molina 46:50
They're struggling a little bit.

S Steve Trang 46:52
Yeah.

A April Molina 46:52
So.

S Steve Trang 46:53
I love that.

A April Molina 46:53
We're gonna touch down on that. Steve, now we're going to now we're ready to buy for ourselves. But with CG and what we know now. Now we're going to be very smart about it. And the best part about wholesale is that that's kind of the foundation for everyone. So it's like if you make that your foundation, you can get you can cherry pick your deal. Like so now, we're like, we're going to buy but we're going to make sure it's the deal we want.

- S** Steve Trang 47:15
Well, that's a the most valuable skill we don't talk about enough. Like we talk about wholesaling in school. There's nothing wrong with it. But the most valuable skill is finding the deal. And if you're the one finding the deal.
- A** April Molina 47:26
Cherry pick.
- S** Steve Trang 47:27
You get to cherry pick. Yeah, absolutely. So Benjamin Baek wants to know if you can have coffee with anybody you want, dead or alive, who would it be, and why?
- A** April Molina 47:28
Yeah. Oh my god, if I could have coffee, dead or alive. Grant Cardone.
- S** Steve Trang 47:42
Grant Cardone?
- A** April Molina 47:43
I would say, Grant, I just want to, you know what, he's a self made billionaire. Like, I give him props for that. And I would just love to pick his brain because he gets you know, he gets a lot of shit sometimes. And I don't really think he cares.
- S** Steve Trang 47:55
No, he definitely definitely doesn't care.
- A** April Molina 47:56
And I want to learn how to like, be like that.
- S** Steve Trang 47:59
I mean, to me, I look at him. He's almost like a twin of like Donald Trump. But.

A April Molina 48:03
Don't say that. That's bad.

S Steve Trang 48:07
I mean, I'm not saying it's a bad thing. I'm just saying there are a lot of similarities, right? Super high D personalities.

A April Molina 48:11
Yes super intense.

S Steve Trang 48:12
Right. And they're gonna say what they're gonna say it doesn't matter. If it was completely contradictory to what they said yesterday. Like, he could do what they're gonna do.

A April Molina 48:20
Kind of New Yorkish. Very New York. Oh, yeah. Yeah.

S Steve Trang 48:23
Awesome. So self made billionaire. Alright. Francisco Jasso wants to know, how much wholesaling are you doing, how much flipping are doing, and how much rental is in your business?

A April Molina 48:33
So as I mentioned, currently, we're just strictly wholesaling. Now we're ready to.

S Steve Trang 48:37
The safe thing.

A April Molina 48:38
We're in the safe, we're doing the safe route. Now, we're really ready to leverage that. And we're being very smart about it. And I know specifically what we're targeting to. Like right

now, we are, we have a few deals in the pipeline that we're we're massaging the sellers. Then, and they can work for us, that's deals that we can take down but they're like more than 10 units and up.

S Steve Trang 48:56
Yep. So how much. So the thing 10 units you're wholeselling?

A April Molina 49:01
Yes. So it's all wholesaling. Right now.

S Steve Trang 49:03
How many transactions a month? I think it's probably about Francisco is trying to ask.

A April Molina 49:06
Is that what he's trying to say so? We're averaging anywhere from 8 to 10 monthly. I mean, March we had 15 on the pipeline, crazy numbers, and then they all blew up.

S Steve Trang 49:15
Let's talk about that. Because no one's, I don't think enough people talk about deals blowing up.

A April Molina 49:19
Oh, so you know, some what's going on a lot lately. What we don't noticed in our deals, we have a lot of squatters situation. So a lot of tenants that are turned into non paying tenants, we have in our market where.

S Steve Trang 49:31
That should be easy to evict them right in the East Coast?

A April Molina 49:34
Yeah, right. Yeah. Okay. Right, no, their tenant laws are like no, it's not happening. So

we've had a lot of deals blow up like that. Where you know, we're we negotiate with sellers like, squatters, we've done it in the past. Usually it works. Some of them not so much. But in March, we had a really we had we had 593,000 in the pipeline to close and more than half of that like blew up because of squatters or and because of title situations. It's like, titles just not clearing. Which I still see there's a solution to it because obviously now with creative side. So we're working those deals, but squatter situations seems to be the big one for us.

S Steve Trang 50:09

So you mentioned earlier that there was an incident with one of the squatters.

A April Molina 50:13

Two incidents. Well, yeah, they pulled out, there was a squatter situation. They pulled out guns on our, our property manager and kind of scared him off.

S Steve Trang 50:20

Yeah, does he still work for you?

A April Molina 50:22

He does. He does still work for us.

S Steve Trang 50:24

Cuz I think I would just submit my resignation right then and there.

A April Molina 50:27

Oh, he's still worked for us. He's still. And then Ash went down and try to get into the house. I'm like, are you insane?

S Steve Trang 50:31

Ash went go.

A April Molina 50:32
Yeah. Cuz he, we wanted to make the deal work. So we were like, \$45,000 deal, like, we need to make this work. So he goes down. He needs to get a picture for the meter that's inside the house. And he's like, can I go in? He just offered these squatters \$3,000. So then he's like, can I come in? And they're like, yeah, so he comes to the car. He's like, well, they're about to let me in and I'm like, are you insane? You just offer these guys money. Like, they're gonna think that you're carrying this money, cash. And there's been a few incidents in our market where investors have been beat up or things have happened. So I was like, absolutely not. You're not getting in that house. And that deal blew up and it was \$45,000 spread.

S Steve Trang 51:08
Yeah. Scary.

A April Molina 51:10
Yeah. And a gun pulled out on us.

S Steve Trang 51:12
Right. Okay. So you said there was two of them. What was the other incident?

A April Molina 51:18
Um, our guy got harassed. That was in our first for his friend, so he got harassed. Almost got beat up body, not so much. He is okay.

S Steve Trang 51:25
And this is in Philly or it is in New York.

A April Molina 51:27
Just Philly.

S Steve Trang 51:27
Just Philly. All right.

A April Molina 51:28
Sorry guys. Don't come to my market.

S Steve Trang 51:31
Alright, Mark Win wants to know what company are you using for cold calling now?

A April Molina 51:35
I manage my own callers.

S Steve Trang 51:37
In house.

A April Molina 51:38
In house.

S Steve Trang 51:38
And what are your KPIs? What are the maybe three or five core KPIs you measure?

A April Molina 51:43
Offer submitted daily, how many leads are being contacted. Offers submitted lately daily, how many who we are we're sending. That's most importantly. And how many dials our acquisitions doing but most importantly, is my offers daily, I need minimum 10 offers a day out. Whether it's verbally or sending it in an offer letter.

S Steve Trang 52:03
All right. And then Mark's follow up question is, how do you produce leads?

A April Molina 52:08
How do you mean, how do we produce our lead?



Steve Trang 52:10

Where do you get your, what are your top two or three primary lead sources?



April Molina 52:14

Um, we are using, we use PropStream. We buy data from ListSource and then we also scrape the county. So county websites, I've built I've hired someone overseas and they scraped the websites for me backend it.



Steve Trang 52:27

Yeah, that will definitely works. So Cenafanist.



April Molina 52:30

And then we sack it.



Steve Trang 52:31

Smart.



April Molina 52:32

But it got to the point where now I feel like we own all the data. Like there's only so much data you can buy in your market until you own it. So like my callers cannot tell me there's no beat. Like I'm like I'm, right now in our Zen Call we have 183,000 leads. You cannot tell me that there's no data if you haven't submitted 183,000 leads keep dialing.



Steve Trang 52:52

We had, let's see it was 2019, beginning of 19. Myself, Jesse Burrell, and Jared Vidales, we bought the list for the entire county stuff.



April Molina 53:04

And it's like, what else you gonna do?



Steve Trang 53:05

Yeah, so we got 450,000 records skip traced.

A April Molina 53:08
Oh my god, what a bill. Did you skip traced it all at once.

S Steve Trang 53:12
Well, that was the way to get it to the lowest price possible.

A April Molina 53:14
Oh, you had it bulked it.

S Steve Trang 53:16
We bulked it. I think we split 28,000 for everything. Alright, it's not bad.

A April Molina 53:20
It's not bad.

S Steve Trang 53:21
Three ways.

A April Molina 53:21
No, that's not bad.

S Steve Trang 53:23
Alright, Cenafist wants to know how much net profit do you make per year?

A April Molina 53:28
So last year, we did 765,000. Total.

S Steve Trang 53:32
That was gross or profit?

A April Molina 53:33
That was gross.

S Steve Trang 53:34
Gross. What do you end up walking away with?

A April Molina 53:36
We walked away with 525.

S Steve Trang 53:39
All right. And then his follow up, his or her follow up question is, are you the owner of the business?

A April Molina 53:44
Yes, I am. With my partner. We're both, were partners in the business.

S Steve Trang 53:48
Who is?

A April Molina 53:49
Ash, my significant other. Yeah. And head acquisitions.

S Steve Trang 53:54
Yep. Alejandro wants to know, if your 23 again, what would be the first thing you would do with the knowledge you have now?

A April Molina 54:01

Definitely not do ground up deals. I would pay for education. I that money that I had where I was doing real estate realtor and I was making decent money, I would have found a really good good education course.

S Steve Trang 54:14
So the money you made, leasing leasing in New York and apply that towards education.

A April Molina 54:19
Apply it towards education 100%.

S Steve Trang 54:21
And that's really easy to say that now with the wisdom you have now. But what was your thought back then when someone says, hey, April, how would you like for me to teach you everything I know. And I will charge you.

A April Molina 54:31
I would have gone to YouTube.

S Steve Trang 54:32
Yeah, I'll teach you. I'll charge you 30,000 to teach you everything I know.

A April Molina 54:35
I would say I'm going to YouTube university.

S Steve Trang 54:37
And I had that same problem too. Right? Like it's that we need to get smacked around to get to humility. Right, because I remember, I was like, why would you go to these conferences and pay 25-30,000 I would rather just lose 25-30,000 learning it the hard way. That was my mindset when I first started.

A April Molina 54:56

That was and mine is too.

S Steve Trang 54:58
Yeah, but that was not the right mindset.

A April Molina 54:59
It was not the right mindset at all. And also at YouTube you know, not everything that works for someone is going to work for you. So on YouTube, I'm listening, listening or watching 10 different people were saying do cold calling. No, do direct mail, don't do it this way. Do it that way. Send the yellow postcard. Make sure your your envelope is colored, put coffee stains on it, have your kid draw on it. So it's like, whoa, which one works for you market? So it's like that would have definitely changed a lot.

S Steve Trang 55:28
One of them definitely works.

A April Molina 55:30
One of them works. But also it's what works in your market. Not everything that works in one market is going to work for yours. Like some people, you know, in the Midwest, people love to talk, homeowners love to talk. In New York, you tell a seller, I have money, they were like so, I have money too. Who cares? What company you work for? One of them was like I'm googling you right now. What's the name of the company? Like they're very, you know, that's New York markets. Aggressive.

S Steve Trang 55:53
Very direct. Yeah, we're talking cuz New York or Phoenix. You know, everyone's used to being cold called for years. They're used to getting cold called. And one of our buddies like, yeah, I just moved to Alabama. And like, they're so nice. You know, I was like, this isn't him, but I hope you find him.

A April Molina 56:09
Like, that's not him. But I think you have the wrong number. You know, you've tried this, like it's insane.

S Steve Trang 56:14
Totally different profile.

A April Molina 56:16
Yeah.

S Steve Trang 56:18
And then, let's see who else is there. Okay, so you mentioned earlier, creative finance. So Andrew's question is, do you offer sub to? So let's talk about how you apply creative to your transactions.

A April Molina 56:31
So again, that kind of fell on my lap. Remember, as I said, I left that partnership, and I left with a lead with a list of deals, but I felt like there was something that could be done with them because I had heard Uncle Karl and Dave Dey on on podcast. So they kind of fell into our lap where I learned, you know, we can take we can we can have a property deeded over to us or we can have a power of attorney so we can negotiate the debt. Or there's actually investors that would buy deals with debt if those are the type of buyers. So it just we look at the deals we see. Now, it's like no lead left behind I kind of coin that last year. Sorry Phil. And it's we look at a deal. It's case by case, if this avenue doesn't work. Well, this avenue work and we subject to's come with it. Like we've sold lots, we've sold homes with subject to's with debt on them. And there's a buyer for everything. Like I believe there's a buyer for everything.

S Steve Trang 57:21
Who's Phil?

A April Molina 57:22
Phil Green.

S Steve Trang 57:24
That's what he says to?

- A** April Molina 57:24
No. He said, we we're we had a meeting once and I was like, no lead left behind. And then we kind of like both. Does we like who coined it first? That was kind of like our inside joke with him.
- S** Steve Trang 57:33
Gotcha. Yeah. Phil Green, waiting for him to come on the show.
- A** April Molina 57:36
Oh, he's amazing. Because I have his. Right now in CG. Like, I have his his his like voice in my head.
- S** Steve Trang 57:42
Yeah. He's a.
- A** April Molina 57:45
He's a monster.
- S** Steve Trang 57:46
Yeah, he's in a really amazing person.
- A** April Molina 57:48
And very competitive market. And because of him, we've actually transitioned we're like, now we're hiring people in America. Like it's remote. But we're hiring in America. Like we're not just focusing on overseas people in the Philippines or South America.
- S** Steve Trang 58:01
That's what he is, for guys who don't know who we're talking about. It's another guy in Collective Genius.
- A** April Molina 58:04

Yes. Collective Genius family.

- S** Steve Trang 58:06
He's doing 30 plus transactions a month in San Diego. And he's making stupid amount of money per flip.
- A** April Molina 58:12
Crazy.
- S** Steve Trang 58:13
Yeah. I mean, I would be happy to make that on one of my flips. He's making that on average.
- A** April Molina 58:19
Yeah. Oh, my god, his and his COO. He's like, you remember that event? We're like, we blew us all away with his presentation.
- S** Steve Trang 58:28
Yeah Eric is is
- A** April Molina 58:29
He's ridiculous. He's a monster too. Crazy.
- S** Steve Trang 58:31
Super sharp guys.
- A** April Molina 58:32
Yeah, very sharp.
- S** Steve Trang 58:33

Alright, so so you're only lean. So with your business being lean now, what was your overhead one of those crazy, what's your overhead now?

A

April Molina 58:41

So we went from having an overhead of about 40 40 40 to 45,000. And that was including people. And I include also my marketing, because our number one marketing is cold calling. So that includes our people. It got to a point where I had a team of 12 cold callers. I mean, it was insane. So we've narrowed it down to now we just have very, very, very lean departments. We have three acquisitions, we have our transaction coordinator, we have two dispos, and then we have our cold callers. And our cold calling the way we pay them, it completely has changed. Like I expect certain amount of leads per person like you, you'll have, you'll be at your price point, your average weight. But if you're not delivering X amount of leads, it goes down. So it's like what you get paid what you're delivering. Same thing goes for acquisitions.

S

Steve Trang 59:25

Yeah. It was really interesting. Heim was on the show a long, long time ago. And he said that he said that, like basically like, yeah, they're hourly. If the results are there.

A

April Molina 59:34

Yeah.

S

Steve Trang 59:34

Right. Like you deliver these results, you will get paid your promised wage.

A

April Molina 59:38

Yeah. So if you are.

S

Steve Trang 59:39

It's not like is commission it's just, if you don't do what he's you're hired to do, I'm not paying you what I promised.

A April Molina 59:46
Exactly like, I'll start you at eight, you have to bring me a minimum of 20. Now if you hit if you're at if you hit from 12 to 15, and goes down to six, and if you hit below that, you're going back to training, which is four. So you decide what you want to get paid.

S Steve Trang 1:00:00
All right.

A April Molina 1:00:00
It's all up to. I put it up to them. And same thing goes for acquisitions now, like before, I would have our lead manager submit end of the day reports, now our acquisitions have to submit their own end of the day report. So it's like, no one wants to write that email that you didn't do your job or you didn't hit your calls. I want to see your offers in, where they are at, where they're standing, and, and your call audits. And calls are audited every single day.

S Steve Trang 1:00:24
Yeah, that's awesome. Who's auditing the calls?

A April Molina 1:00:26
Lead manager and Ash he get he gets he they cherry pick calls. So we'll run I'll have our lead manager randomly pick calls for every department. It's submitted end of the day, he listens to them, he has to submit his report by 9am.

S Steve Trang 1:00:40
One thing we're looking to do, I think next month, either next month or July is one of our action items because we can't we get so many freaking things going on. We can't do it all at once.

A April Molina 1:00:48
I know.

- S** Steve Trang 1:00:48
So I can't remember if we're doing it next month or the month after that. We're hiring a VA whose sole job is just to listen calls all day. That's it. Like there's no like cherry picking like it well maybe there's some cherry picking but instead of listening to like five calls, they're gonna listen to calls literally all day.
- A** April Molina 1:01:05
All day.
- S** Steve Trang 1:01:05
Right? And then they're gonna rate them and you know, if people are being monitored they know.
- A** April Molina 1:01:11
Oh, they know.
- S** Steve Trang 1:01:11
They're gonna do better.
- A** April Molina 1:01:12
See we're not we're we have our girl should do like a morning call, afternoon, and a midday, and a afternoon call, midday afternoon. So she'll just ran pick calls from like every and it has to be a five minute and over call. But trust me, they know it's being audited. Because we've come back with like, why did you say that if clearly that that wasn't what he was looking for. So they know that it's being audited. And it's audited every single day. Because that email goes out and everyone's CCed on it.
- S** Steve Trang 1:01:35
Right. I'm trying to go through these. Apparently, we've got some spammer bots here. So congratulations. It's the first episode where we have these trading people.
- A** April Molina 1:01:47

Trading people?

S Steve Trang 1:01:48
In the chatbox.

A April Molina 1:01:49
What Crypto?

S Steve Trang 1:01:50
I don't know.

A April Molina 1:01:52
Made they made their way to Facebook.

S Steve Trang 1:01:53
They made it. This is this is YouTube Live.

A April Molina 1:01:56
YouTube.

S Steve Trang 1:01:56
Congratulations. So what is your WHY, what's pushing you today?

A April Molina 1:02:03
My son. More time with him. I don't want to I don't want to have like, I was the way we were going was like that super New York 99% of the time your your son is with like a babysitter. I don't want that. Like I want my son to have time with me.

S Steve Trang 1:02:22
It's that's a New York?

- A** April Molina 1:02:22
Well, it's not a New York thing. But like New York, like we just grow up to, like, have to work and hustle. Like if you're not doing that, like what are you doing? Like you're lazy. It's either you're hustling and hustling 100% or like, you're lazy.
- S** Steve Trang 1:02:33
You're a bum.
- A** April Molina 1:02:34
Or you're a bum. So it's like, I'm always feeling that and I was always kind of like, you know, like, kind of like beating myself up because it's like, if I'm not working 12 hours like I'm not that wasn't productive. If I didn't work, start working at X amount a day and complete all of this. Like.
- S** Steve Trang 1:02:48
I didn't know that's the way it was in New York.
- A** April Molina 1:02:50
Yeah, it's very, it's a very hustle, hustle and bustle type of city.
- S** Steve Trang 1:02:53
I mean I know it's a hustle bustle and like they never sleep. But man, I had no idea that you were being judged.
- A** April Molina 1:02:58
Well, it's not really, you judge yourself.
- S** Steve Trang 1:03:00
Gotcha.
- A** April Molina 1:03:00

You judge yourself. It's you know, everyone, yeah everyone is out grinding like you're grinding. So it's like, if you're not doing it, then yeah, you're a bum.



Steve Trang 1:03:08

What is your biggest struggle right now?



April Molina 1:03:10

So I told you earlier, we came back from CG, December 2020. And conversation with Phil, conversation with a few people they're like, you know, like we need I need to focus on a few different things. So right now, we've kind of been transitioning our company from like, only having like, people overseas to building out having more Americanized people. So like the people that are touching my data, my homeowners like I want them to be more experienced.



Steve Trang 1:03:36

High caliber.



April Molina 1:03:37

High caliber. So hiring really good people but not having to have 20 people on staff, like really one or two really good people in departments can go a long way. So building out our SOPs, making sure onboarding process is dialed in. So like, there's 30 days into the into the onboarding process. Like we set the expectations, you're clear of what the expectations are, there's no gray area, and like, this is what we expect, like no joke. So we just kind of been swifting things around. We brought in AXE Credit, that doing credit repair to offer that. Offering more solutions, maximizing on our data so that we're not spending a lot.



Steve Trang 1:04:15

Who's creating the SOPs?



April Molina 1:04:17

I create them myself.

S Steve Trang 1:04:19
It's impressive. That's that's a struggle I think every entrepreneur has.

A April Molina 1:04:23
I've actually shared it with a few of our CG people.

S Steve Trang 1:04:25
Yeah.

A April Molina 1:04:26
Yeah, like signed, like, just shared my Asana workspace with them. And some of them have given me good feedback. I'm like, thank you. It took six months to build out but.

S Steve Trang 1:04:34
That's awesome.

A April Molina 1:04:34
It's still it's still still adding more stuff.

S Steve Trang 1:04:37
Well it's never, it's gonna be never ending work in progress.

A April Molina 1:04:38
It's never gonna, yeah, I learned that I'm like, I'm always gonna move things around. But yeah, building that out.

S Steve Trang 1:04:43
What is your superpower?

A April Molina 1:04:46

I think my superpower is that I can have a vision and I can kind of put it to piece it together. It and you know, it might not all work, but I'm going to figure it out. I'm going to get it to work because I don't accept anything but success or making it work.

S Steve Trang 1:05:03

Um, so for those that are just starting, who would you recommend to become their mentor? It's from Perla?

A April Molina 1:05:12

Who would I recommend right now? I mean there's a few programs on, on on, on people that are doing you know like selling courses. I feel like just do what what, look at what you want, like what model you want to go if you want to do rentals, you want to do wholesale, and just pick the person that you kind of click with and connect with. And that mastermind that speaks to you honestly. I can't really decide who like, if the ones that existed kind of like the ones that I did back then still existed like Carlos and Sal, I would say those. I don't even think there's they're doing it anymore. I think they only do like, really exclusive clients now.

S Steve Trang 1:05:53

Yeah, I'm not exactly sure what their model is. But I will definitely second that part about finding someone that resonates with you.

A April Molina 1:06:00

Yes.

S Steve Trang 1:06:03

And then someone is asking, do you guys record your option contracts?

A April Molina 1:06:08

No, we don't.

S Steve Trang 1:06:09

And is there a reason for that?

A

April Molina 1:06:11

I just we don't I don't force I don't force sellers or homeowners to make decisions. You know, like, at the end of the day, we're strictly wholesaling. You know, we do mention that we are if we don't doesn't work for us, we're gonna sell it or, you know, tell you we can find someone for it, but I don't. I like to do good by people. And that's another thing like, I'm, you know, I don't I want to bring our value. So I'm not going to force the seller or homeowner to to sell a property if they don't want to. So no, we've never done it. I've never had to and I don't think I ever will. Unless it's like a deal. Like, if it's like an apartment building that we're trying to take down for us then, yeah, but other than that, no.

S

Steve Trang 1:06:45

Gotcha. And then Mark Win wants to know, you have \$8,000 to start in a new market, what are your first steps with the new 8k or worth \$8,000?

A

April Molina 1:06:56

Um, so first, I would find out if you can, like get data from the county for free. Or if you can, you know, go on Fiverr and find someone if you're if that county website can be scraped, then I would get data. Depending if you want to cold call or not. If you want to maximise on your time, just find really good, a really good cold caller, one or two of that can have that experience to to turn your leads around. And then just make sure you're there to hound the lead after when it's admitted and make the offers. And make offers make offers all day every day.

S

Steve Trang 1:07:26

Yeah.

A

April Molina 1:07:26

10 offers a day, 50 offers a week, should get you one or two deals. I mean, it really should.

S

Steve Trang 1:07:34

Definitely, if you're putting offers, you will definitely get deals. What is the greatest lesson you've learned?

A April Molina 1:07:41
Greatest lesson I've learned is just make sure that you you're understanding what you're jumping in, don't do what I did, don't just like swing the hammer and just hope for the best. I wanted to go all-in and I was like F it, like I'm gonna do it, I'll figure it out as it goes. But that didn't work out so well. So definitely, definitely, like, just realize what you want to do and make sure that you are are ready and don't don't do a gut job.

S Steve Trang 1:08:06
Or I think the reason why you're successful is that you believe you can do anything. Right? You have unlimited ability, right? You got unlimited confidence, which is a great asset. You just don't have to tackle the world. Step one.

A April Molina 1:08:21
Yeah, basically don't do it.

S Steve Trang 1:08:23
Get there in 7, 8, 9, 10 steps.

A April Molina 1:08:26
Exactly.

S Steve Trang 1:08:27
Right. Samuel wants to know, what is the best CRM?

A April Molina 1:08:32
Now, Salesforce. Two years ago would have said podio, but not so much anymore. Salesforce. We part of CG we are. We're all transitioning. I think everyone's transitioning over to Salesforce now.

S Steve Trang 1:08:43

Yeah, who has talked something, they're like should I do Salesforce, like all the cool people are doing it.

A

April Molina 1:08:47

Oh my god, now that I've seen it, I'm like, I can't even look at Podio like, we're still working on Podio. And it like, it annoys me. Like Stephanie says like, we can't predict what's going on. And it's like, now with Salesforce. They can't submit like they can't click out of a lead unless like tabs are like clicked on. And I love that because acquisitions always forgets to notate or tag the damn account.

S

Steve Trang 1:09:09

Yep.

A

April Molina 1:09:09

So now like just can't get off the page until they do it. And I love that.

S

Steve Trang 1:09:15

So the next question is, favorite best or most interesting failure? I'm guessing probably Philly. The first flip in Philly. But is there anything else?

A

April Molina 1:09:22

No, surprisingly, that's my best best lesson. It was my big, it was my, it was the hardest thing I've ever went through. But it taught me a lot. Taught me that if I put my mind into anything I can do. Like it also taught me like to believe in faith. Like I really went through like some heavy stuff. And I prayed a lot, that we were going to overcome it and and we did.

S

Steve Trang 1:09:45

You did.

A

April Molina 1:09:46

And we did. Yeah.

S Steve Trang 1:09:48
So again, we've said this multiple times, but it's not all rainbows and unicorns.

A April Molina 1:09:52
No, it's not.

S Steve Trang 1:09:54
But it's gonna be a lot of suffering, but it's worth it.

A April Molina 1:09:56
It's worth it. It's worth it.

S Steve Trang 1:09:58
Yeah. Is there a book you gift them more than any other?

A April Molina 1:10:01
You know, when I got sent this list of questions, I was like, damn, I haven't I haven't given a gift, I haven't given a book. So I haven't given a book, I would say I give a book to moms called 12 hours by 12 weeks, which helps the kid sleep like, gets you gets your child in a sleeping pattern, so that you can work and do more. So that's probably the only book.

S Steve Trang 1:10:20
I think that's great.

A April Molina 1:10:22
Yeah, I deal. There's a lot of moms in the industry that I deal, I worked it.

S Steve Trang 1:10:25
Yeah, so say it again.

A April Molina 1:10:27
It's 12 hours by 12 weeks.

S Steve Trang 1:10:28
12 hours by 12 weeks.

A April Molina 1:10:30
And it's a mom book. Like, mom CEOs.

S Steve Trang 1:10:33
It's a mom book. But I will probably add to this. And maybe it's not a good idea for husbands to do it. But if you're dealing with a wife who can't sleep, this is a good book for a husband, not to give to the wife, because that can sometimes get you in trouble. Just leave it on the coffee table.

A April Molina 1:10:49
You know what, actually a really good book because it teaches you to teach your two month old kid how to go on a schedule. So it's actually teaching you it's works on it's best, because it's teaching you to put systems and processes together and figure it out.

S Steve Trang 1:11:01
Yeah, so.

A April Molina 1:11:02
I definitely recommend that book.

S Steve Trang 1:11:03
Yeah, so I think that's a great book. It's never been suggested on the show before. But I think that's a fantastic book.

A April Molina 1:11:07

Yeah, I wanted to resonate and speak to moms, because I am a mom, and I'm always struggling with working too much mom life working too much mom life.

S

Steve Trang 1:11:15

You're not alone. I know a lot of really powerful strong women in the industry. And this is something that and even something that I go with back and forth with my wife. She's like, you know, like, how much is too much, and so on. So you're not alone. I think that's a great, great book. Think about what to leave, wants to leave the listeners with. While I make a couple of quick announcements.

A

April Molina 1:11:34

Okay.

S

Steve Trang 1:11:35

Guys, if you got value today, Please like, subscribe, share, comment on this. It helps us a lot. Next week, we got Gary Harper, who is a great great friend, and someone that helped me kind of see the stupid things that I was doing. So really helped me fix my business in a big way. So he's gonna be here next Wednesday. And then we do have our our sales training events. June 11. If you're interested, send me a DM. Last thoughts.

A

April Molina 1:12:03

All I want to say is, you know, you, when you're going through this career, you are going to hit a lot of bumps, and it's going to scare you and it might make you want to stop and not do it. And it's like, do it don't if that's your why if you want to if you want to if you want to move forward, take the chance, but be very smart about it. Don't do what I did, don't go into a gut job. Get education, like if you can afford it, if you have money, and you're deciding like that question \$8,000 like, what should I do? Get the education that's going to not that's going to help you get into that, you know. Don't just jump into it, take the education, get educated. That's 100% it's going to shortcut you it's going to help put everything together. And in the long run, it actually worked more than trying to just figure it out. And like take that eight grand and like go buy data do this, do that. Like you're still going to be in circles.

S

Steve Trang 1:12:55

Oh, you see this right? People buy that as like, oh, you know, I can invest in coaching I can

use investing in data. And it's like, okay, so go do everything is best. But I know if you go invest that data, that's great. Maybe you'll figure it out. Man, how much you would have save like, what if you bought the wrong data? We bought the data from the wrong place. Well, you take that data, and it's old or you don't know how to leverage it and by the time you figure it out, the data is useless.

A April Molina 1:13:07
Or maybe not. There you go.

S Steve Trang 1:13:18
Right so but we don't tell people what to do, right?

A April Molina 1:13:21
Yeah, we don't. But definitely education guys. I think everyone here gets in says the same thing. Education there's a reason why we're all saying it. Don't reinvent it.

S Steve Trang 1:13:29
Yeah, there's no one that's been on the show and that's like yeah, I figured this all on my own.

A April Molina 1:13:32
No, get educated. I tried to and saw how that ended out.

S Steve Trang 1:13:35
Yeah. How can someone get a hold of you?

A April Molina 1:13:38
Um, you can reach me april@aainvestpartners.com. My, my Instagram, which is pretty hard to type. So if you want to put it on the notes, and are I'm on Facebook, I'm all over Facebook. April Molina.

- S** Steve Trang 1:13:52
What was the handle?
- A** April Molina 1:13:56
It's so hard to it's A-P-P-R-R-I-I-I-L-L, I need to change it.
- S** Steve Trang 1:14:03
I'm giving that one up. All right.
- A** April Molina 1:14:04
I told you. I need to change. I'm like, The Real April Molina or something I don't know.
- S** Steve Trang 1:14:11
All right. So guys, again, if you get value, please, like, comment, subscribe. Thank you guys for watching.
- A** April Molina 1:14:17
Thank you so much.
- S** Steve Trang 1:14:18
Thank you.
- A** April Molina 1:14:19
Thank you.
- S** Steve Trang 1:14:19
It's a blast.
- A** April Molina 1:14:21
Thank you.

