

Can Steve's Sales Training Help You Build a \$1.5 MM Wholesal...

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SUMMARY KEYWORDS

gino, deals, steve, people, sales, integrator, talk, knew, chandler, darrin, pace, big, podio, closed, real estate, business, run, call, invest, watching

SPEAKERS

Both, Steve Trang, Gino Palomba

S Steve Trang 00:00
Thank you for joining us for today's episode Real Estate Disruptors. Today we got Gino Palomba with Ferocity Assets. He flew in from Atlanta, Georgia talking about how he's on pace to do one and a half million this year, and he hasn't even graduated college yet. If this is your first time tuning in, I'm Steve Trang, sales trainer for some of the top home buyers in the country and I'm on a mission to create 100 millionaires. 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. Take consistent action and you will become one. When you hear a nugget please type in the comment section. And after the show identify your single biggest takeaway and focus only on that for the next seven days. If you get value today, please tag a friend below or share this episode right now. That way we can all grow together and this is a live show. So please ask your questions for Gino to answer. Ready?

G Gino Palomba 00:50
Let's get it.

S Steve Trang 00:51

Alright, so first question is what got you into real estate?

G Gino Palomba 00:54

So what got me into real estate was YouTube, YouTube University. Now I saw a ad one day, late 2018. I saw an ad for Max Maxwell one of his videos. And my whole life I've been going back and forth. I used to sell shoes when I was 10-11 by the Kobe 8s Christmas Edition. That was my famous one. Bought it for like 150, sold for it 220, you know at the time, 12-13 I thought I was a millionaire. So that led me on a whole journey of being an entrepreneur. Selling stuff from China, buy cables, charging cables, coolers, headphones. I would sell and this is senior year of high school now, I was doing this from all throughout high school, doing garage sales before Gary Vee made it popular like five, six years ago, and just grinding it out. So only reason I bring that up is just to show you like as soon as I saw something hot. I'm going all in taking action. So I saw wholesaling again, Max Maxwell, and I just dove in. I mean I watched countless countless videos, but the important thing there is as soon as I saw him talking about bandit signs, went on dirtcheapsigns.com, bought me 100 of them quick. Alright, just so I could start taking action, because you know, if you just watch the videos and get analysis paralysis, you want to question where's the contract out? Where do I how do I find a buyer and all this. So I made sure I was like, hey, let me just jump in here and get going. So again, I started there. I end up finding YouTube, Disruptors, the podcast through there. But again, that's how I started. Just from YouTube.

S Steve Trang 02:27

So you're on YouTube, like trying to figure out your next like, your hustle your business or you're just watching some.

G Gino Palomba 02:33

I think I was just.

S Steve Trang 02:34

Mind numbing thing. And you just saw a Max Maxwell.

G Gino Palomba 02:35

I probably was getting click baited. I was doing all the different things. I mean, probably watching just stock. I used to trade stocks a lot. For about, I found it when I was 18. How to

use, actually before I was 18 because I had to use my parents, all their info. They're watching this. They know I had to use their info to sign up for accounts. I use my mom's, because my dad wouldn't let me put, he wouldn't let me have his record on there. So I use my mom's stuff. Again, trading stocks, I'm always looking at different things. And so I happened probably just again, I was just, I wasn't looking for it. It found me, if that make sense.

S Steve Trang 03:05
So the first thing you saw was a Max Maxwell video.

G Gino Palomba 03:08
Hmm.

S Steve Trang 03:08
And you got hooked. And this is you're in college.

G Gino Palomba 03:12
I was in college. I was sophomore year, fall, like it's like September, October.

S Steve Trang 03:16
And then the first thing you did, dirt cheap signs. Bought some bandit signs. And what did you do with that?

G Gino Palomba 03:21
So since I did that, my actually my, my best friend to at the time was filming a movie, John Paul. And we usually did a lot of things together. So he was in a movie right now. It's actually on Netflix, Full Count, little plug there for him. He was doing that movie. And I found this. So I just took the action, like you said, and I started putting them out. Now the reason I brought him into this, is during that I probably put out 50 signs. And this is again, so say I bought them September, probably like 20th. Got them on October 1st. Put them out, you know that day, he probably came back October 3rd, you know, whatever, right. So we put out 50 already before that 50 with him. And so we just put them out. Got a call up probably 10 days into it. And now, I didn't know what to do, you right? We were already, I was already cold calling too, right. I wasn't just putting out signs. I was doing

little like FSBOs. I just tried to talk cheap on again, like we all we're. I wasn't that good at it. But at least you know, I knew I had to just keep going. So again, that's around October ish. We get the call in let's say October 15th. Go to the appointment right, the guy called, I answered the call. And the guy says okay, Gino, what is your guy's discount that you charge for your, you know, services? I was like uh, 70%. You know, cuz I'm so used to the 70% ARV referral. So I said 70%, and his house is in, at the time and again, and I was kind of new to, I was a sophomore in college. I was living at my school. It's Kennesaw. Right, so if you know Georgia, it's in Kennesaw. But again, I'm new to that town. So I don't even know what's hot in Kennesaw. I don't know like the areas right. So it turns out now, it's the hottest area like where this house was and probably top three in the state. Anyway, so I get the, he call me up, I tell him seven. He says okay, I was like, ohh shoot. Is it that easy? He said come out and see it. So, we go out there, we go out there to see it. But then remember, point 70 minus repairs, minus your fee.

S Steve Trang 05:09
Right.

G Gino Palomba 05:10
So, he wanted, he was willing to take a discount of 70%. So he's like, my lowest out goes 210. It was like 320s what he thought of, whatever the numbers are, right. So he's like, I will take 210, he already said that, right. So 310 to 210, whatever numbers work and he then but then I then I got there, it was needed a lot of work, right. And wasn't that it was a complete junker. But it was just 1980s no one touched it since. So I was like, I gotta put and I'm looking at the calculations. 2500 square feet. What's this amount of square. I said, oh, I had to mind 60 more grand. So 210 was it? Oh, that's 150, I got to put my fee of 10 grand 140 is not going to work. Right. So I tell him I had to be at like 140 obviously, he doesn't take it. So fast forward. We're still doing things a week or two later. I said, hmm, let me do this actually, now. Let me call up some buyers just build my buyers list. And just see, let me just run that deal by them. Alright, so I kind of did the didn't have another contract yet. But was, you know, marketing, which don't tell anyone that. Don't do that.

S Steve Trang 06:13
And this is not being recorded.

G Gino Palomba 06:14
Yeah, this is not recorded or anything so. Anyway, so I got a list from ListSource. And

again, from Max Maxwell videos on cash buyers, right. Just looking cash sales, last 12 months. Got, you know, individuals, right. I didn't know how to do LLCs yet. So I just saw individuals that bought, skip traced one, just calling five o'clock on a Friday, got a hold of two or three that become cash buyers for me now, one that actually bought this right. So I called him up and said, hey, I got this deal. For 210. Right? Because I knew that he would go down to 200. He already pretty much told me that but I still fed I'm at 140, ain't it's not gonna be there. So I got him, I said, hey, I got this deal like 210 or 212. Like marketing nowadays. It's this area to seize. I'll be there tomorrow. I was like, freak, I don't even have the contract. So I immediately call up the seller, right? Because again, I thought that had to be at 140 because of that formula. So I call the seller, hey, can we meet tomorrow at 10 o'clock, knowing he was coming at 12, the buyer? Get them up, call him up. Anyway, it works out, we lock it up at 200,000. Literally when we're walking out throughout the agreement, the buyer comes in. This guy's name is Anwar. He was the seller. I remember it like you know that, like it was yesterday. He knew pretty much what we're doing. Older guy but he was very nice. He was he understood he said, after we close. He's like Gino, I knew I was just helping you guys out and just starting. You know, I didn't tell him I just started real estate. Right? So he could tell. Anyway, the buyer comes in, I tell him, hey, don't talk to the seller, don't talk to. I was so scared you know at the beginning. And still people come up to me today and they're like Gino, how, how do you do that? How do you do a showing when there's a seller there and your buyers, like that you're going to talk? So I was scared. That's where everything went well. The guys negotiate. I asked was asking again like 212 they said no, we can only do 210. Heck yes. 10 grand, I'll do it. We closed in a week. This was like Thursday, Friday. Friday, I got the agreement with the buyer and the seller, closed out next week. Because he knew the seller was still trying to test me. So he's like, we, I want to close on Friday. So we end up closing one week. Um, and that was that's what.

 Steve Trang 06:35
First deal.

 Gino Palomba 06:58
Again, this is the and. And so I closed it. Let me give you a timeline. I end up closing my first deal like November, it was like close like November 2nd or 3rd, something like that, around that time. So it was like within a month or two of starting.

 Steve Trang 08:23
Yeah.



Gino Palomba 08:23

And I know that's lucky, right? I know, some of the biggest guys we know. Took them 9-10 months. So I'm grateful for that. But as soon as I saw that, then it's.



Steve Trang 08:32

So a proof of concept.



Gino Palomba 08:33

Exactly.



Steve Trang 08:33

Did you stop doing all the other stuff, the wires and so. You went all in on real estate?



Gino Palomba 08:39

Went all in on real estate? My stock stuff, I'll be honest, failed the year before. I lost like, and the guys are out there. I lost like 4k in our class, high school year. So that made it to like freshman year of college. And again, remember this is sophomore year. So I was doing stocks. I was still selling stuff, garage sales, things like that. Making some money here and there. Right. But then yeah, as soon as I saw that, I'm going all in. Right.



Steve Trang 09:02

Yeah.



Gino Palomba 09:03

So that's when we went all in. And I know I like, I ramble on talking. But you just interrupt me, Steve.



Steve Trang 09:08

So you did your first deal. About six weeks in. And what about after that? Like what were, like what were your next deals was like, were they as simple or they become more?

G

Gino Palomba 09:18

No. So we hit we hit a roadblock, right. So John Paul comes on. He was my partner at the time. He comes on, and we are dialing probates, right. We saw Max Maxwell, pick your niche go into it. Right. He's was probate still. We went in at our county site, the county we were in. They had the phone numbers. We were dialing dialing it down. Now, we weren't good on the phones. We didn't know how to solve problems really as well then, right? We didn't know about the probate process. I learned that some of it. Anyway, we did that from November to December. And I had finals all during this too. So I'll be honest, December wasn't our like most active month, but this November, December, we had nothing. I was like, oh gosh, and this is harder than I thought, right. Obviously, I just got lucky, you know, my first deal. And I was a little lucky, I guess you could say. So, come January, that's not till our next deal. And that was from a bandit sign.

S

Steve Trang 10:10

Alright.

G

Gino Palomba 10:10

Again, right? So we figured out we're like, alright, we got to stop. We've been doing this two months of calling probates. And we were still putting on bandit signs during that time. But we're like, we got a shift. I mean, we're not getting traction, right. So on this marketing source, cold calling probates. So then we decided, hey, come January time, we got that other probe or the other bandit sign deal. And then we started doing spending money on list, right, because we weren't spending money on list, we're using the county's free numbers for the probate deal. So that's when it transformed. This is 2019, now. So it's really when I say like I really started like going into it was soon as that January 1st, to set my goals. Watch the Brent Daniels videos, I was with my family on vacation, I remember this to the day. And it was like planning out your next 90 days. Again, this was 2018 to 2019, so it like, end of the year, and I started to set the goal. Like 90k. My goal was the first three months of 2019. I didn't hit it, but fast forward. I didn't hit it. But I started taking more action and now like buying list and stuff and actually investing money more into marketing, and you know, I remember my first list I bought. I was scared I was like, oh my gosh, is a \$1,000 that thing you know, and then skip trace. Oh my gosh, but so again, I just kept growing scaling slowly, slowly, slowly and just adding up and

S

Steve Trang 11:24

Yeah.



Gino Palomba 11:25

Yeah.



Steve Trang 11:25

So second deal in January. We connect in Dallas.



Gino Palomba 11:31

Dallas, not March.



Steve Trang 11:32

WeLive 19. So at this point, you're subscribed, you're following Max Maxwell. Go to we live and that's where we connected and ah, and Khang.



Gino Palomba 11:41

He's calling me, at the moment.



Steve Trang 11:43

So it's crazy you're so like me. You actually started your wholesaling business after I started this podcast.



Gino Palomba 11:48

Oh, really.



Steve Trang 11:50

So it's kind of interesting that the journey. So let's talk about your education in a sec. Because this is one thing that you know, Darrin was on the show. About a month ago, three or four weeks ago. One of the things he said was like, you know, Gino is so well versed. You know, he's, this guy's assistants more dialed in than a lot of different operators. And we're like, yeah, it's kind of crazy, cuz he's still just a kid. So let's talk about your your journey as far as education, because that's the one thing that I've always pushed on, is that, you know. I've invested hundreds of 1000s, I think, you know, I haven't tallied it recently. But it's over 3000.

G Gino Palomba 12:25
Yeah exactly.

S Steve Trang 12:26
You know, in personal development, education, so on. So let's talk about your journey inside this education space. What was, was WeLive your first event?

G Gino Palomba 12:35
WeLive was my first event.

S Steve Trang 12:36
Okay. So then what did you do after WeLive?

G Gino Palomba 12:40
So WeLive I invested in that. I think it was like \$900. Right. \$900 into that. I think my next investment was, I'm trying to think about it now. I would say it was probably, I might have actually been when it came to yours. That next January, because as soon as I saw a proof of concept, right. Again, at that time in March, \$1,000 was a lot to me, I closed. I think I was on my third deal, maybe, or right after that I closed my third deal. So I'm still looking at it like hey, spending money is costing, I wasn't in the right mindset, right. Over the summer, I'm watching a bunch of podcast, over the months say, invest in yourself, invest yourself now. I probably bought a lot of different courses, right. I didn't go into a mentorship. And so I really joined you guys.

S Steve Trang 13:22
Yeah.

G Gino Palomba 13:23
Right. So I knew that. I saw all the stuff Steve's been doing. I know we're fast forwarding. So I'm just showing you the education there. I would say Max Maxwell, Steve Trang's sales training. Sub to, Tiffany High's course. Collective Genius. Private money course was a Steve Trang with Steve. Eric Brewer's course. So you know that's again, I spent a tallied it over it's over \$30,000 mostly last year too. 2019 last year, all mostly last year too. And

what I look at it as now in this what we're getting to is I want to make sure I have this enough information available to me to be the very best I can be. Right. When I see new things like that. And I know again, you got to vouch your, who you're investing in, when I know these are serious people and these people are doing the business and they're and they're teaching this or they're doing this. Eric Brewer is doing 300 plus deals. Why wouldn't I spend you know the two grand three whatever you know the three grand into it? Why would I do, I've learned one thing. One wholesale deal, our average wholesale is about 15, I made 7x. Why wouldn't you bet on yourself too and again you're educating yourself because I think this is a very important I want to share to me and Chandler talk about it all the time I, our integrator now in operator and we talked about, if we go broke, we go to zero tomorrow. What we have in here doesn't go, right.

S

Steve Trang 14:44
Right.

G

Gino Palomba 14:45

And we feel like we're set up for life, but we feel like we can the knowledge we know now. We can go and start JVing with people. This, even take away my connections. I know how to build relationships. I know how to do a Novation agreement. I know how to find private money lenders. And again, these are all these the courses I invest. I know what to do subject to thanks to Pace, right. I know how to do all this stuff so I want to be I want to know that stuff because think about this too, I mean not only do we invest money we learn it we use it now, but you also got to think of it as a tool for the rest of your life. Sales training, number one thing, Steve's sales training everyone right now. Disruptors.com sign up is that a little shameful plug for Steve. But you learn one thing, especially sales training, you can use that for your whole, you can use that in grocery store, use that at the garage sale, you can use that anywhere you like. I'll still push away Steve's mitt, I will still go negative talked to my girlfriend, she catches on now. They go different, you know restaurants you can try it on and they'll catch on. But then you know, garage sales, flea markets, you're at the I'm at a restaurant, I'm saying it's probably no way I could get a free, you know, side, right? You can ask my buddies that they'll say yeah, he does it all the time. And it works. Right. So

S

Steve Trang 15:56

There was something that happened with Massage Envy. You know, we had COVID. And we paused our account, and we didn't want to go with with COVID and everything else. And so I guess they always are calling me every once, was like, hey, your account is you

know, you're you're overdue, but I was like no, we paused it, right. It's like okay, and then they'll they'll pause it again. I guess my wife didn't respond to them. So like I did the same thing. It's like, you guys probably can't fix that. There's no way you guys can restore her credit. And they're like, well, well yeah, I guess we can restore her credit.

- G** Gino Palomba 16:22
Exactly like it's, it's a useful tool to restore. That's one thing of the sales training. That's one little tip out of the hundreds, right. So.
- S** Steve Trang 16:29
So that's awesome. So yeah, and you were, we connected through Dylan. So you were following.
- S** Steve Trang 16:35
You're following Dylan.
- G** Gino Palomba 16:35
Dylan? Dylan?
- G** Gino Palomba 16:35
Dylan Williams.
- S** Steve Trang 16:36
Yeah.
- G** Gino Palomba 16:37
Nashville. Shout out to Dylan. So yeah, I mean, I saw it. Again, if I see something like that, and I see, hey, what is that Mastermind about? What is this about? Do my little research and I'm in, right. I'm going into it and I knowing you know, I'm not going to go broke over it. Let me say that. But I know when to make the smart decision, hey, you know, this amount of money, and I know what I can make from it just you return on investment. Yeah, that's how I look at everything now, especially with the business. Hey, is this an investment? You know, hey, people think of marketing as expenses. And this is a big thing I

want to bring up too. And I know I'm pleased talking.

S Steve Trang 17:08
That was good.

G Gino Palomba 17:09
Sal and Carlos. Right. Carlos Reyes and Sal Shakir. I was watching podcast and I still do every single day. But when I was watching about 2019, my first full year, I would listen to their podcast, and they would state on there. And I remember the one time they said this is that, every you know, don't look at marketing as an expense look at it as an investment. And that sounds like oh yeah that's, but I wasn't doing that. I know, I wasn't doing that when I first started.

S Steve Trang 17:32
No, it's a different mindset when you first start.

G Gino Palomba 17:34
Exactly.

S Steve Trang 17:34
Yeah. Okay, so going back to Eric Brewer, you know, I just want to touch on him real quick. Yeah. So we did the Novation thing. We launched like six, seven months ago. And it's crazy to me, like you got a guy who's doing 400 wholesale 400 retail a year. Right. And we talked about it and we we announced you know Brewer Method. And we had like four or five signups. And for me, it's like, I will pay \$2,000. So I can talk to this guy once.

G Gino Palomba 18:03
That's what I'm saying too.

S Steve Trang 18:04
For me it's like a no brainer, but that's not how everyone thinks. So, the other thing though, I remember too, right, because we did a sales call. I called you or you applied. I called you

and we did the whole thing to get you into the mentorship. And I still remember like, wait a minute, this guy is in college. So, one other thing I see a lot, I see this more on TikTok, but a little bit on Instagram as well as like, how do I? What do I do, I'm 16 or 17? You know, should I go to college or not go to college and this and that. Can you talk about why you're in college when you're making money?

G

Gino Palomba 18:39

So why me personally might be different than someone else. Me personally, I was lucky. My parents were able to fund my college, right. I didn't go into any debt. You know, they wanted, needed to graduate college, right. So they didn't go to college themselves. So they saw that as, hey Gino. We're gifting you, you know, free education. I didn't want to you know, I'm thankful for that, right. So that was one reason. The second reason for me is my grandpa that passed away March 2019. Right when I started doing real estate. He was loved, you know, every bit of it he loved. And he one of the last things he said to me was Gino, you need to you finish school. Because my dad was telling him because again, again, these are my first two or three deals that March timeline. I'm like I'm getting out of school. I'm gonna go because again I'm halfway through to college at this one, sophomore year. And I'm like, I'm gonna go on and so he's telling my grandpa and my grandpa's like, no, I want you to finish.

S

Steve Trang 19:28

So you, your grandfather's dying wish?

G

Gino Palomba 19:31

That was one of his last few things he told me for real.

S

Steve Trang 19:33

Okay, so it's pretty tough to.

G

Gino Palomba 19:34

So yeah, I was I was in. So forget, sorry mom and dad, I was going no matter is for grandpa or not. You know what I mean? So that was a main reason why I did. Now I see, you know kids asking and and they always come up to me and you know, they're saying how should I go? It's really it's it's as easy as saying hey what's best for you, right. If you're trying to be a doctor and everyone says you got to go to school. You're trying to be you're

trying to be an attorney, you got to go to school, right. But for me, you know the entrepreneur mindset. I knew, hey, even though I'm still in school, I said, I'm going in, you know. I'm don't, I'm focusing on this, like, there's no excuse. If you're in school, and then people that are actually in school now. I don't have enough time. First off, I know 99% of them are using Chegg or Quizlet, right. I'm taking their test, right. So I mean, there's, I know, you can make time there's time. So many places, you know, like Gary Vee says you can work from even if you're going to school, you know nine to five, you can work you know, seven to eleven, right. So, what I have to tell them is, first, what is what would you like to do? What do you see in your life? Right. What do you want to do? And I know, that's very easy to say. But you know, I'm trying to, I'm trying to see from their end of it, you know, if they're full on that you're gonna bet on yourself. Take the take the chance, right. I tell people all the time, if they're, if they're really invested in themselves, you won't fail, right. You won't, especially in this business. And I saw Pace talking about this too on Jordan Belfort just recently, and it hit to me too, because he was like, Jordan said to them, hey, are you do you think that someone can do this just that they just go hard and they try a little bit. Do you think they could 100% succeed? And Pace of course, a 1,000%. That's how I feel too. A 1,000% on this business, if the only time you fail is when you quit. That's it. Right.

S Steve Trang 21:18

So going back to the college thing. If you if you if your parents and your grandfather didn't pressure you, you would have quit?

G Gino Palomba 21:25

Yes.

S Steve Trang 21:26

All right. And then likewise, if you had to pay, if you had to rack up student debt?

G Gino Palomba 21:32

For me?

S Steve Trang 21:32

Yeah.



Gino Palomba 21:32

No, I'm not going to school.



Steve Trang 21:33

Not going to school.



Gino Palomba 21:34

But it's my mindset. I knew that right?



Steve Trang 21:36

Plus you're an entrepreneur.



Gino Palomba 21:37

Yes.



Steve Trang 21:38

Right.



Gino Palomba 21:39

Visionary mindset.



Steve Trang 21:40

If you had to go to school for wholesaling, it might be a different story. But you don't have to.



Gino Palomba 21:43

For sure. Exactly.



Steve Trang 21:44

Right. What do you what is your major?

G Gino Palomba 21:45
Finance.

S Steve Trang 21:46
Finance, alright. And you have a finals next week?

G Gino Palomba 21:49
May 3rd, I think it's next Wednesday. Yeah.

S Steve Trang 21:51
And you officially graduate college when?

G Gino Palomba 21:53
July 31st I think.

S Steve Trang 21:55
Trips me out. Totally trips me out. Alright, so then let's just talk about let's just jump into the meats and potatoes your business then. What is your business looking like right now? Because you're on pace for one and a half.

G Gino Palomba 22:08
Yes, sir.

S Steve Trang 22:09
All right. So what a Q1 look like?

G Gino Palomba 22:11
Q1 revenue was 395.

S Steve Trang 22:13

Okay.

G Gino Palomba 22:15
Our marketing expense was I believe around with TV ads, I think it was around like 95. We run a pretty tight ship in terms of our VAs, or terms of our excuse me our payroll right, we have VAs, we have I think mean we're talking about I think we have seven or eight. I could lay them all out like, we have three cold callers. We have one designated texter. We got one dispo slash texter, that's five. We got an admin for Chandler, that's six. We got three lead managers 7-8-9. So we have nine, three lead managers.

S Steve Trang 22:49
And Chandler and Jared are in next room.

G Gino Palomba 22:51
Yeah. Next room is our acquisition manager, Jared. We have operations integrator, Chandler. And Brandy, dispo.

S Steve Trang 22:59
Right.

G Gino Palomba 22:59
She's in North Carolina.

S Steve Trang 23:00
She not even in Georgia.

G Gino Palomba 23:00
She's in North Carolina. Yeah.

S Steve Trang 23:02
Yeah. All right. So what kind of volume are you doing? As far as you know, to get to 395 for

Q1? What kind of volume are you guys doing?



Gino Palomba 23:53

So I know it by month actually what we did. And it was like we had to start off a little slower. 60 I think it was like 68 in January. 80 in February, so we're at 150. And then we did like 240 come March. Because we had three big wholesale deals closed, a flip close right in like actually the first day of March. So it's gonna be like that the February, March, but yeah so we hit 240 come March.



Steve Trang 23:53

Such huge, huge March.



Gino Palomba 23:53

Huge march.



Steve Trang 23:53

Right, okay so then, for the people listening that want to you know follow your footsteps. You see you talked about how much you spent on marketing. What are the channels that you like the best?



Gino Palomba 23:53

Okay, so we've stuck to since that 2019 mark. We started excuse me, we started with SMS. That's our favorite channel. I know a lot of people say it's dying. It's our number one channel, right? It was like last year, I think it was 10x. We spent about 50 grand and we made over 500 with it.



Steve Trang 24:10

And then for the people listening what texting platform is that?



Gino Palomba 24:13

Launch Control. Launch Control. We did all last started January 2020. Next one is cold call. We love that too. It's slowing up a little bit for us. Me and Chandra actually just that was our level 10 meeting this week. It's just it's slowing up a little bit cold calling. But we

cold call and then TV we just started in November. So TV started out very slow. Steve heard about, I'll always tell Steve like, gosh, man, this is but I knew to stay consistent. And now in the last week, we locked up five from TV. So those are our three. That's it. And other than you know, we stood for the first year and a half. It was just those two cold calling and SMS

S Steve Trang 24:49

And I want to talk about the the, is it the stomach control? But I don't know. I don't know what the right word is. But how much are you spending a month in TV?

G Gino Palomba 24:58

It's about 23,500.

S Steve Trang 25:00

Okay. And then you, you started in the middle of the crazy re-election.

S Steve Trang 25:00

Or what not re-election what did they call it in the.

G Gino Palomba 25:00

The runoff.

G Gino Palomba 25:02

Yeah.

S Steve Trang 25:03

The runoff right, two senators there was more money I think pumped in during the runoff than during the entire presidential election.

G Gino Palomba 25:14

It was I think the highest funded.



Steve Trang 25:15

Yeah.



Gino Palomba 25:16

Runoff in history, you know, for the two seats.



Steve Trang 25:18

And here's little Gino trying to advertise at the same time.



Gino Palomba 25:18

Yeah no, it wasn't a uh, it wasn't was expected. Unexpected, right.



Steve Trang 25:26

Okay. And so I want to talk about this, because a lot of people can look at that. And like, quit.



Gino Palomba 25:32

Yeah.



Steve Trang 25:32

And you were uncomfortable?



Gino Palomba 25:35

I would say so, yes.



Steve Trang 25:37

You want to talk about those challenges?



Gino Palomba 25:39

Well, so we spent roughly I think, it was probably, I mean we spent probably 40-50 grand

from November to December zero deals closed. Alright, so you're looking at me, I'm a little weary about that. I was anyone would have that in their stomach. Now, we did have a probate deal. That was a 30k. Or that was a long in the past. So I wasn't scared out at all time. And then that deal fell through because of different things. So again, 50 grand loss, but I still saw it as a I got to keep I got to keep going right? We're still small of our numbers. We still knew our numbers. But I had models to look at. Right. So I had Ryan Pineda. I had you know, Darrin obviously he's doing it right. Darrin, running that.

S Steve Trang 26:21
In this market.

G Gino Palomba 26:21
They're doing it in Phoenix. So I knew it's possible, right? So I took it and I said, hey, let's just give it some time, give it some time. And we're monitoring numbers. Don't worry, we're looking at our numbers. We know we're losing 50 grand. And so you know, now it's paying off. Let's just say now we have the in queue from TV. Just in, those five contracts, it's roughly probably around 100-120, at least. It might actually be more than than if we if we wholesetail them.

S Steve Trang 26:48
And then you know, you and I have had personal conversations, right? Whether TV makes sense or not. And I was pushing you.

G Gino Palomba 26:55
Yeah.

S Steve Trang 26:56
To be the face. Right?

G Gino Palomba 26:57
Yeah.



Steve Trang 26:58

Because initially you were not the face because you want to someone that was a little older looking.



Gino Palomba 27:03

I was. Yeah, I was because again me getting on air. It probably wouldn't look that good that a 21 year old at the time, especially I was I don't know, we didn't know how it's gonna work. So we said, hey, let's just use Doug on the commercial. And not that it didn't work because we still closed deals to come you know, January, February, but I switched over in March. That's what you bring it up and Steve was helping me out because I was still stressing about all the paying them in, we're paying in the, you know, every single month and you know, just that situation, but Steve was telling me Gino one he told me to get on the commercial, which I'm on the commercial. And to he just was keep you know, making me feel TV is the way to build a brand, build a brand, build a brand. And so



Gino Palomba 27:43

Yeah.



Steve Trang 27:43

Yeah, it was. So that's what I'm talking about. Because you're in Atlanta for a while. Right?



Steve Trang 27:46

You're 22, you might be doing this for another 20 some years.



Gino Palomba 27:53

Hopefully. Yeah.



Steve Trang 27:54

Right. So for me, it made sense for you just to be the face because you got and for everyone listening, right? If you're doing TV, maybe you break even on TV. But how many JV deals are you getting? How many referrals you're getting from realtors? How many referrals are you getting from other wholesalers?

G Gino Palomba 28:10
Yeah, exactly.

S Steve Trang 28:11
So that's kind of it's kind of hard to track, but that's the reason why I was pushing you on it.

G Gino Palomba 28:15
Yeah, that really helped me because I would think about that I like, hey um, Steve is right. Because if I break even I got the brand, right people come up and I have people saying, oh Gino does in this, like you said other wholesalers see that, hey let's JV with Gino. He's a real, you know, he's on TV. Right?

S Steve Trang 28:28
Yeah, you get credibility. And I think you said that your friend from high school they'll reach out to you.

G Gino Palomba 28:32
Yeah, there are a lot of them, like reached out to me. And they're saying, oh, I saw your commercial. What are you doing? Like all this stuff? Like they didn't know this.

S Steve Trang 28:37
Alright. So you know, we always push like, go on Facebook and push, let everyone know that you're doing real estate.

G Gino Palomba 28:42
Yeah deals.

S Steve Trang 28:43
But man, you're on TV saying you're doing real estate like everyone's like, okay, maybe we need to send Gino our deals.

G Gino Palomba 28:47
Yeah exactly.

S Steve Trang 28:48
The other thing too is going back to investing yourself. And you know, I mean, this is totally self serving. But we got Pace, who was here just a moment ago.

G Gino Palomba 28:55
Yeah exactly.

S Steve Trang 28:56
Right. And we got Eric Brewer, so and we got private money. So you're you've learned all these different tools as well. So someone that's doing TV with a cash only option.

G Gino Palomba 29:04
Exactly.

S Steve Trang 29:05
Doesn't have as much ability to capitalize on it. So you want to talk about how you've been able to leverage Sub to and how you've been able to leverage Novation with TV.

G Gino Palomba 29:15
So for that instance, it's just now I can put out at least three offers even four. I tell you one, we're hitting cash, cash, cash, cash, cash, right, we want to get cash if possible. Cash doesn't happen and we're in somewhere in the range. We'll pitch the Novation right, so there's got to be a reason we come up from our cash price like Eric talks about, right. So we offer someone 200 for a cash price, and they're at 230. We might go up to 215. But the only reason we're going to go up to 215 Mr. Sellers, if you give us these terms, right. You give us these Novation terms, you let us put it on the market. We'll give you your cash at 200. And we'll do all the you know I'm trying not to pitch it here, but they will do all that for you. But it has to come up to 215, right? So that's another way to do it. They still say, no. Well, then we go into the terms, right? We go into saying, hey can we do owner finance, can we do Subject to and again, that's from Pace. Eric Brewers from Novation

and Steve sales training for cash, right. Try getting them low, right using tactics or anchoring price anchoring all that stuff, right. So and fourth, the boring retail like Steve, the broker. But yeah then before we pitch to retail, hey, I think your best bet is to list with a realtor. Okay, yeah. Do you or do you have a realtor already? Alright, so this four give us. Now I got four tools in my tool belt.

S Steve Trang 30:28
Alright.

G Gino Palomba 30:28
Versus a new wholesaler knew one cash offer. Right?

S Steve Trang 30:33
Yeah. So then I want to transition something a little different here is partnerships. So everyone that thinks I hate partnerships, I want to be clear, I don't hate partnerships. I just think they're challenging. It's another layer of difficulty to add. So you started initially with partner.

G Gino Palomba 30:49
Started with John Paul, my best still one of my best friends.

S Steve Trang 30:52
Yeah. So you want to talk about some of the challenges that you did not foresee? And then how you guys were able to resolve them?

G Gino Palomba 30:59
Yeah. So I like I like you brought this up. It's very important, because now, when you're trying to look for a partnership, make sure that partner and you guys are kind of like Ying and Yang, right. Me and John Paul, we're both visionaries. We both had the mindset of growth, growth, growth. Alright. So in the beginning, it's great. We all have growth minded oriented, right. But then, what I mentioned earlier in the podcast, John Paul is also an actor. Right. So John Paul, and when it came down to it, we worked well together. But think about it. What's the visions? Right, John Paul's vision was to be Brad Pitt of Fight Club, that he likes.

S Steve Trang 31:32
I mean, there's nothing wrong.

G Gino Palomba 31:33
There's nothing wrong with it.

S Steve Trang 31:34
I was Brad Pitt in Fight Club.

G Gino Palomba 31:35
Exactly. Right. So his definition be Brad Pitt. My definition grow the wholesale to 10 million a year. So when I look at now, partnerships, I just look at and say, hey, what are the visions? And how can you help? How can we help each other right, so our visions were off long story short, we'll go into how we how we dealt with it. Another important thing is reading the book, Traction. Traction is going to let you know, hey, what's a visionary? What's an integrator? Since me and John Paul had the same mindset, it was kind of two working the same. Right? North and north they, you know, that doesn't doesn't go together, right doesn't attract, repels. So what we thought saw is like when we started looking at the business model, when we started breaking our charts down every, who does marketing? Who does sales? Who does operation? Who does finance? We were kind of good at the same thing. So what about the other side of the it's not good business, right?

S Steve Trang 31:35
Yeah.

G Gino Palomba 32:21
It's not as good as it could be. So we just didn't, you know again that's what happened, visions didn't align. We do we're all 2019, all 2020. And we decided, we said, hey, you're getting bigger and acting, Real Estate's picking up more, it's going to be harder if we do this even farther down the road, right. We should probably work on like, separation or you know, end the partnership. Just because again and he understood 100%, John Paul is as a friend, you know, you can ask from anyone, but he understood where we're all coming from. Hey, your vision is in the line. And, you know, we parted ways. Did it, you know, paid him out, right.

S Steve Trang 32:56
Yeah.

G Gino Palomba 32:56
So.

S Steve Trang 32:57
And but it's also a difficult, because

G Gino Palomba 32:59
Very difficult.

S Steve Trang 33:00
We could do this now, we could do it later.

G Gino Palomba 33:01
Exactly.

S Steve Trang 33:02
But it's gonna happen. So it's better do now, that like did you have to, I don't know, do some breathing exercises? Did you have to pump yourself up to have this conversations?

G Gino Palomba 33:08
No, I mean, it's pretty fair because we known each other since we're eight. Was so I mean.

G Gino Palomba 33:11
Eight, from baseball team. Tee-ball. So we known each other for a while. Alright, so it wasn't a, JP I need you gone. Bye, see you later. It's like JP, you're trying to be a, not be trying but he is. He's got a movie too, coming up another one. So you're, you're an actor, right? Your your goal and goal is to be Brad Pitt, right? Or be a top actor, right? So my vision is real estate, how is that? Look five years down the road? You're, it's not gonna it's

not gonna work. And he understood that. So it was it was a very mutual agreement. And we're both you know, it's both it's, I think we're both happy. Right? So

S Steve Trang 33:11
Eight.

S Steve Trang 33:49
That's good. All right. So Cory Guzman says ATL stand up.

G Gino Palomba 33:53
Hey,let's go.

S Steve Trang 33:54
Let's see. This is a long question from Joan Optics. How do you set up your wholesale team from cold callers to people who oversee them, to other peoples that run a wholesale business after you begin to scale away from being the one who does the cold calling? So I guess, really? How do you transition so that your business runs without you doing the day to day grind?

G Gino Palomba 34:12
So I guess just start one at a time, right? Start out what you're worse in. Alright, so I was good in sales. I still in the sales manager. I will look over all the sales, we train every morning. So I stay on sales, right? I'm not good at the operations and marketing. Why? Cuz I'm a visionary, right? I'm not. That's not my best use of time. Right? Um, moving too quick, whatever. So I made sure, hey, first, let me get some of that admin stuff. Everyone starts with the data admin, right? I'm not pulling list and put into the skip tracer and all that stuff. So we hired a VA first. To answer his question. I would start one thing at a time and what you're worst at, right? What you're not as good at, because that's going to alleviate you from that task, so you can focus on, for me, calling sellers, right. So, again, my best advice would just be take your time and don't, see a lot of people scale fast. And, or they try to hire as many people but make sure first you've done every single thing in that position or you've done every job. And then slowly work your way work your way and then again, hire the right people. That's a big, that's easier said than done. We know Steve.

S Steve Trang 35:14
That's challenging. And it's funny because you say like, you're this visionary, and you're not really in the details, but you've shared with me some of your SLPs that's like the best SLPs I've seen, right? Like everything's well documented, branded, right. It's got Ferocity.

G Gino Palomba 35:25
Yeah, well.

S Steve Trang 35:26
In the top corner.

G Gino Palomba 35:27
Let's shout out Chandler for that one.

S Steve Trang 35:28
Yeah, so much credit to Chandler. But still, you know, to say, like you maybe you feel like this is not a strength, you hire someone, or you brought someone in.

G Gino Palomba 35:36
Exactly.

S Steve Trang 35:37
Who can fill that role. Not just fill that role, but fill that role with high level.

G Gino Palomba 35:40
Exactly. Yeah. So Chandler, he's our integrator operations guy. He's my right hand man. You got to find the right people put them in the right seats, we know he's more of an integrator profile. And like Steve said. He's also a state champion. Shout out Chandler again, he's a state champion wrestler. So as soon as I see someone like that, I think those that's going to be someone that's going to try to take this with the best abilities.



Steve Trang 35:59

So you look for someone that excelled somewhere else.



Gino Palomba 36:01

Exactly.



Steve Trang 36:01

Yeah.



Gino Palomba 36:02

I want to see that there, you know, high level.



Steve Trang 36:04

So maybe after this, I need to talk to Chandler, how much it's



Gino Palomba 36:06

Taken for me.



Steve Trang 36:08

Robert asks, do you maintain a spreadsheet of all your personal development spending?
Do you know?



Gino Palomba 36:14

Um, to be honest with you, no. But I do have spreadsheets of our marketing. For all of our other expenses, right? I like, I just did a quick math. Like it was 30 plus 1000. I think it was like 33-34,000 I spent in that. Again, it's an investment, how much it may, it brought me here. Not only that, it brought me doing again, with your mentorship. Forget here, it brought me, I tell people all the time, it made me probably over 200,000, that I can measure using Steve sales training. And what I mean by then, I know he's standing in front of me. So Steve, walk out, and I'm just kidding. So what I mean by that is there's been deals that I've used the tactics and I can measure them that we were going to lose, right? Whether there's other wholesalers involved. Other people, other people, wholesalers,

realtors, or they ghosted us and we use tactics that Steve taught, that brought them back. I can measure those deals, right? It's it was over 200,000.

S Steve Trang 37:03
It's crazy, like that loss mile.

G Gino Palomba 37:04
Again, excuse me, for spending you know, the 15-18 grand, 200,000 I mean, you got to look at it like that, right?

S Steve Trang 37:11
Pretty good ROI. Roger Vieira wants to know, why not go to BiggerPockets and get the same knowledge for free?

G Gino Palomba 37:19
Well, you do have the time for that, too? So yeah, there's going to be knowledge, you can find some of that stuff. But what's, what's the gentleman's name?

G Gino Palomba 37:27
Roger. So, you can go to BiggerPockets. That's what I did. I went to YouTube, I did all this research, you can do that. But it comes to a point now, when I want to learn how to do a Novation deal, how did a guy doing 375 deals, I get a call from every single month. And I can learn directly from him. It's your time and your energy is just like this, guess what to Roger that do you know what to measure, your relationship with them. I built relationships with a lot of guys like, you know, it's just because I did, not just their course. And some of them I didn't even do their course. I was already friends with them. Just because you built that relationship that leads you different avenues. I can call up, I could text these people. And I can ask them for advice that is priceless. You know, right? What did you guys do? How did you do on this? You can't really measure that. So at the same time, you got to invest in yourself.

S Steve Trang 37:27
Roger.

- S** Steve Trang 38:14
Alright. The other way I look at it too, and we just forget that the the course itself aside, put the course aside.
- G** Gino Palomba 38:21
Yeah.
- S** Steve Trang 38:21
One thing I look at is, a person who says you can buy your way into the right room. Right?
- G** Gino Palomba 38:26
Yeah.
- S** Steve Trang 38:27
And so like, you can call Eric Brewer, you can call Pace Morby, you can call Steve Trang, you can call Rhen Bartlett.
- G** Gino Palomba 38:33
Yeah, exactly.
- S** Steve Trang 38:34
You've got a pretty good Rolodex. Right. So it's not that you couldn't learn this from BiggerPockets.
- G** Gino Palomba 38:39
No no no.
- S** Steve Trang 38:40
The other thing too, is for me, I've seen this from other people that insist on learning free, which is nothing wrong, right? Like this content is free, is that when you insist on learning free, the confidence behind that knowledge, right? Like Eric Brewer says, this is how you

do a Novation. You're doing that exactly to a tee.

G Gino Palomba 38:58
Exactly.

S Steve Trang 38:59
Right. If you find it in a Facebook group, here's how you do a Novation, you're like, does it work?

G Gino Palomba 39:03
Exactly.

S Steve Trang 39:04
It's that certainty of that conviction that you need to move forward. Stratton says what's up.

G Gino Palomba 39:07
Pete Stratton, strat daddy.

S Steve Trang 39:13
So let's see what else is there. So we were talking about your team. A lot of stuff to your fans.

G Gino Palomba 39:17
Hey, what's up too.

S Steve Trang 39:19
Ben wants to know if you could have coffee with someone dead or alive, who would it be?

G Gino Palomba 39:24

Oh, If I had could have coffee with someone dead or alive, who would it be? I don't know. Let me think about this one. Hold on. I would probably say Warren Buffett. I mean, I mean speaks for himself. Right?

S Steve Trang 39:39
Yeah.

G Gino Palomba 39:40
I would just like to talk to him not even just about investments, just by his mindset. Build a relationship with him. You know.

S Steve Trang 39:45
Right.

G Gino Palomba 39:46
Not just pick his brain, just go out. I would like to just have a relationship, see how he, how he's dealt with things or difficulties, problems. You can just learn from that. Right? That's what I would look at into it. But yeah, I would say probably Warren Buffett.

S Steve Trang 39:58
And Dylan Williams says, Gino was the man.

G Gino Palomba 40:00
Big Dylan.

S Steve Trang 40:01
Again, Dylan's the one that connected us originally.

G Gino Palomba 40:03
Exactly.



Steve Trang 40:04

Cory Guzman wants to know, how are you tracking the KPIs off TV?



Gino Palomba 40:07

So we get Darrin's company, the management that his company manages, they'll track and they're tracking every molec, you know molecule into what commercial, what time it was, how many leads came into it, all that good stuff. What we do on our sides, were tracking how many leads came in? How many calls or attempts to get ahold of them. How many appointments was that? Out of those appointments, how many contracts? Right. That's what we track but to get into your, if you're asking in depth, how they the TV, we have Darrin do that, that's part of his management and he does a real good job of that and breaking it down, what commercial, again what channel what.



Steve Trang 40:44

Yeah, it's crazy that what what Darren does for the money he. He's basically an employee for that price.



Gino Palomba 40:49

Yeah exactly.



Steve Trang 40:50

It's nuts what you can do. Dylan wants to know, what changes have you made recently to adapt to the increased volume?



Gino Palomba 40:56

Increased volume in marketing?



Steve Trang 40:58

Increased volume in business, right. I mean, you've got, you're doing more deals.



Gino Palomba 41:02

Yeah, yeah.

S Steve Trang 41:02
You're gonna be breaking something.

G Gino Palomba 41:04
Yeah, exactly.

S Steve Trang 41:05
How are you adapting to it?

G Gino Palomba 41:05
So what we're doing constantly, and it's very simple to say, it's just looking at where our loose ends are. And trying to fill them, right. So to answer Dylan's question, we're just constantly looking, you know, not just to hire people, but to fill our loose ends that might prevent us from scaling even higher, right. So for example, right now, we just switched to Salesforce, Stephanie Betters, she was here last week. What we're seeing is that, this is our problem right now is that, our lead managers aren't making as many calls as they were on Podio, um with our smartphone. Because they can't have, the dialer is not as effective. But at the same time, it might be too effective that the one in Left Main, because they're talking to more people. So what we're trying to figure out now is, hey, we usually have them calling about 80 to 100 people a day, the lead managers now they're calling like 40 or 50 they're getting the same their better response or is talking to even more people. But our feeling is now, hey, we have 150 leads, you know, there are 100 leads am I missing here and there. So to answer Dylan's question, it's just constantly checking on where are loose, you know, where were our loose ends are and trying to fix them, right. Just to keep up, keep up with the scale.

S Steve Trang 42:09
And then, Robert Korea wants to know what list are you targeting right now?

G Gino Palomba 42:13
So that's Chandler integrator, but I would I know for sure our bread and butter is absentee. At this point, we're sending out about 30,000 texts, and might be even more. Chandler, if you guys see him on my Instagram page, you'll see you could ask him, but we're spending a lot on data. And, and you know, Steve is you can't really get granular

with that data when you start texting and cold calling all that stuff.



Steve Trang 42:33

Not now when you get a big volume. Is that 30,000 per month or per day?



Gino Palomba 42:36

Per month.



Steve Trang 42:38

Alright.



Gino Palomba 42:38

But that's new prospects. So we do follow up text. I mean, Chandler again, we're running over a thousand like text day on.



Steve Trang 42:45

A thousand new text messages a day.



Gino Palomba 42:47

New prospects.



Steve Trang 42:48

Got it. I love that. Warner wants to know, are this your commercial have your sexy mustache in it?



Gino Palomba 42:54

No, it doesn't. I couldn't scare away the kids. I couldn't scare away anyone? Fortunately not.



Steve Trang 42:59

And then Stratton wants to know how long it took to grow one?

G Gino Palomba 43:02
To grow the mustache? That's a good question. Um, I would say from this point now, I would say from this point now, it's probably been two weeks.

S Steve Trang 43:10
Really?

G Gino Palomba 43:11
Yes.

S Steve Trang 43:11
My goodness. Alright, so Claudia wants to know how or do you plan on going virtual out of state?

G Gino Palomba 43:20
That's a tough one. That's actually one of our issues list for the long term right now is, hey, what are, are we going to scale to other markets. Right now technically in Georgia, we run a pretty virtual market, right? We're locking up on the phone, which is a whole another conversation. Locking up on the phone, dispo we just we hire our, guess you say boots on the ground, but our friends they go show the homes, take pictures. So do I think it possible, yes, down the road I could see us scaling to other markets for sure.

S Steve Trang 43:46
Okay so to expand on that. You guys are doing virtual. Darrin says don't do that. Ryan Pineda says don't do that.

G Gino Palomba 43:55
Not only that, too. And this is it, you get Darrin. We know their numbers, right, millions. We got Eric Brewer, millions. We got Rhen Bartlett, millions. We got Ryan Pineda, millions. You got these guys doing that. So now, that's another difficulty. So I'm not perfect here. What

I've been talking to Jared acquisition is we got to go into more appointments. It's just how are you going to be, that's stupid for me to, I have these big guys, these players all going in person appointments. Why wouldn't you. Now I think a lot of them run the TV model. They're not doing the SMS and cold call as much. Right?

S Steve Trang 44:28
I think they are.

G Gino Palomba 44:29
Okay, well then it's through me. But what I mean by that is that, for us, I mean, what I mean by that is we got to go more appointment. That's it man. So I mean, that's why we're working. We're still working. We're getting new acquisition guys. We're trying to work in that model, hey, if we're close on something, and we can't get them on, we're gonna set that appointment.

S Steve Trang 44:46
And I'm not saying that you're doing it wrong, right. We're going to Oklahoma City, and we're going to be doing a virtual and Darrin looks at me like I'm crazy. So I'm not saying I'm not saying that you're wrong.

G Gino Palomba 44:56
No, I know you're not.

S Steve Trang 44:56
I was asking what the thought process was.

G Gino Palomba 44:58
Because that's what I think about. I just told someone yesterday this, I said, look these poor guys are doing this. And I always thought like, what am I doing? You know like, you can work a mix, we know the other guys are doing hundreds of deals a month, you know that are doing on the phones but at the same time, like you're saying how do you scale, it's just it's that's a tough thing right now to in person and not invertible. That something that's another difficulty we got. These are all the top like three difficulties we got right now.

- S** Steve Trang 45:26
So guys, we're at 50. So if you guys can share this, let's share this in some other Facebook groups, share this so that other people can learn about this. I mean, I think it's interesting, right? Having someone that hasn't graduated college yet. Doing the kind of numbers he's doing. Ben wants to know the CRM that you're using.
- G** Gino Palomba 45:41
So the CRM we're using, we just started using Left Main from Salesforce. Salesforce and the workspace is Left Main. And we've used them now we've, we use Podio for forever, now we switched out the last month. And I will tell you, it's night and day in difference.
- S** Steve Trang 45:56
Why did you switch?
- G** Gino Palomba 45:58
Well, the big reason why I switched is because the people that I know, all the guys we mentioned before we're doing millions and millions ,literally said I would have I would have not have done my CRM, my Salesforce that they spent, they spent hundreds of thousand, I would do this one. Hey, this one is so, what I'm hearing the big guys doing that. Just like the education, I'm taking action.
- S** Steve Trang 46:19
Yeah.
- G** Gino Palomba 46:20
Right, because these guys know what they're talking about. And not only that, our Podio wasn't, we weren't. I knew we had some limitations on it.
- S** Steve Trang 46:27
So what were those limitations?
- G** Gino Palomba 46:30

A lot of it was automation. With Salesforce now it's just quick. Automation and also user ability, right? One, the software in Podio, or the system on Podio would shut down. It would you know, go offline, it was slow. If you had a lot of apps open all these things played into how many times we could call and this one now, it's all in one screen, we can email. We could email on Podio at least we did it, you know how the integration. Email, you can text, we could do it on Podio but it wasn't has you know, this one gives notification, perfect. Write text, we can just the click to call is just as good as smartphone was. Running comps, pulling up Zillow just as, for me it was just user ability and that what you could build on a Salesforce. I know your wife, she's a big Salesforce you know. What you can do on Salesforce, if we're trying to grow this company to up, you know grow it. We're gonna need the systems to grow it. And I know if I'm seeing guys making 5-7-8 \$10 million that are saying I would have done this. That's my perfect chance. Let me go in right and let's say this too, the price.

S

Steve Trang 47:33

So, yeah the price is stupid cheap. Let's talk about taking action, right. Because Max Maxwell video, boom, bandit signs. We jump into the call, you signed up. You heard about CG Select, you signed up. Brew Method, signed up. Sub to, signed up. And then you hear about Salesforce, you bought it. There's a lot of moving fast. Do you have any challenges with shiny object syndrome, first?

G

Gino Palomba 48:01

I did for sure until I started looking and paying attention to your podcast and you talking about that not chasing that, the one thing, right. I've got the book for actually Chandler too, our integrator. I've now I look at everything and I'm saying and Chandler will tell you again. He will say Gino. I'll tell you he's like Gino. He's coming up with ideas too because he has he is you know.

S

Steve Trang 48:21

Partial visionary.

G

Gino Palomba 48:21

Yeah. And he I'll tell him real estate, real estate, real estate, real estate. So I for sure had shiny object, everyone you know, we have looked at, hey let's start a cold call team. Let's start, hey, let's do a title comp, I've been thinking of it. But I realized I said, hey look, let's think about this once we hit 5 million a year. Let's think about this when I'm completely

out of the business. So, now I try to prevent myself, but to answer your question. I did have shiny object syndrome. Now I try to be pessimistic a little bit. I don't like doing that. But I try to shut down a lot of things.

S Steve Trang 48:51
So then how do you do the fast action taking?

G Gino Palomba 48:56
For me, if I know that these guys or these people I'm looking at are teaching something that's because it's not a whole business model, right? It's helping my real estate model. If it's like if Steve, you said tomorrow let's start renting cars. I'll say no, I'm good Steve. I'm good with that. Right? So when I'm seeing Subject to, I know that's going to help my tool belt, acquisitions, Novation that's gonna help me tool about. Private money, it's going to help me take down homes. Collective Genius, it's gonna help me be around better people in the real estate industry. It's a no brainer for me.

S Steve Trang 49:23
Right.

G Gino Palomba 49:23
If I see someone again, car rental or ecommerce, right, I'm starting now just. No, let me focus on this. And if I am going to do that, I'm making sure someone's put in place so I don't have to do that. If that sense, right?

S Steve Trang 49:34
Absolutely. Now that makes total sense. Let's see what we got on the YouTube site. Oh, we got a lot here. So are you doing virtual, you already said no. Finished college using Chegg? C-H-E-G-G.

G Gino Palomba 49:47
That's it right there.

S Steve Trang 49:48
That must be a new thing.

G Gino Palomba 49:48
Secret. Keep it down low.

S Steve Trang 49:52
What percentage of net profit do you get to keep? This is from Cena.

G Gino Palomba 49:59
I would say, I know our net profit last quarter wasn't as good as we wanted. It was like 40%. And then now I'm the full owner, so, so you know, you can do the math. But it was about 40%, last year it was like 65. But the problem we have, not problem now. The good thing to have is now, you know that TV didn't pay off in those early times. That really brought down our net profit. Now, it's coming up again. So I mean, that's, that's, that's it right there. But just trying to keep, that's my on my rocks is to keep our over that 40%

S Steve Trang 50:37
REI diaries wants to know, how would they find your commercial?

G Gino Palomba 50:40
Watch Judge Judy? 2 pm. No, I was kidding. It's at? I could, it's on Atlanta's local channels.

S Steve Trang 50:49
You don't have a YouTube of it anywhere?

G Gino Palomba 50:50
Oh, it's on my Instagram.

S Steve Trang 50:52
There we go.

G Gino Palomba 50:52
You can look at my Instagram. I'll give it at the end. You can see it. Sorry about that. Yeah, go on my Instagram.

S Steve Trang 50:57
So this is not Zoa. This is Reign brought to us by our guest.

G Gino Palomba 51:02
Yeah brought to us by actually Jared too.

S Steve Trang 51:04
Yeah.

G Gino Palomba 51:05
Acquisition manager.

S Steve Trang 51:05
We needed it, after running this morning. Oh, let me, let me, let me touch on this. I run Monday, Wednesday, Friday in Gilbert 5:30. I post about it on Instagram. Only one person runs with me. Like, if you live here. Would you be running at 5:30 in the morning?

G Gino Palomba 51:22
I would be getting up at 4:30 if I had to.

S Steve Trang 51:24
Yeah, because you did this morning.

G Gino Palomba 51:26
Yeah, exactly.

- S** Steve Trang 51:27
Right. And so like you got Eric Thomas, who says like, you know, only if you want to become wealthy as much as you want to breathe. Right, you'll become wealthy. And like for me is mind boggling, right? Like, I'm not a multi millionaire. But I've got one. Right. And no one wants to run with me.
- G** Gino Palomba 51:41
Yeah. I knew you always posting and you're like, you and Pace. Even the Pace, and you guys mispronounce it. He was saying no one he said, are you guys, this is this is again, this goes to relationships side. I actually look at in, they'll tell you my friends are. I look at it when I went to meet with Khang. I'm not asking a business stuff. I'm talking to him personally, when I'm meeting with, you know any big time, but any guys in general, I don't. I don't want like Pace to, I'm not going to be asking about Subject to. I'm not gonna ask. I want to build a relationship. And so what's the perfect way to do that? Hang more time with them and especially not in the office.
- S** Steve Trang 52:13
Alright.
- G** Gino Palomba 52:13
So if you guys are running, I'm going. Like I text you right before I went to bed. I was like oh yeah, Steve runs in the morning, let me text and what time. Gave me the address. I got, we all went. Right. So.
- S** Steve Trang 52:21
Hey you brought your whole team.
- G** Gino Palomba 52:22
Ride all the guys with me.
- S** Steve Trang 52:23
Yeah. So, it's crazy to me that no one else is running in the morning. So then, Usman wants to know, how do you know is the right time to go to my sales training?

G Gino Palomba 52:33
How did I know was the right time? Well, I knew one thing is that I knew I was leaving money on the table. I was I was the only one closing the deals. I knew I was good. But I knew I was missing out on sales. On how I knew that? As they would be selling with another wholesaler. I didn't know how to handle that all. Okay, no, we can we can come higher price.

S Steve Trang 52:53
Right.

G Gino Palomba 52:53
I just knew that at the time that, even though sales is my, I like to thought, It was my best thing in the business. I knew there's always room to grow, right? There's always going to be more things you can learn and, and so I saw your stuff and my friend Dylan. Speaking of him, he referred me said, yeah, it's great, you know not only it's sales training, you got the mastermind call with Steve one, not one on one but with in a pretty small zoom group, right. And get to, you know pick his mind not just on sales. So it was a no brainer for me, right. Sign right up.

S Steve Trang 53:21
And then Dominic mentioned here, he just fired himself from his nine to five. So congratulations, that's good for you.

G Gino Palomba 53:28
There it is right there.

S Steve Trang 53:29
Let's see. Gee, 24 wish he knew about credit cards burned through 17,000 mentorship marketing with no deals in six months. Any tips for another young guy trying to get back into the game ASAP?

G Gino Palomba 53:45
Any good tips? My first tip would be take action, but you did take action. It just didn't work

in your favor at that point. So what I would do is go to someone in your market, find who's doing deals, right. Who's the top guy in your market or who's one of the top guys. And for me, what I would do is I would work for free for that person. Personally, I would work as an, I don't know what position you're in. Obviously, it's easy for me to say that because I'm 22. My parents would take me in if I went to zero, but work for free. Because I had guys I do have guys, our interns. We have interns now. And they come with us, they work for free. And when I see that, as a business owner, I know I want to have these guys long term right then, that vision. So again, to get back into it. I would be trying to work for someone that done this business and succeeded and work for them, if you had to prefer your work for them discounted price. Again, I know it's easy for me to say but just to show them and the education you learn. You learn how to work VA how to hire, What's the price on that? We don't know. You know, right. So

S Steve Trang 54:41
We can spend money go learn from somebody else or you can work for somebody

G Gino Palomba 54:43
That's what you're famous.

S Steve Trang 54:44
And not have to spend.

G Gino Palomba 54:45
Yeah exactly.

S Steve Trang 54:45
Learn on someone else's dime. I mean, like I started at Intel that was my first job out of grad school. And man, they have a good training program. You can learn a lot of corporate stuff now. I'm not saying this stuff translates well, but you could to learn from somebody else versus spending money, putting on your credit cards. Rhondella wants to know, can you do Novations in Texas? So do you know the answer to that question?

G Gino Palomba 55:08
I would say yes, I've seen people down in Texas.

S Steve Trang 55:10
So I'll answer that question. Yes, you absolutely can. I know someone that's doing double digit Novations every single month in Texas. Benjamin wants to know, where did you hire your VA?

G Gino Palomba 55:19
So my VAs I first got my first ones from Upwork and outbounders.com. Upwork and Outbounders. But now I haven't went to go hire or put in an application for VA probably in a year plus, because we're getting referrals, referrals, we have three, three of them that are in Venezuela. They're all friends. That's why. We started with Eric. He's our lead manager. We have the admin one of the best admin perfect just an integrator too. Chandlers' right hand. And then we have our tech so answers questions. I know, I like talking a lot, but the referrals now, but Upwork and Outbounders.

S Steve Trang 55:54
Christopher Johnson wants to know, should you learn Sub to first or wholesale?

G Gino Palomba 55:58
Me personally, I would say wholesale?

S Steve Trang 56:01
Yeah.

G Gino Palomba 56:01
First I want to learn the principal, the main, you know the what needs to go into it to start building the cash. And then I would start diversifying and seeing how I can give the cash. Now, I know how wholesaling works the whole process. And we focus substitute Sub to, it is very young, it's challenging. It's not, It's very, you know, I don't know what an expert, not expert level, but you know what I'm saying it's.

S Steve Trang 56:22
Level of difficult.

- G** Gino Palomba 56:23
Level of difficulty. But Pace also gives a way to make it look and if you learn from Pace, it's a lot easier.
- S** Steve Trang 56:29
Yeah, if you learn from Pace. Yeah. So I'll just touch on this real quick. I think wholesale is easier to learn. And execute, but you have more opportunities with Sub to.
- G** Gino Palomba 56:38
Yeah.
- S** Steve Trang 56:38
Right. So you got to balance it. I think. Pick one, go hard. Solenn wants to know, how are we doing deals in 2019 when you started? We're kinda talk about it.
- G** Gino Palomba 56:48
Um, yeah, I was the me and my partner. And we had one VA. Didn't hire our first caller until July of that year.
- S** Steve Trang 56:56
Yeah, so just screw up really?
- G** Gino Palomba 56:58
Yeah screw up.
- S** Steve Trang 56:59
Any plans on having a mustache handlebars?
- G** Gino Palomba 57:04
I'm not, when as soon as I get on the plane to head back. My girlfriend is gonna make me shave it. So you guys are seeing the prime of it right now.



Steve Trang 57:10

Joe Macias wants to know, how are you training your cold callers?



Gino Palomba 57:12

So our cold callers, I train with them. When I'm onboard with them, I train for them for sales for about three days. And that every week, I'm monitoring. Or every week we roleplay. And I look at their calls. And then on top of that, we also have my buddy name, our boy Paco. Nicaragua. He also does a lot of the, what's it called? Listen to the calls, like management.



Steve Trang 57:35

Quality control.



Gino Palomba 57:36

Quality control. So yeah.



Steve Trang 57:38

And then Claudia wants to know, do you guys close on every property if you contract it?



Gino Palomba 57:42

We only time we never close on them is title issues. Right. So we're, and again, there's other things that go on. Sometimes you offer the repairs, we're doing virtual right. So we can't we say this, if it's unreasonable. And again, you know, sellers are liars. But if it's, if there's a way we can do it, we're going to do without any price reductions. I know people in our market that will literally purposely price reduce every property and they're making videos on it. I'm not gonna say any names. So I would never do that. If would lose money if I had to on a deal, if it had to sell, right. But we're every deal we try as best we can. And again, sometimes the guys will say it's in good condition. And it's complete wreck. And we have to ask for reduction. Now. I think there's been one or two in the last year out of how many deals not 65-60 something like that's it. But that's not title problem deals. That's just deals that we miss that calculated on.



Steve Trang 58:40

Alex Bobby wants to know about the Transformation Puppy.

G Gino Palomba 58:42
That's that's his name on Instagram, Alex. Actually just bought a 17 unit with Alex. Shout out Transformation Puppy, we've closed on that Monday.

S Steve Trang 58:49
Talk about that 17 unit.

G Gino Palomba 58:50
So 17 unit, SMS lead, Launch Control. Been in talks with them since October. 900k, he wanted. We ended up contracting it and buying it for 789. It's in a rural area of Georgia. 17 units, gross rents are 9,100 right now, we think we can raise it to 10,400. That's on our agenda and our total debt on it with taxes, insurance, PITI is 4600, 4600. Might be even a little less than that. Sorry, I just, we just got it. So 4,600.

S Steve Trang 59:25
So you guys are keeping it?

G Gino Palomba 59:26
Keeping it.

S Steve Trang 59:27
Awesome. Good for you. Do you have a partner right now?

G Gino Palomba 59:30
No, I do. What I do, do is that I do profit split with my integrator.

S Steve Trang 59:36
Got it. Alright, let's see what other questions we got here. Steve, when's the next sales training? Our next one's in June 11. So send me a DM about that. Christopher Johnson says

Pace those make a little easy. Pace, Pace is like Tiger Woods right like if you're good.

G Gino Palomba 59:50
Michael Jordan.

S Steve Trang 59:51
It just looks easy when you're good. But it's also comes down to reps. If you guys actually remember the very first episode I do with Pace.

G Gino Palomba 59:58
Yeah.

S Steve Trang 59:58
He talks about how he wants to go as many appointments as possible, so he can be the best.

G Gino Palomba 1:00:02
Yeah.

S Steve Trang 1:00:03
Right. It's a different mindset.

G Gino Palomba 1:00:04
And we would probably say he is.

S Steve Trang 1:00:06
I would say he's, what was it, I've said he's the Michael Jordan. Right? It's when talent meets hardwork meets coaching.

G Gino Palomba 1:00:16

Yeah.

S Steve Trang 1:00:17
So. So Tyler Harris, if you're already in the partnership, your visionary partners is not an integrator, what's the best way to find an integrator?

G Gino Palomba 1:00:26
Personally how I found it. It's might not be the best way. This how I did. Alright, Steve you can put your input. I know, Steve's a lot. He's a lot more educated on this to me, I just look for people around me that I knew, not that it's a bad thing. But they didn't have the entrepreneur mindset. Like, not 100% at least, right. So they're looking at it as. That's okay. That's all, that's what I really think. Is I looked at people around me, it's easy for me to say again, cuz I just found our good friend. He's actually a roommate at the time. It was me, John Paul, and him. And so it's kind of easy to find you seen them every day. But.

S Steve Trang 1:00:57
When they live with you, it's really easy.

G Gino Palomba 1:00:59
Exactly so. I really, I probably can't provide as good advice Steve as couldn't do on that subject at least.

S Steve Trang 1:01:05
And then what do you believe is the best way to compensate the integrator?

G Gino Palomba 1:01:10
So we talked about this before, how I do it is profit split. So a certain percentage of the profit every month. That's what I feel is the right way to do it. Because it's hard to measure like acquisition commission and stuff. But if you see you're hitting your goals, your rocks, and all this you know your quarterly goals. You got to give him, you know,

S Steve Trang 1:01:26

So profit share. Solomon wants to know, what's your top three books for mindset?

- G** Gino Palomba 1:01:31
Top three books in mindset, I would say How to Win Friends and Influence People. I would say Millionaire the Next Door. I read some of that in that and the book of Babylon, or what's the.
- B** Both 1:01:44
The Richest Man in Babylon.
- G** Gino Palomba 1:01:46
A lot of those are just and I'll be honest I'm not the most avid reader, I need to get better on that. Those are probably the three books I've read in the last interaction. But not happy about that. But still, it's a
- S** Steve Trang 1:01:57
You know what, like, I'm a very big reader. I love reading but the same time, like you put yourself in a position to learn from other people, that are also learning, right? I mean, you get to see Gary Harper once a month.
- G** Gino Palomba 1:02:09
Yeah, exactly.
- S** Steve Trang 1:02:09
Right. Like you're in a really good spot because of the position you're in, because the position you put yourself in. Andrew Cherry wants to know, what are your thoughts on digital marketing?
- G** Gino Palomba 1:02:19
I'll be honest, I'm not that. TV is about is obviously digital as you can get. The reason I like it a lot, especially TV is what we know is not only in Facebook ads, you get credibility. I feel like TV is the ultimate credibility. Right? Because you got billboards, right? You see the

billboards you see them, but if you see someone on TV, what I feel is the credibility factor on it. And that's why I guess you could say all digital marketing there's credibility, because you see that person on different things. But other than that, we only do TV digital marketing. I know you Steve have a little bit. You're doing also PPC and stuff like that.

S Steve Trang 1:02:52
PPC and Facebook. Yeah. What's your biggest struggle right now?

G Gino Palomba 1:02:54
Biggest struggle right now is this second is that problem with the lead managers. It's just fixing that to make sure that we can get it, as we can contact as many people as possible. I would say that's my big, that's our number one to do. Right now is to do that, you know to make sure that there were that's hiring more people are figuring out a better system.

S Steve Trang 1:03:17
How do you stay motivated?

G Gino Palomba 1:03:19
How do I stay motivated? I guess I shoot goals. I mean, what I do every single day, I haven't been doing it as much lately, but I have a journal, the BiggerPockets journal funny enough actually, The Intention journal. So I get my three. There, there's their goals, but actually match with my rocks in my business, right? If you guys read Traction, that's my number one recommended book. I know that was coming to that book you'd gift. But Traction, I put my three goals for the quarter on there in every day. I write that down. So I can visualize it. Now every day not only do I write the 90 day goal, I write the monthly goal down. Then I write the weekly day goal down. Then I write down, hey what am I going to do today? So to stay motivated, I'll chasing I'm chasing. alright.

S Steve Trang 1:04:00
Yeah. So you know.

G Gino Palomba 1:04:01
Not only that, um, you know it's also personal too. I want to have the freedom. I wanted to achieve these goals.

S Steve Trang 1:04:06
Yeah, you're talking about traveling the world.

G Gino Palomba 1:04:08
Yeah, that's the goal.

S Steve Trang 1:04:09
Let's talk about that.

G Gino Palomba 1:04:11
Yeah, I've been I went to Europe when I was 16. Lucky enough my parents, they took at me and my family three sisters only boy, we went to Europe. And it changed my life right there because it just opened my eyes to everything like this is such. You know Georgia where I'm from, you know, when you go out to Rome. We were at, you know went to Greece. It changed my life like seeing different things. So yeah, my goal for graduation and I graduate again July 31st. My goal is like by August, mid August is to head over in Europe try to stay for a year. That's the goal right now and just travel around you know, you do it virtual you know model and that's what I pretty much do now anyway.

S Steve Trang 1:04:49
I think Chandler said he was planning on coming along.

G Gino Palomba 1:04:51
Chandler might come along. Yes. Chandler is actually running a big race. That's why I had to go the 15-50 miler we know.

S Steve Trang 1:04:57
Yeah that's crazy.

S Steve Trang 1:04:58
What is your superpower?



Gino Palomba 1:05:00

I would say my superpower is talking, building relationships, I like to think. I feel like I can go to someone and build some common ground, some relationship with each other. You know whether that's new seller. I'll ask them, where are you? You know, where are you from? Minnesota. Oh, that's where my sisters or that's where my girlfriend's mom? Hey, do you know, I'll find a way to connect to someone? And it's funny because like, how do you? How did that come from? Oh, you like this color? You like this shoe? You like this sports team? I think my biggest strength is just building those relationships with people.



Steve Trang 1:05:30

Something I see a lot in Pace as well.



Gino Palomba 1:05:31

Yes, exactly.



Steve Trang 1:05:32

Yeah. I remember he was talking about he met with a seller who had this tattoo right here on her chest. And he start talking about that tattoo for 20 friggin minutes. And I think that kind of looking at your your predictive index, right, your persuader if I'm correct with it. Which means your high D. So for those of you guys watching here, that's a high I on the on the DISC. So you just great at just connecting, building relationships. What is the greatest lesson you've learned?



Gino Palomba 1:05:59

I would go back from especially as a real estate related, I would say 100%, that marketing is an investment and not an expense. As soon as you get that of that mindset. You can actually start growing. That's what I feel as my biggest thing I've learned. As soon as I knew that I said, let's go.



Steve Trang 1:06:15

Yeah, and I think that again, just going back like that's it sounds obvious to people that know it. But it's an epiphany. If you didn't know that.

S Steve Trang 1:06:24
It's totally mind changing. Hewey wants to know what does your morning routine look like?

G Gino Palomba 1:06:24
Exactly.

G Gino Palomba 1:06:29
A morning routine. It is probably better be nightly because I'm not really much of a morning, I would go to bed at like 12:30, one o'clock, two o'clock watching YouTube videos, mostly real estate. I'll throw in some Joe Rogan stuff and then get my mind off things. But morning, I wake up around like nine o'clock. We do our sales meeting at 9:30. And then I'm into call on hop in run acquisition school, stuff like that, so. Not much of a routine, I would say unfortunately.

S Steve Trang 1:06:58
Tyler wants to know, do you guys in Venezuela lock up deals on the phone?

G Gino Palomba 1:07:01
No, they don't lock up deals on the phone. They're all lead managers. So they set the appointment for us the acquisition managers to do it.

S Steve Trang 1:07:06
And Andrew Cherry wants to know, if you were starting out now building a cold calling team, what would be the first thing you would do?

G Gino Palomba 1:07:12
The first thing I would do building a cold calling team. Um, obviously other than getting cold callers. I would probably if I'm starting out brand new again. If I had no money, watching as many videos on sales training as I can. Brent Daniels does a good one. I would be doing that. If I had money, I would be doing Disruptors sales training, because you got to find the foundation for them. You got to find what you're going to be talking about, what you're going to train them on first, and then you can that's that's basic. You

know the cold calling, training them up, making sure you have the right people. And that's what I would do personally is I would then dissect sales training.

S Steve Trang 1:07:51
And I will talk about mindset as well, because you could kind of like take it easy a little bit. You could.

G Gino Palomba 1:07:57
Me?

S Steve Trang 1:07:57
Yeah. But whenever we're messaging, you're always watching something.

G Gino Palomba 1:08:02
Yeah.

S Steve Trang 1:08:03
So like, we talked about this, you're listening to the recordings from Sub to. You can't make it during the day.

G Gino Palomba 1:08:08
Exactly.

S Steve Trang 1:08:08
So you watch it after hours. This is like your wind down.

G Gino Palomba 1:08:12
Yeah. I'll tell Jared, he'll be laughing right now. Because I tell him like, you're driving, you're going to the car. You better be watching Pace closed in a Sub to deal. He's like, listen to country music with the windows down.

S Steve Trang 1:08:22
Yeah.

G Gino Palomba 1:08:22
I'm not doing that. Right. So I tried to every any free chance I got put up on there, YouTube video Subject to any education, some Disruptors. It's just recapping because if you you know if you like the business that much and let me not, let me say this too. I also love you know just putting on some music sometimes and just letting just driving, not thinking about anything. So, but at the same time, I try to put as many effort and hours in education. I've been doing it for 17 years in school.

S Steve Trang 1:08:48
Yeah.

G Gino Palomba 1:08:48
There are people think about that, right? They're like, yeah I don't want to watch this Youtube. I don't want to go through this core. I don't. I'm gonna take much. For me, especially if it's home, 17 years in school. Right? And you're telling me that I can't watch and learn. That's something that's actually going to make me money, like, going to make me money.

S Steve Trang 1:09:05
But I still think it's a mindset thing. There's people like okay, I've I worked hard today, you know, after 7pm I could just take it easy. Frank Cava right. He's the guy, another in Collective Genius guy and I love you know his interview question. It was like, you know like, tell me about yourself. You know, someone says, I'm a hard worker. And like before, he was like, oh you're hard worker. He's like, okay, tell me about being a hard worker. You know, like what do you do after you put your kids to bed? And the guy says, well, you know take it easy. He's like, okay, are you the hard worker? The guy says, yeah, after I put my kids to bed, I'm going back and watching Sub to videos. I'm going back in watching the sales trainings. Right. Okay, that guy. That guy watch out for him.

G Gino Palomba 1:09:41
My girlfriend's watching right now. She'll tell you like, he's like, I'm addicted. But I'm like,

give me some slack. All right, I will drop it. I will do something but she'll tell you I won't get off my phone and start, you know, texting sellers or some people.

S

Steve Trang 1:09:53

Well and again, people have asked me like, what what does everyone in this show have in common? And it's the obsession. And someone could say, you know, maybe you're taking it too far, maybe. But you wouldn't be here. And you wouldn't have the success if you weren't obsessed with the business. So I'm gonna let you think about what you want to leave the listeners with, to leave with while I make a couple quick announcements. Guys, if you get value today, please like, subscribe, share, comment. That's what helps us get the algorithms to push our content more so we can help more people create more millionaires. Next week, we got Brian Davila. He's even coming in talking a little bit about future flipper rookie. And how he, I think is Ryan Pineda's first mentee and what he's done with that information. And then we have our workshop on May 21st-22nd, and our sales training on June 11. If you're interested in the workshop, or the sales training, send me a DM. And we'll I'll send you the right information to check that out. What are the last thoughts?

S

Steve Trang 1:10:49

Two ones right now?

G

Gino Palomba 1:10:50

One, you can never fail unless you give up in anything that sounds again, obvious, but you can never fail, you know, if you don't give up. Two, invest in yourself. Because I know Steve keeps signing you on this education. I mean, invest in yourself. Because again, what is your return on investment? I'm looking right now I'm if I'm struggling with all sales, I'm going to right to Disruptors.com and I'm going to, I'm going to try to sign up, right? Because do you have what are you trying to grow? Because again, you can learn this stuff, a lot of it on YouTube. But being hands on with the one teaching you and it I'll be honest, I mean, obviously Steve's does better on than what's on YouTube. But it's the mindset of, you're ready to grow, invest in yourself. Because again, it goes back the stuff that's in your head now it's not leaving your money might go in your bank account, but this isn't going anywhere.

S

Steve Trang 1:11:42

Right.

- G** Gino Palomba 1:11:43
Right. So that's why, you know, we see a lot of millionaires, they lose it in some, but they'll come right back. Because all in here. So that's my best thing. Whether it's not in Steve's whoever sales training, whatever training, I think it's the best thing you could do is invest in yourself.
- S** Steve Trang 1:11:55
So yeah, doesn't have to be with us.
- S** Steve Trang 1:11:57
it doesn't have to be any of the things that I promote.
- G** Gino Palomba 1:11:57
No
- G** Gino Palomba 1:11:59
Probably not a good fit.
- S** Steve Trang 1:12:00
It might not work. But something, invest in yourself. And you know, I look back and this is your last stop. I'll just read this real quick. You know, I'm in some rooms that are amazing rooms, right guys are crushing it. Like they're just murdering the business doing 30 plus deals a month. And I'm not at 30 deals a month, right?
- G** Gino Palomba 1:12:16
Yeah.
- S** Steve Trang 1:12:17
But I get to be in this room. Because how much I invest in myself all the way up until this point. Right? So opportunities that are available to you if you invest in yourself is unlimited. So if someone want to get a hold of you, how did they do that?

G Gino Palomba 1:12:30
So my Instagram handle is Gino g-i n-o underscore r-e-i underscore a-t-l. We have a YouTube channel, we're starting to pick that up,now. I'm going to start investing in some of that content. And that's Gen Z real estate. Gen Z real estate. And then finally, Steve told me not to do this. But I'll give you guys my phone number.

S Steve Trang 1:12:52
Pull a Pace Morby here.

G Gino Palomba 1:12:53
Pace Morby. I knew what he gave, but at least try to. If you text me just let me know where you're from and your name. So I could save you in there. It's 7707563964 if you could, you know again, this put your name and where what state you're from. So I could save it in there. And I'll be happy to answer any questions. If you could follow me on Instagram and YouTube just a little courtesy but you know at the same time just hit me up I'm happy I'm not going to be able to respond right away probably but you know, I love to help out because that's what people did for me. Right?

S Steve Trang 1:13:26
Yeah.

G Gino Palomba 1:13:27
Built the relationships they helped out me. So that's my best advice.

S Steve Trang 1:13:30
Awesome. Thank you.

G Gino Palomba 1:13:31
Big Stevie.

S Steve Trang 1:13:33
Thank you guys for watching.



Gino Palomba 1:13:34

Appreciate it.