

EPISODE 300

[INTRODUCTION]

[00:00:00] ANNOUNCER: Welcome to The Real Estate Syndication Show. Whether you are a seasoned investor or building a new real estate business, this is the show for you. Whitney Sewell talks to top experts in the business. Our goal is to help you master real estate syndication.

And now your host, Whitney Sewell.

[EPISODE]

[0:00:24.3] WS: This is your daily Real Estate Syndication Show and I am your host, Whitney Sewell. Today your guest is Whitney Sewell. Well today, we are celebrating 300 shows and I thought I would do something a little different and I wanted to go in a little more depth about the podcast and about myself and share a little bit about how we have gotten this far and hopefully encourage you to be pushing and doing the same and I wanted to start by thanking you for being a loyal listener of the show.

Of the Real Estate Syndication Show and following me and our success and the show and in business and I hope that your syndication business or investments are improving and growing because of what you are learning from the show and from the interviews and the guests who have been just amazing and provided so much content. So I hope you are learning and growing.

But you know about the podcast, I get questions every week about this podcast. People calling me, we schedule calls, a lot of you I have probably talked to or if not, you should schedule a call and I'd be happy to talk with you and help you with your podcast or getting started or growing your network and getting in the syndication business in one way or the other but I wanted to elaborate and answer a few questions on the show about this podcast specifically and about podcasting and tell you a little bit about how this podcast has pushed our business and how it's pushed me personally and professionally.

Every week almost, I get questions not just about podcasting but about this being a daily show and you know, “Whitney is it worth it? Was it worth it? How long are you going to do this?” All these questions about it being a daily show and what I try to tell people is that you can’t put a monetary or a dollar figure to the show and what it’s done for our business and me personally but what I can say is that it has been very worthwhile to do it daily.

[0:02:25.6] And it has allowed me, just a few things, it’s allowed me to meet and connect with over 300 people in less than a year that are experts, most of the time in this business that are either they are experts directly in syndication business or they are experts in a field that is related to the syndication business. Obviously you have heard the guests. So it’s allowed me to network with those people. It’s allowed me to have conversations with them outside.

Even the interview, just talking with them before the show or after the show and starting to develop those relationships and so it has been very worthwhile. So getting 300 contacts as oppose to let’s say 50 if I have been doing it almost a year. So the number of contacts have been amazing and just getting to know those people but also, I get to ask any question that I want. Have you thought about that? I get to ask any question that I want during that show of these experts that are in this business that I am in.

And so I get to figure out how they’re running their business, how they’re operating their teams, how they’re finding properties, how they’re looking at markets, you know, the due diligence that they are doing, why they’re structuring deals the way they are, how they’re raising capital, how they’re treating investors, why they’re doing management the way they are or how they found their management team, how they’re exiting properties and all those things that you’re wondering about as well for your business, I am getting to ask about it first hand.

And that is the great thing about a podcast or any kind of interview or thought leadership platform is that you get connected to people and you get connected to people that are way ahead of you in your business or your field. And so it doesn’t have to be a podcast. I encourage you though, if you are pushing to be a syndicator or a business owner really, you should have some type of thought leadership platform.

[0:04:07.6] It can be a local meet up or even a blog if you are a writer, you know things like that that will help you get connected to people. Connect to people and add value and so I am hoping that this podcast is adding value to you. I hope the content that we're creating is adding value to you and we look to improve that and we are continuing to improve the show. We have made many changes lately and tried different things and we are continuing to change and to grow our team.

And if you have suggestions I want to put that out while I am thinking about it. I hope that you will contact me. Email me at whitney@lifebridgecapital.com and give me suggestions for the show. If you have questions that you are hoping for me to ask on the show or specific guests you would like to have on the show, connect in the Facebook group as well, The Real Estate Syndication Show and you can ask your questions there or just email me either one if you have questions.

I would love to hear from you and if guests that you would like to see on the show, let us know who they are. Give me an introduction to them and we'll try to get them on the show. You know if you have questions of specific people or businesses, I would love to hear them. Hear them as well is ways for us to improve. So that's a few things about the podcast. "Has it been worth it?" Yes, it has been very worthwhile. "Is it for everyone?" It's not.

It is a ton of work and I will not downplay that. You know, me recording eight to a dozen sometimes 15 shows in one day and it is a marathon. It is a marathon, it's non-stop for many, many hours all day long. You know getting those done and it takes a lot of drive, a lot of work and we have been pushing and many afternoons through the week I am doing shows as well, numerous shows and so we do batch those. There is no secret or special way to do those.

[0:05:50.6] You know you just have to get them. And so I've still been working full time as well and most people wonder about that or know and you know we have been managing the podcast and working and doing deals and networking raising capital on and all of that at the same time while managing a family and also we just brought home number three to adoption, our daughter who is just a couple of weeks old now and we're so grateful.

The Lord has been so kind to us through that but doing that at the same time. So I say that so that you know that it can be done and that you can do it also. There is many of you who are probably more busy than me but most of you are probably not and I say that to encourage you so you know that it can be done and it does require a spouse that is very supportive and mine is amazing. I am so thankful for her support and how she has supported me and pushed me in this.

And we are gaining traction on all fronts, the podcast and business and we are just very excited about some of the things that are happening, things the Lord is doing in our business because some big things are happening that I can't share on the show. But a lot of things are happening and we are moving fast forward and so, it's exciting and I hope you will continue to listen and I hope you will continue to connect and I hope that I can help you along the way as well.

But a little bit about the podcast and being it a daily show. We built our own team of virtual assistants. There is four and sometimes five that we are doing something for the show almost every day. So we had different people that were doing different tasks and people are all the time also asking about how to work with virtual assistants.

[0:07:30.6] And when do they need one and I won't go into a lot of depth into that at the moment but I'll say you need one because you can hire them for two hours a week, you know guarantee there is something that you do every week that you could hire a virtual assistant to do and would take something off your plate for just a few dollars an hour. I mean depending on what the task is. And can probably find somebody that can do some of the tasks that you are doing that are more qualified to do some of those tasks than you are.

I know I have and that is how we built our team. So doing that daily show pushed me to build that team because I knew I could not edit that many shows. I cannot do that many show notes. There is no way that I could do that. So I knew from the beginning that I had to build a team and that's what we did. So we built a team of virtual assistants. I had one that is an executive assistant who helped manage things and man, she did a lot more than just manage just the podcast.

But she was almost a full time assistant and did lots of management of the podcast and helped manage the other VA's and then the other VA's, I would say three to four others had specific duties behind the scenes to produce the podcast. You know whether that is show notes and editing the audio and the video and social media and all of those things that go into it. They were all doing different things and we created a workflow system.

So we could all manage and see where everybody was at and we have changed now. We're using a different team for a lot of that production but I still use VA. I still have a main assistant, a couple now that are amazing. And so I will do another show that are probably numerous shows on how we have used VA's and some other details. I get questions every week about them and so I look forward to that as well. We will go more in depth about how we've been successful using virtual assistants.

[0:09:11.3] And I have put a little bit of content in the Facebook group, The Real Estate Syndication Show on Facebook about virtual assistants and we'll try to do that more going forward. So yeah, the connections that has helped me to make, it has helped me to help a lot to people that are getting started another passive investors who are looking to hear those sponsors being interviewed, that they are looking to invest with.

It's been great for that. It's been great for me to get to know the sponsors and even other passive investors who are investing in lots of deals and who are very knowledgeable about investing with sponsors and they have graciously come on and shared on how they look at sponsors and what they're doing to make sure that they're investing in the best properties and operators but I say all this about the podcast to encourage you.

But to let you know that you can do it. And I know I said that earlier but I can't say it enough that you can do this. You can have some type of thought leadership platform to start building your network. There is also a couple of changes, a couple of things that I wanted to announce that we're going to do going forward. I have a partner now, he lives in Denver, Sam Rust and most of you have heard him on the show or I interviewed him on the show I guess a few months back now.

And he and I are going to start doing a few shows together. We're going to start talking about some different things that we are doing and just to help educate you as well and learning and things that we are learning also and how our business is growing and even things from the properties we've closed on, to properties moving forward and maybe why we are selecting certain deals and we are looking forward to sharing those things with you.

[0:10:40.2] And I hope that you and your business are flourishing because of the things you're learning and people you're connecting with. So again, I hope that you will go to Lifebridge Capital and connect with us on the page and put your information on there. We will reach out to you, you'll get an email and you will be able to schedule a call or we'll reach out to you personally or you can email me directly, whitney@lifebridgecapital.com and you can also text me or call 540-585-4338.

And I hope that I can help you in some way. If you're obviously looking for multifamily properties to invest in and a quality operator, we would love to talk to you about that or partner with us or if you are wanting to start a podcast, I am happy to help you with that. I am happy to help you with knowing how we got started in more detail and I always try to do shows on that as well or the teams that we're using now and how we're making that happen.

Or if you have questions about VA's, please let me know. Put them in the group, I am going to start doing more shows on that. I'd love to hear more topics that you would like to know about but again, we're amazed that we've got to 300 shows so fast and you know, I am looking forward to the 500th show and the thousandth show and so we're moving in that direction really quickly and I cannot wait to get to the thousandth show and interviewing that many people and providing that much content and that many connections.

So I hope that you have a blessed day. I hope that you are sharing the show and helping promote it. I am greatly honored that you are listening and helping promote the show and appreciate that in every way. I want to ask you also for a written review and rating in iTunes, I would be grateful for that as well and reach out. Again, I hope to connect with you either at a conference or somewhere in person and we will talk to you again tomorrow.

[END OF INTERVIEW]

[0:12:24.2] ANNOUNCER: Thank you for listening to The Real Estate Syndication Show, brought to you by Lifebridge Capital. Lifebridge Capital works with investors nationwide to invest in real estate while also donating 50% of its profits to assist parents who are committing to adoption. Lifebridge Capital, making a difference one investor and one child at a time. Connect online at www.LifeBridgeCapital.com for free material and videos to further your success.

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