

EPISODE 323

[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.

[INTERVIEW]

[0:00:24.6] WS: This is your daily Real Estate Syndication Show. I'm your host, Whitney Sewell. Today, our guest is Mark Kenney. Thanks for being on the show again, Mark.

[0:00:32.1] MK: Whitney. I enjoy it for sure.

[0:00:34.1] WS: Yeah. I'm happy to have you back. You just a wealth of knowledge and experience in this industry and helping many people be successful in this space. I'm honored to have you back. A little about Mark in case you haven't heard the previous show, which if you haven't, you should go back and listen to previous episodes that we've recorded and him sharing just about how they've been successful and the do's and don't's and many aspects of this business.

He's a seasoned real estate investor, entrepreneur and the founder of Think Multifamily. If you haven't heard of Think Multifamily, you need to look them up and just have – they have many great events throughout the year where they're educating lots of people in this space. They started their real estate career over 20 years ago and has extensive experience in property evaluation, acquisitions and operations.

They've invested in over 3,500 units and have a top-notch reputation among the multifamily investment community. I know I see them at all kinds of events and I've heard nothing but

amazing things about them and Think Multifamily. Mark, thank you again for being on the show. One topic that you always asked about is how to connect with brokers? How to connect with sellers? What that should look like? Especially getting started. Because it's difficult. Brokers aren't going to want to talk to you if you've never done a deal before, or if they've never heard your name before, you never closed a property possibly in that market, they're not going to give you much time. I know, you've laid out some ways that are going to help us with that. I'm looking forward to jumping in. Thank you again.

[0:02:03.3] MK: Yeah. It's a good question, because we get asked the question all the time. People, we also do breakthrough sessions and people will fill in, "Hey, I've listen to podcasts, read books, gone to events," all great things, right? But they haven't done a deal. To ask the audience a question if they were selling a 100-plus unit deal and a brand new buyer that's never closed a deal before, it's actually syndicating a deal, right? They never done it before. Would you sell to them? I think most people would say no.

We've been in situation before where we're selling – there's no way I would ever sell to a first-time buyer. Now if someone is overpaying as cash, okay. Even then, it's risky because they might not – there are too many new things that could come up that they're not aware of, because reading books and podcasts are great, but the reality is until you get in there and do a deal, it's completely different.

We're talking to brokers and you don't have a track record, so your first step really is you need to have a track record. If you don't have one, you need to go borrow one, legitimately borrow one from somebody else and it's a different discussion. If I call you, you're a broker and I say, "Yeah, I'm Mark Kenney and I'm new to the multifamily." You're like, "Okay." I mean, you're being nice to me, but versus calling you and say, "Hey, I'm partnering up with guy, Whitney. He has 4,000 units and by stage, he bought 18 deals last year." A total different discussion. Instant credibility.

It's not just this works because people are in a coaching program, can leverage us as partners and I can tell you the discussions they have with brokers are much, much different. They also get to lever the same broker connections that we have. Then when you're looking at brokers and you're in a new location that you've never been in before, we have brokers that we know

make introductions to new brokers in other locations. That's step one is get a track record. If you don't have one, then you need to use somebody else's track record.

[0:04:03.0] WS: How do we find that person? I know, we won't go in a lot of depth into this, but that coach or mentor, I assume, or how do people do that?

[0:04:10.7] MK: Definitely, a coach or mentor, or some coaches or mentors won't partner with you though. That's just reality. We do if we like the deal. I mean, you could go to events, or bigger pockets, or online, some social media and meet somebody and partner with them that way. You need something of value to bring them. If you don't have something of value, reality is most people won't bring you in, because they're just too busy, so you need something of value.

[0:04:33.4] WS: Okay. We got to have that track record. If we don't have it, we're going to borrow somebody else's. We're going to find somebody we can partner with. All right, what's number two?

[0:04:41.4] MK: The two is have your criteria clearly defined. This is something that I was horrible at when I first started. I would look at from five units to 800 unit deals. Well, I couldn't do an 800-unit deal at the time. This wasn't yet reality. The five-unit deal, I wasn't interested in, so I'm at wasting time.

You're talking to brokers, it's very – it's good. One, it shows that you have your act together. Two, they know what you're looking for. If you say, "I'm looking for mid-80s construction, pitch roof, 5,000-ish rehab, 100 plus units in these locations, whatever I want to do, a Fannie or Freddie, which means I have to be 90% or more occupancy for 90 days or more," those type of things. Have it clearly defined, written out, or where you can communicate it to brokers directly. It also helps them, because now they know what you're looking for. They're not acting as to waste your time calling you up about deals that don't for your criteria.

[0:05:40.5] WS: What does that sound like, if a broker asked, Mark? What's your criteria, Mark? What are you looking for in this market? How do you answer that?

[0:05:48.4] MK: Yeah. Typically, it's going to be a 100 plus units, so a minimum of 100 units. Want a Class B, typically mid-80s construction. Ideally, we'll do different ones, but ideally the rehab is going to be a \$4,000 to \$6,000 a door. Occupancy, we want to be – initially, we want to be Fannie or Freddie's occupancy needs to be 90% or higher for 90 days or more. That's our ultimate.

Now we do deals all the time that don't meet those criteria, but that's us. There's physical attributes, like pitch roofs versus flat roofs. I don't want flat roofs, unless we can get a good enough deal on it. I don't want a chiller system. Chiller system, people aren't aware. A central location. One central device that heats and cools all the units. We have one property out of 30 some units. That's the only properties we have that's 208 doors and it's in Dallas and we have one heating and one cooling system for all them. They went down. It's expensive. If it goes down, it goes down for all units.

Physical characteristics are key as well. I'll typically say no chiller, no flat roofs, a 100 plus units, Class B, 90% plus occupancy. Now if somebody comes in other than that, we will consider it, but that's my – that's our ultimate criteria.

[0:07:08.3] WS: Okay. Just saying that, that shows that you've educated yourself some, you know a little about what you're talking about and you have some experience.

[0:07:14.6] MK: Right.

[0:07:15.6] WS: All right. What's number three?

[0:07:17.4] MK: Meet face to face. You don't want to just hop on a plane every week, because it's not productive and things like that. If you have markets, you probably – I don't know, you probably shouldn't be looking at probably more than two or three markets anyways that you're really, really considering just too many. Those ones you are considering, or seriously considering, if you're local, take the broker for coffee, or lunch, things like that. Just meet with them face to face. You're developing that relationship.

We have a guy that in our coaching program that he literally lives in Israel. He flew over to the states, to Atlanta. I think it was 10 days there and met with a bunch of brokers and property management companies and things like that. These are brokers that we've done a lot of business. They're like, "Man, this guy is flying over from Israel, maybe he is serious." Now you don't have to buy over from Israel, but reality is getting on the plane shows a time commitment and a financial commitment and that you're serious. Getting face to face with someone, people will always say they want to be in business with people they know, like and trust. You can develop that much faster face to face. It's just reality.

[0:08:28.0] WS: Wow. Any pushback as far as if you're – if you have that conversation and you really haven't close a deal yet, maybe one. When you're talking to that broker and you say, "Hey, I'm going to be in that market. Let's meet, or let's meet for coffee." How do you normally arrange that, or are they going to be pretty willing?

[0:08:44.4] MK: They're typically pretty willing. They look at you as maybe not initially, they look at you as a potential buyer. Or you know somebody that's a potential buyer. Even early on, I know people in our group too, they don't really get pushed back with brokers not meeting with them and things like that. Now if you can make it productive and say, "I would like to tour this property while I'm in town as well."

Even if you're not 100% convinced that you want the deal and maybe the numbers don't look the greatest, one, it gives the broker brownie points, because they had another tour, you're not wasting their time necessarily. Two, it gives you an idea of what the market has to offer. I'd always try to do tied around a property you can look at.

[0:09:29.1] WS: Nice. Okay, so yeah. Why not? If you're traveling there, you should be using that time to tour property as well. I feel that's going to help that relationship with that broker.

[0:09:38.3] MK: If you develop it, right? You develop relationship with the property management companies, things like that, next time you see a deal in that sub-market, you can call the property management company and say, "Hey, would you mind driving by this property, or maybe doing a tour on it?" Happens all the time. It'll save you a ton of time. We don't get on a plane, unless we have somebody local look at the property first. We just don't do it.

[0:09:58.7] WS: Okay. Then that person, somebody you've already developed that relationship with, or you've probably already met face to face possibly, right?

[0:10:05.3] MK: Right.

[0:10:06.7] WS: Yeah. Okay. You're going to meet face to face. The importance of that is yeah, it's great. What's next?

[0:10:12.0] MK: Step four is do your homework. These aren't in any particular order. Reality is you can come up with a hundred steps, but do your homework. Understand the market a little bit and generally speaking, if a property is listed, the broker is going to put together what's called an offering memorandum, or OM, which will have all the information, pictures and information with the sub-market and the property. Can be 10 pages to 60 pages. That can be a lot long. They spent a lot of time putting that together, right?

I had someone that you should go on property tours with and literally, we go to the property and this guy would say, "Well, how many units is this?" That's the most basic question. Don't ask the broker that question. Read the offer memorandum, or is it individually metered, or if it has stuff in there that the rooster knew and things like that. You have to memorize – no, you don't have memorized off the memorandum, but there are some basic things. You're going to look a lot more credible talking to a broker and be able to rouse up off yourself.

Understand the roofs are two-years-old. Understand it has aluminum wiring. Understand that parking lots were done. Those things that you can rattle off shows that, "Hey, I'm serious. I spent the time. I did my homework." It's just going to give you more credibility with brokers.

[0:11:28.1] WS: Okay. Spend the time and do your homework. Yeah. Hopefully, you know the market a little bit before you even had that conversation with a broker.

[0:11:34.8] MK: Right.

[0:11:36.0] WS: Yeah, or definitely before you meet face to face. All right.

[0:11:39.2] MK: Yeah. The five is do what you say you're going to do. It might sound, well, that's basic, right? Well, reality is people don't do things commonly where they say they're going to do something. Now don't do something if it doesn't make sense anymore, you know what I mean? If you say, "Well, hey. I'm going to meet with you, or I'm going to put an offer in," and those type of things. You want to be known as a man of your word, a woman of your word, and that you're not being wishy-washy.

Because you're going to get one chance, or maybe two chances with these brokers. You screw up once, they might [inaudible 0:12:12.9] you. You screw up twice, you're pretty much done with that broker. It's a small world. People talk to each other. We are dealing with sellers. When you commit to something – even if you commit something verbally, okay, it's not legally binding, right? You could say, "Well, yeah. I'm not going to do that anymore." If you commit to something verbally, then you need to follow through and commit to that and be willing to put it in writing and things like that as well.

[0:12:37.6] WS: Okay. Yeah, and that's I mean, golden rule, right? Yeah, golden rule. Do what you say you're going to do. I you commit, be willing to put it in writing. That's great advice. All right, what's number six?

[0:12:50.3] MK: Don't reach re-trade. I'll explain what that is in a second, unless it's absolutely necessary. Re-trade is let's say, Whitney you're selling a property to me. I put up a offer in 7 million and then we get the contract, 7 million. Then at some point in time, typically it's going to be related to price, but it can re-trade other terms if you wanted to.

Now after the contract's been signed by both, or once it's fully executed, I say, "Whitney, you know what? We did due diligence and there's more stuff there than I thought. I want a \$300,000 credit." You say, "Well." You're going to have some reaction. Now there is a time, I know some people say, "Oh, we never ever re-trade." Well, you know what? That's a ridiculous statement too in my mind. Either you're buying newer assets, or you don't have as many things that could go wrong with it, or you're pulling out, or you're actually buying a property you're overpaying for, reality.

There are times. If you go to a property and you see – you get the line, plumbing lines scoped and this happened to us, right? There was a \$110,000 collapsed line below two buildings. Well, how do we know that? It wasn't disclosed to us. We didn't know that ahead of time. Any other buyer coming in is going to find the exact same thing if they scope the lines, so that's legitimate. Say well, you know what?

It's something like, the parking lot needs to be redone, or needs to be painted and I know an example where someone actually, bigger deal and they wanted a – they're going under contract, one other contract and came back and said, well, after our due diligence, we found out that we need to paint the building, \$70,000 to paint the building. How would you not know that when you looked at the property before you went on a contract?

Don't go back on things you should have been able to see at a time, or that were disclosed to you. It is okay, not ideal. Now if you come back and you say, well, it's a 10 million dollar deal, and we found \$50,000 of extra stuff that we didn't plan on it, you have to make a determination. I would say, eat it. Your deal is going to – I mean, if your deal doesn't work, \$50,000 and a 10 million dollar deal, then you're probably too tight on your underwriting to begin with.

In that case, I would eat it. We've done this before, where it's like, "Hey, you know what? It's not worth it. One, rather be known in the industry for not re-trading by brokers and sellers." Now if it comes back and you're like, "Hey, this deal just doesn't work anymore." Literally, we have this much more of rehab that we never could have known that the plumbing, the roof and whatever might be, electrical needs to be redone. In order for it to work, we need a credit. If not, we understand, but we need a credit.

Be very cautiously in my mind on doing this. Don't feel that the seller is winning, or getting something up on you, because you're paying an extra \$50,000 for it. You have to make your own personal decision on that.

[0:15:47.9] WS: It's really going to be things that – I mean, like you mentioned, but it's going to be things that you couldn't see ahead of time, especially on the property tour, or something like that, like painting the buildings. You should have already noticed that. Even if you're scoping the lines and there's a big problem, or something with the electrical that you couldn't have known, I

mean, you're going to have some – you can have some quote really at that point to take to them and say, this is what we found, this is what it's going to cost, right? To help with that. All right, so what's the next one?

[0:16:17.1] MK: Be a good loser and no one wants to lose. We know many examples of we lose way more than we get. Just reality. We're always very cordial about it and we're like, "Totally understand. Thanks for your time Mr. Broker." We'll get the next one. We know examples of people that I know too, where they go after a deal, they don't get the deal. They think that they have the relationship with the broker and they're on the inside track. They don't get it and then they start literally reaming the broker. "Oh, my. You told me this and that."

They're not reaming to me, right? They're not complaining to me. Well, you know what? How do these things come back to me? I'm not even involved in the transaction. Now I hear about these guys and I know several of them, right? That do this to brokers. Brokers don't want to work with people, so you need to be a good loser, if you want to say, and just be – and you're going to be disappointed. The question, you're right is rightful to be disappointed, but get yourself in check and realize it's a long-term game and you're going to lose more than you're going to win.

[0:17:22.3] WS: Any other scenarios of what – where somebody feels they to lose out, or with it's really just time to suck it up and let's move on and learn from that example?

[0:17:32.8] MK: Well, this one really is more towards if you – you're going to lose deals, or that's the most thing. Now you could go through a deal and lose it afterward for some other reason, but this one really is more towards get used to losing gracefully, and not get upset with brokers and you have that relationship with them and understand, and be very calm.

I mean, they called me sometimes, they're like – they're very like, "Oh, I really have bad news." I'm like, "No, I get it," I said. They'll tell me like this, I'm like, "Hey, if I was a seller, I would have taken that offer too, the offer, because it's better than ours."

[0:18:06.6] WS: That just builds your reputation, right? Then they're going to want to work with you. Yeah, okay. Yeah, and if you're not willing to lose, you're never going to win. All right, what's next?

[0:18:16.8] MK: Give brokers feedback on deals. If you get an e-mail and you get 10 deals sent to you a week, don't reach out to a broker on all 10 deals. I'm not interested, not interested. If you engage on a particular transaction, you're having a discussion, which you should have, not just e-mail but a phone discussion with them, understand the story. Maybe you're going to underwrite the deal. Then you get to that point, maybe even look at the deal and then the broker is like, "What do you think?" You're like, you don't respond, right?

One, the broker might know something you don't know, reality. Two, you want to get on and by defining why it didn't work for you, well, you know what? We've been in a situation before, by the way. One guy was like, "Hey, I told the broker the deal doesn't work, and now he's actually asking me why." Well, if you don't have any information to tell.

Now if you say, "Well, I did some preliminary underwriting versus I got with a property management company, have a budget from a property management company, I got with a mortgage broker. I have a term sheet for mortgage broker. I got the property tax consultant. I got the property tax." You're doing all those things and the deal doesn't work and here's why, that's a much different discussion than it just doesn't work.

The advantage is one, the broker learned something, they might print to learn something they didn't know. Two, they start understanding your mindset and how your underwriting deals and what you're really looking for. If you say, "I'm looking for a 10% cash on cash return," most brokers know within reason whether that deal is going to be a 10% cash on cash return within reason. They might be more aggressive than you're going to be and things like that, but not going to send you a deal, or call you about a deal. "Hey, Whitney. I have this deal and it's going to be a 6% return per year over five years." They wouldn't waste your time on that.

They get to understand the way your thinking is and I've done my homework again. If you've done all those steps, we have steps to follow before we submitted a letter and 10 is an example. If you follow those, you look like you've done all your homework ahead of time. If it doesn't work, it just doesn't work.

[0:20:15.0] WS: Okay. Give feedback and give good feedback. I would say, it's going to be very time-consuming if I'm getting 10 deals a week. It's going to be difficult to give that much feedback and really underwrite at a high-level even that many deals. How do you do that?

[0:20:31.2] MK: Yeah. We have a quick and dirty I mean, that we do. Out of the 10, probably only one even remotely makes sense, if you're lucky. It would be time consuming if you do it all. The ones that you're interested in, the one you inquire on and ask more details on things like that, those are the ones particular that you really want to spend the most time giving feedback on.

You don't have to. I mean, it's up to you. You don't have to do it on the ones where you got an e-mail and you're like, "This feels horrible." You don't have to go back on that one. The ones that are more engaging, you should.

[0:20:57.7] WS: Awesome. I guess, it would, or it does matter if you already have a good relationship with this broker, or this specific broker and you've already – if you've had numerous conversations, then hopefully, they're sending you deals that fit your criteria anyway.

[0:21:11.5] MK: Right. Yeah, brokers calls on a regular basis. We don't look at e-mail blastful anymore, but they'll say, "Hey, I really think this deal is going to meet what you're looking for." Sometimes it does, sometimes it doesn't, but it is a lot more possible it's going to meet our criteria than some e-mail blast that gets sent to a thousand people.

[0:21:27.9] WS: Okay. What's number nine?

[0:21:29.9] MK: Don't screw a seller, even if you can. It's a small world. You never know who you're going to be buying from, never know who you're going to sell to, things like that. We had an example recently, where we signed a contract, PSA was signed, fully executed and the broker called my partner at the time and said, "Well, the contract says that the seller is going to pay the transfer tax of – it's \$80,000 for the state transfer tax. In this state, it's not common where the seller pays it," so they wanted us to come up with \$80,000." Literally, just kindness of our hearts.

We're like, "It doesn't matter what's common necessarily. The seller signed the contract. I mean, did they read the contract?" \$80,000. For us, we have investors now. \$80,000, we have to look at how our investor's going to be treated based on that? Reality is we could have said, "Screw you. You signed the contract. You're going to pay the \$80,000," but we need to negotiate with some other things.

These guys are trying to bully us from the very beginning. They're very large and they wouldn't give us extensions. They wouldn't do several things. We said, "This was a fair trade." I think we wanted 12 days or something. Give us 12 days and we'll pay the \$80,000. That is a very fair transaction in my mind. I mean, without him hauling around. They're like, "Yeah, we'll do that. You're going to pay \$80,000."

Reality is we didn't know if we needed 12 days, but let's say we did need that 12 days at some point in time, or two days, or one day and we screwed them and told them they had to pay \$80,000, you can bet what would happen if we were one day late closing. They were to cap all around this money and things like that.

I'm not saying to bend over and be a wimp about it, but reality is this was a very more favorable trade for them than for us reality and it is something we wanted, but there are other examples where you have an opportunity to screw a seller in some form or fashion out. It doesn't matter or a partner, or whoever in the industry don't do it, because I can tell you, I've had examples where people have called and me said, "What do you think about so-and-so?" Well, let me tell you my experience with so-and-so. I have someone that actually was trying to – going to try to raise and come in and raise capital on deal and just really trying to screw us, frankly. I would never do business with this particular person ever again.

People have asked me, "Well, what do you think about so-and-so? I'm looking at a deal with them." Well, I can just share my experience that I had with you. This is what happened. I'm not telling you what you should do or not do, but small world, don't screw people.

[0:24:13.1] WS: Great advice. It comes back around, doesn't it? It is like you said, it's a small world. The industry, I mean, I've learned that it's so much smaller than you may think. Everybody just eventually almost knows everybody, or has worked with somebody that's

connected to that person, or something like that. Your reputation goes way before you normally in this business. All right, so we're not going to screw the seller, or anybody else in the industry. What's number 10?

[0:24:41.1] MK: Probably tied to that, but it is a little different. Don't be a jerk. Or you can reverse it if you want to be a little more be easy to work with. We hear time and time again from brokers and sellers that we're very easy to work with. I tell brokers, "I want to make this the easiest transaction that you can do. Make it easy for everybody involved. Make it easy for the broker. Make it easy for the seller."

Now I have an example of someone I was partnering up with and stuff like that. He was a little more difficult for people to deal with, to the tune where two different occasions brokers actually hung up the phone on him, because they were pissed off at him, right? It doesn't matter whether you can execute, doesn't matter how much money you have, or how smart you think you are. Reality is people don't want to work with jerks, okay? Now if you're sitting there and going, "Well, I don't really know if I'm a jerk or not." Well, if you're married, ask your spouse, he or she could probably tell you whether you are or not. You know who you are and you just have to learn to bite your tongue. It's a pride thing typically, right? I want to win.

I mean, I was on this call and I'm just like, "Guys, this is so unproductive. Who did what and who was the better –" "It happened, because I did it and I was the one who got it through," and who cares end of the day, right? It doesn't matter what you're doing, you say people want to do business with the people they know, like and trust. They could trust you. You can be a jerk, they can trust you, they can know you, but they're not going to probably like you. Even in the IT business, I had – I start with a software in '97 called SAP. Some people probably heard of it, but it's a very large software company.

At that time, I had a guy I was working with, they had over 20 years' experience, but was pretty much unheard of. He would bill \$6,000 a day, but he's a jerk and people didn't want to work with him. Probably, he literally wanted to top whatever maybe 10, 20 people in the world on the software. I mean, he taught me so much. He really did, as far as learning perspective, but people didn't want to deal with him, because he was condescending and arrogant and things like that.

Even our business, right? We used to always say, when I worked for all the companies who were not hiring any jerks. Reality is you can still get stuff done if you're going to be a jerk, but you'll get a lot more done and people will be attracted to you and want to do business with you and partner with you if you're easy to work with. Brokers want to do business with you, sellers want to do business with you so. End of the day, don't be a jerk.

[0:27:08.8] WS: It's a relationship business. I mean, it is such a relationship business. It matters how you treat people, right? Mark, any other ways that you can – that you've seen people really, I guess learn to just be more easygoing, but learn how to – I guess how do we learn how to navigate those situations where we really do want to say something, or we really do want to – may be our tendency, I guess in the past to say something, or just stand up a little more, but to really learn how to be a little more easygoing and to really step back and say, "Wait a minute. This is not worth this battle long-term," and as connected as this industry is and is relationship, it really matters. Any ways that you've trained yourself, or learned how to do that?

[0:27:53.0] MK: Man, so when I was doing IT consulting, I could be a hothead sometimes, frankly. I had very little tolerance for people that didn't pick things up quickly. People that maybe they didn't get it, or people that were – anyone was condescending or God, believe me, I was in their face. I think, probably marriage helped me quite a bit frankly, so I suggest you just get married to become better at this. Even in marriage, right?

I mean, and she might not always say this. Tamiel would be like, "You should in the living room and get up and go to the kitchen." It's like, "Why don't you pick your plate up?" I'm thinking, "Why don't you pick your plate up?" You just went up from the living room to the kitchen, right? Why don't you put it in the dishwasher? I learned, both small little things in the grand scheme of things aren't worth it, believe me.

In a similar, and if you want to – typically, people are getting where they want to prove that they were right, because it's a pride thing. Well, you know what? There's somebody who's smarter than you, there's somebody better – there's someone bigger than you, more money than you. If you put it in perspective that I'm just this guy and everything I have can be taken away literally in

a second, one phone call from a doctor, or from a police officer, something happened, can change your life forever.

To put it in perspective, you're not all that. You might think you are, but you're not and you don't have to prove that you're right all the time. It's okay to let someone else think they were right, because in the long run it makes them feel better and then you're going to get better – you're going to be more successful in business if you can learn to just let the little things go. It was a big thing, then you do need to say something, right? 99% of the time, it's not a big thing, whether it's in business, or in your marriage, or whatever out with your kids.

Somebody next to me is drinking quite a lot, why does that bother me? I don't know. It does. I don't need to say anything to him about it, but it bothers me when he drinks pretty really loud next to me. He's not doing anything wrong, he's not doing it on purpose to irritate me, so it's reality. My dad used to do it when we had ice cream. I'm like, "Why?" We would mix chocolate with the ice cream and daddy's get ticked-off and I'm like, "Why does he care? He shouldn't." Even if you do care and it does bug you, you don't have to say anything.

[0:29:58.1] WS: Great advice right there. Even to put the plate in the dishwasher thing, you're going to be further ahead if you just go over there and get it and take it and put it in the dishwasher, right?

[0:30:06.5] MK: That's right. You are.

[0:30:08.8] WS: Mark, a great show again. I really appreciate you sharing just your wisdom and experience, I mean, 10 ways to gain credibility with brokers and sellers and really, a lot of people in the industry are just in your entire business, a lot of these things would apply. Grateful for your time and you sharing.

Tell the listeners that and if you are listener and you bet you haven't heard Mark on previous shows, you need to go back and listen where he shared lots of other details about their business and how they've been successful and just some very important things that have made them successful, or do's and don'ts and even how they give back as well. Mark, tell the listeners

about an important event coming up and in November and then just other – anything else about how we can connect with Think Multifamily.

[0:30:51.9] MK: Sure. Yeah. We have different events coming up. You can check out our website, it's thinkmultifamily.com. There's an events tab there. We do have an event. It's a two-day deal analysis. You'll bring your computer, we work through deals together. It's all related deal analysis. We also do – that's November, mid-November. I think it's 14th and 15th. We do something called a Fire summon as well, which is a two-day event. The best way, thinkmultifamily.com and then my e-mail address is mark@thinkmultifamily.com and feel free to reach out to me.

[END OF INTERVIEW]

[0:31:21.6] WS: Don't go yet. Thank you for listening to today's episode. I would love it if you would go to iTunes right now and leave a rating and written review. I want to hear your feedback. It makes a big difference in getting the podcast out there. You can also go to the Real Estate Syndication Show on Facebook, so you can connect with me and we can also receive feedback and your questions there that you want me to answer on the show. Subscribe too, so you can get the latest episodes.

Lastly, I want to keep you updated, so head over to lifebridgecapital.com and sign up for the newsletter. If you're interested in partnering with me, sign up on the contact us page so you can talk to me directly. Have a blessed day and I will talk to you tomorrow.

[OUTRO]

[0:32:02.0] 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.

[END]