

EPISODE 1055**[INTRODUCTION]**

[0:00:01.6] 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]

[0:00:28.5] WS: This is your Daily Real Estate Syndication Show. I'm your host, Whitney Sewell. Today, our guest is Sam Wilson. Sam and I actually met probably a couple of years ago or longer, maybe three years ago at some conferences. It's been incredible to see his growth in this business, and you're gonna hear numerous things about his storage day that has helped him to grow fast and to scale. But he's an active investor in self-storage, parking retail, multifamily, RV parks and some single-family homes as well as. He hosts the *How To Scale Commercial Real Estate* podcast, where he interviews real estate experts to give listeners the tips, tools and tricks to scale their investment portfolio. And in addition to his years of real estate experience, he also has a diverse background in business ownership, building construction and management, and I'm pretty sure Sam also has a daily podcast that he started, and so it's incredible to hear just how he's pushed through that to make that happen, I don't know too many people who are crazy enough to have a daily show, but he is one of them, but he goes through some of those systems today.

But really through the decision making of tackling large things like that, whether it's a daily show to just being the willingness to mess up, to keep moving, and the abilities that even say no, as opposed to yes, as we all struggle with entrepreneurs, but I know you're going to enjoy the show.

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WS: Sam Wilson, welcome to the show. I remember you and I'm meeting, it's been what, two or three years ago, maybe longer. I don't remember now. And we've had different connections over the past couple of years, it's been incredible to see your growth and the things you've accomplished and just the connections we've had over different points over the last couple of years, but I just wanna welcome you to the show and give the listeners a little bit about where you're located, what you're doing right now, and let's talk about your syndication business.

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Sam Wilson: Sure, sounds great. Well, Whitney thank you for having me on the show, I certainly appreciated it. I'm located in Memphis, Tennessee. I have a very short memory. So you ask me one question about what the rest of them even were?

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WS: Ultimately, tell us about your business. What is your focus? Maybe a couple of details, I'm getting there.

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SW: Yeah. Sure, sure. So the business I'm involved in right now, we're buying mainly multifamily properties and the Southeast have invested in some self-storage portfolio of raw land, we were building a boar storage up in Missouri. So, I kind of got my hand in a variety of different asset classes, in a passive investor in a lot of different asset classes is talking about off-air, I'm a passive investor in one of your deals, a passive investor in some other self-storage deals in RV parks and previously bought parking lots have touched all the major asset classes minus maybe office and industrial too, I have not messed with yet. And I don't really have any aspirations to, but laser focusing, I guess coming back and we'll talk about this a little bit, but those are really, right now, storage and multifamily opportunities.

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WS: Since you brought it up, don't you speak to that, like just investing in multiple asset

classes like that, either as an operator, as an LP, your thoughts behind that and why not focusing, let say one or two?

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SW: Yeah, well, as an LP, I love it. It's great because obviously your skin in the game is the money, and once that's deployed in your due diligence, of course, doing the due diligence on the deal and the operator can make or break the deal. But once you're invested, it's basically hands off. Right, so I think it's a great strategy. You wanna be across different asset classes, just from a regulatory risk, from a diversification, you're gonna get different returns and different asset classes, so I might as well be a little bit diversified on that front as an LP.

As an active sponsor, I'm not sure that it's the best strategy, to be honest with you, just because it'll ease my focus a little bit more divided maybe that I would love. And I think it again, coming from an old circle, all this is really narrowing down to two asset classes that I already know pretty well. So it has an opportunity to present themselves, move forward, but 'cause it's not adding a lot of bandwidth, but I've been something where I went up to three or four, I think it would make no sense at all.

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WS: That's awesome, but you mentioned, were all land and some things you all are doing around that... Are you all doing so like even auction staff and distressed stuff as well?

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SW: I used to, I used that, I cut my teeth, was in the single family space, was going to an auction. The first property I bought was at an auction. I tell this story, but to me, I would say being into real estate was just a good Lord have mercy on an idiot. Because I woke up one morning and I didn't know what I was doing in my life, and I went to an auction that bought our house, and three hours later on in the real estate business, so we put that house, made a pilot money and I say, Hey, I can just keep doing this, and here we are eight years later, I'm still in real estate, which is kind of a hilarious evolution of that business or this business, but... Yeah, so auctions used to buy a ton of foreclosure actions across the State of Tennessee. I had

everything from guys going out and driving neighborhoods and taking photographs of how one's and loading them up and then go to do a show auctions with cash and buy the houses, and that was a chaotic business. The margins guy-type competition got stiff and we bowed out, so I no longer participate in that.

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WS: It's just interesting. So I think there's probably many listeners who can relate to that story. You started eight years ago and now you have a syndication business and you've grown and you're doing all these things. It's just great to see that these people that are listening to this, that was eight years ago for you, right? But they're still back there and thinking, man I just can't even see that. I don't even think that I can do that. And I know that you and I were talking for the show too, just like they have a get it done mentality and being willing to fail and... Why don't you speak to that a little bit? I know there's a lot of people who you're just scared to move forward.

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SW: Right. Yeah, I would say that one strength I have is being willing to fail forward, and my wife loves me and hates me for it. 'Cause you're not on the ride. She's like, Oh gosh, here we go again. But being willing to go out and just do it and take your licks, I would say that my successes are far fewer than my failures, so I can tell you how to fail. I think one day I'll write a book on it. I just don't know if the pros, the book are out there already, but how to fail. I can tell you how to do it, and I'm trying to slowly fail less, of course, but I think one of the things that I've really been able to do is just say, Okay, I can do this, I can do it, I just need to figure out how... And that's a different mentality to know crude... What's gonna go wrong? We're not telling you right now, as you well know, things are gonna go wrong, mistakes are gonna happen and stuff is gonna get sideways, if you're gonna make a mistake on an inspection, you're gonna make a mistake on an investor communication, things will go wrong and you're just gonna have to learn from those and pivot versus being afraid, people still stay in it on, Gosh, can I do this? Should I do this? I don't know, I don't know.

Well, don't worry about making mistakes, just be prepared when they happen and know that

you can recover from it.

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WS: That's to me, moving pieces, there something's going to happen, be prepared for something unexpected to happen. Be prepared for it.

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SW: Absolutely, yeah, and I think that's how we've made our success is just hammering it out and eventually figuring out the right way to do it by doing it wrong the first 10 times.

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WS: How do you think you had the confidence with the boldness or you just the willingness to be okay knowing that things like that are gonna happen, it's very difficult to, you know, we're hearing stories all the time, but people deciding to leave their job and the risk behind that, all these things move into real estate. But there's a lot of fear there. What if I mess up? What if I lose everything?

How did you think about all of that at that time? Even with your wife as well. It's a big decision, right. together to make a transition like that, or to push a syndication business.

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SW: Well, I guess I grew up in an entrepreneurial family, so we grew up without much. Probably on the poor end of the spectrum, and the only thing we ever knew was what I call the hustle -- to just get out and go do it. We were hungry. So you went to work, and I can remember being in the single digits, going to job sites, working with dad till 8, 9, 10 o'clock at night. And then just what you did, and so growing up with that kind of mentality of, Hey, you just do what it takes, it really helps. I never had to have that fear of leaving a job 'cause I never really had one, it was always just go grind it out. So, I can't speak to what that apprehension or fear could be leaving a steady paycheck, 'cause I've never really known one, but I can imagine it's real, but getting over that is obviously there's pieces to go into that education, finding mentors, putting your safety nets in place, you don't completely botch it. But I think just knowing that you can

do it and having the confidence in yourself that you're prepared and going and doing is probably the only way to get it done.

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WS: Yeah.0:08:25.0 **S2:** I think I've heard you talk about also preferring to be uncomfortable and I can completely relate to that, but would you elaborate for the listeners as well.

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SW: So one of the things that, before we can get it the whole why my morning routine has got completely disrupted, it's called three kids that I didn't have until February 1st. But I had a morning routine, and so every year I set out in my journal, which is like I put a mantra for the year. And I usually do it some time mid-December, I write out financial goals or personal goals or health goals. And I say, Okay, this is what I want 2021 to look like. And I kinda put a theme at the top.

And my team for 2021 was to become uncomfortable in everything I do. And I can tell you here, what we're recording this, August 25th, I've hit that goal and I've hit it very well. It's been one of the hardest years of my life, also one of the most incredible growth years. And so I think being uncomfortable and putting yourself in that position, if it makes you uncomfortable, it's probably where you need to be, right. If it's lifting weights and working out physically, but keep maintaining physical health. Is that comfortable? No, man, it means you gotta eat right. I mean, you gotta go to the gym three to five times a week. I mean, you do think before you found the back of Doritos and drink them out and do like, Okay, well, that's three workouts, fight that, which I don't really like either one of those anyway, but that's much an example. S

So, becoming uncomfortable is really the key, I think for most people, we as people naturally don't want the discomfort, right. I want the comfy couch, man, I want the life of the beach and the free drink in hand like easy street. But that's not where growth happens. So I think if you wanna revolutionize your life, you've got to start with naming three to five things that make you just ridiculously uncomfortable and go do them.

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WS: I remember a few years back, me contemplating mentally like being ready to commit to things that I would normally be very uncomfortable about and trying to do it quickly. So I didn't have a chance to think about it much, and I remember I was going to this real estate club in town, and they finally asked me to speak one time about something and immediately I'm like, you know, I'm like, Oh no, I say, Sure, I'll do it. And that pushed me to grow, right, I had to prepare something, I had to think it through, I had to stand up in front of everybody and speak and deliver a little bit and get some questions and feedback. But that was great for me. It was so good for me.

And then I'm in a group, a group called C12, I encourage people, look it up, but there are just some Christian entrepreneurs, amazing other guys and gals who have been in business for a long time. But anyway, recently they gave out this bracelet that says pursue discomfort and I thought I'm gonna wear that for a walk, that's just a great reminder like, keep stretching yourself. Right, it really separates the men from the boys and business almost like who's really gonna put themselves out there, 'cause you understand that's where growth happens, right. As opposed to those who just, Hey, I'm gonna say back there where it's comfortable and they're not gonna have those same results... Right, they're not gonna have the same results.

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SW: Right, 100% man. You said it, I love that. Pursue discomfort, it's hard 'cause there are periods where obviously rest is needed. But I think the idea is well understood, the road happens and discomfort.

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S2: Yeah, you say there's times where risk is needed, speak to that, like how do you say no to things like no versus yes early on, it's like me and you're gonna say yes to everything. But eventually, that table turns.

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SW: You all, 100% and I think that's been one of the things in my real estate journey, I went

from single-family to lease options to do a finance sales, to obviously by the courthouse steps, and then doing parking lots, parking garages, which is a great business, and it turned out its head in 2020, just doing multiple iterations of things and also just saying yes to everything as it came across the real estate to ask like, "Oh yeah, sure. We can pursue that. That'd be fun. Oh yeah, we can do that. That'd be fun. Oh yeah."

And what I found is that in the end, I had so many uses out there, and man, I was frazzled and just worn out, and so what I'm trying to do in my life right now is the phrase I'm using is like, no is more powerful than yes. I'm trying to switch the size of my buttons, and I think I told you this off line, but I had this giant yes by this little tiny no button, and now I'm trying to switch those around where my yes button is really small, and I have to think very long and hard before I say yes, I'm gonna commit to that.

And I've done that even when it comes to syndication and a lot of things are coming across my desk, I mean, 99% of those go in the no file. Now it's like, no, no, not pursuing that further because I need when I hit that yes button, I want to know I mean it, and two, to know I have the resources to get it done. And with that laser focus, man, it's really revolutionized my own branding, that's revolutionized what I'm known for, it's also helped me get more stuff done in the end.

I mean, I'm eliminating stuff. I had some rental properties here in Memphis that were kind of legacy rental, single-family rental properties, great cash-flowing properties. Don't care about them. Sell, that's about 2021. You gotta go, you are part of the yes button that I need to make very, very small. And it's been amazing what it's done in my mind, 'cause it allows me to think and focus and get more stuff done that move the needle, really in the end, even things all the way down to just getting rid of possessions. I used to be in the trade, and I legacy tools from that, I never, I mean the stuff just junkin to gather. Great tools are very expensive. I've got guys I can hire. They know how to use those. Right. Like it's more useful for these guys to go out and use these tools, they get to do what they do, but they do best and I get to do what I do best and be it in the garage. It goes on the Buy Nothing Memphis Facebook group, just people come in to pick it up, just get it out. Let me focus on what I'm good at. So that's why I say no is

more powerful than yes.

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WS: That's incredible, I appreciate your elaborating. 'cause there's so much about that focus, like you talked about it, it's so much about focus. And I'll tell you a book that I just read that I'm gonna start recommending. It's called The Perfect Day Formula. I don't know if you've heard of that or not. Craig Ballantyne, I think his name, I'm just trying to remember it off the top of my head, but that's gonna be a new recommendation for me for a while, 'cause it's so much about what you just said. A couple of things he talked about... You talking about this morning routine in a big way, and even things like don't be connected, email until like 2 PM, he says find your magic time and really focus on those key things during that time, don't have all these distractions where you're being reactive all day versus proactive, and that goes right along with what you just say, when you can say no, no, no, to all these things that are pulling at you all day long, that yes becomes so much stronger. You're so much better at that thing that you're focused on, and that's incredible.

Well, on that line of thought, we were like, what's the end goal? Where is Sam headed either business or personal? What do you see as the end goal?

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SW: It's continuing multifamily and self-storage indications. I think both of those are excellent places to be for varying reasons. Hey, you know right now what I'm doing, it's a lot of coping with a couple of sponsors that I know very well, it's a great way for me right now in business, to grow both my investor base, and allowed me to kinda get the front row seat, I was an LP in multi-family syndication before I became a co-GP, so I wanted to see that from the LP side, which is great, you learn that over several years of investing as an LP.

And now I get to come in as aco-GP on the raised capital, kinda grow that base in my brand, and at some point when it makes sense, then grow the side of the business where in the lead spots are on the deal. I'm not there right now, and I'm okay with that. This right now, I've got enough irons in the fire with family and business and just what we got going with my own show

bone podcast that it's like, Okay, there's nothing's going right now that I can focus on needs and do them well, and in the future, yeah, I'd love to start being a lead sponsor on deals, but who are doing great doing what we're doing right now, and I'm actually really injuries keep things as they are right now.

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WS: Since you've been on the LP and GP side of numerous opportunities. Now, what do you like to see as far as preparing for a downturn? And you can speak to that as an LP or on the GP side, what's your thoughts behind being prepared for that?

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SW: Yeah, it's a great question. I mean preparing for a downturn. It's tough, man. What does that mean? I don't know, using things that aren't very frothy, who sang prices are necessarily gonna change, I don't know. We've printed trillions of dollars, those dollars have to go somewhere.

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WS: I think it's \$120 billion every month. That's being printed.

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SW: Right? It's not, yeah, the Feds are printing it, but they're using it, I think they're buying back, but I don't understand the whole process, but they're pumping that money into the economy, plus the trillions of stimulus that's come out. So my thinking is that even if there's a recession, I doubt we're gonna see many prices of commercial real estate, especially multi-family go down because there's so much money chasing yield, where that money gotta get employed somewhere. So it might be worth less. Sure, I mean, it is gonna be work class, our money is inflating and we know it, but do I see price is going down, preparing for it down during the fine, well-positioned to assets.

I wanna find stuff in growth markets, I wanna find stuff that is less of a regulatory risk, and the multifamily side of things. South Carolina is better than North Carolina. I have assets in both,

South Carolina tends to be a little bit easier on the landlords on the ownership side, then the local side. So looking for stuff like that, I think it's important to prepare for a downturn, also looking at jobs and demographics, what was their economic occupancy versus obviously, physical activity, what was the economic occupancy versus 2020 until now, and just reviewing those things and going, Okay, why are people living here? Is it below market rent? We're closing this deal in Columbia right now, and it's taken eight to 10 months to even find it, and it's like... And there was no action before that, so spending a lot of time sifting through enormous amounts of deals to find the one diamond in the ruff is really just, I think one of the ways that you can position yourself to know that you're buying right.

That's always been the monitor and real estate, right, buy right, and so those are some of the things we're doing. Then also you look at self-storage, it's great 'cause it's easy to evict, there's very little regulatory risk around that, so it doesn't pay, 30 days later, they're out and had a little newspaper and off you go. I like that as well, just because it's a lot easier from the regulatory side of a political risk.

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WS: Right, there's no bodies living inside those units, the majority of the time anyway.

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SW: Yeah, you hope. Exactly, exactly.

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WS: Sam, especially coming from investing as an LP and numerous projects and now growing your syndication business, what's been your best source for meeting new investors now and growing as a syndicator?

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SW: You're saying for me, how do I find investors in our deals?

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WS: Right. I just wonder how that relates to you being albian, so many deals now you're on the GP side. But I just wanna like what's your best source for meeting new investors now? And then maybe we'll talk about some things you learn that you're applying from being an LP.

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SW: I think this is one of the things that... This goes with my discomfort or everything I do, I wanna be uncomfortable, part of it was launching a podcast this year, or I guess on December first, I like you started a daily podcast, which is kudos to you for achieving a thousand...I can even say that. Right, episode. I mean, that's dedication, man, and people don't realize how hard and how time-consuming it is to put out a daily podcast, even if you're doing none of your own editing, it's still a lot of work, which I'm not. And it's still a lot of work, so I think doing that, that was something I ran into back in November when I had to wrestle with, that's something I wanna do, put out a daily podcast.

Why would you wanna talk to me? Okay, well, they probably don't, but I'm gonna put it out anyway, and lo and behold, here we are at episode whatever, 270 and wherever you are today. So that's been a great source, but in your name out there, put in your... At the ring, I don't like publicity, I don't like talking about myself, I don't like doing stuff on social media of a total introvert, so getting stuff out there and get it online, and that's been hit, man, is just the phrase that we've heard so many times, becoming industry thought leader, and it's amazing what positioning yourself in that realm will do to develop your authority in the space, which is it's not, if I could tell you make it, I've got the experience, I just don't really wanna talk about it, but you gotta do it. So that's it. Just continuously putting yourself out there.

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WS: Congratulations, by the way. I was just telling Sam before we got started, I just listened to his show the weekend, he has done a great job and 270 shows as a daily show. No joke. People Ask me at the time, is it worth it? Why did you do that? All of these things, and I say, you know, Well, I don't recommend it to most, but obviously it's blessed our business, but I just was like, graduations, most people don't make it past 20 shows, even doing a weekly show. So, look at you as incredible, that is a big accomplishment. Speak to that right there, quickly

like what gave you confidence to a daily show? That's insane Sam, why would you do that?

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SW: Well, a couple of things on you and some others carved the path before me. So success leaves clues. Right, so I got to look to you and I said, Oh, look Whitney did it. Whitney can do it, I mean, here's the path, there's his footsteps. I just try to fill in his footsteps, and I do a lot of that shoot, man, I've looked at some of your art work and send it off to some other guys do and say, Hey, I don't know, I like his, but just use as an example and run off of it. Bbut success leaves clues. Right. So why not? If you can do it, I can do it thing. I mean, that's it, are the guys like you've gone before me, Joe Fairless, you, those are some of the people that I've looked up. And I said, Okay, they can do it, so can I

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WS: That's incredible. And on that thought, How are you disciplined to do a daily show, like when do you do that? And then I wanna talk about any daily habits that you have that have helped lead to success, but also include when do you do that? Many recordings?

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SW: When I first started out doing it every day, Monday through Friday. I didn't care, I wanted people to come on, if you will, speak to me and you're in real estate, I want you to come on the show because there was less confidence about it, as you cranked it up like, Okay, I just need people that might be willing to talk to this random guy Memphis, Tennessee.

And so I did it every day of the week, and what I found was that for a few months, it was really crushing my schedule, I could get nothing meaningful done when you had a podcast at 9, 11, 1, 3 and 4 'cause then you have just like 45 minutes in your deep work... It doesn't happen in 45-minute blocks. Man, I need like three-four hours of nothing on my calendar to make any meaningful progress on moving the needle items.

So I quickly found out the need to go two days a week or three days a week. So I went three days a week, and now I do it on two days a week where I just have Tuesday, Thursdays and my

calendar is open from like 8 to 5, and we can book them as deep as we want, and it's great. And usually I keep it to four to six a day, if I'm trying to build up the base, I got really far out of myself to one point, 70 episodes and I can... I'm like, okay, maybe you start working some of those down a little bit to make it more relevant and timely, but... Yeah, so that's really block scheduling, all of those are the short answer to your question.

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WS: No, that's incredible. That question all the time. Yeah, and exactly what you just said. People used to say they might record four or five interviews in a day and they were just shot, they can handle it, and I'm like, there were times I'd have to do 12 to 15 in a day, and again, I wouldn't recommend that to most people, but you just do what you gotta do it. It's kind of like what you've been talking about, like pushing forward and keeping on moving and your willingness to mess up, keep pushing.

But, anyway congratulations. Any other daily habits that just helped you to grow, helped you to have success?

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SW: Exercise is obviously it and I always say health as well, right? I'd much rather be a guy that has a modest income and it'd be ridiculously healthy, and unfortunately, I foresee this alternative life, which is to be extremely well, I mean unfavorably. Wealthy and not healthy. It's like, what quality of life do you have if you're not taking care of your own body? So one of the things that I spend a lot of time on is trying to focus on what I eat, I do really well with what I eat, and then really focus on getting in the gym and getting exercise in, so spending time focusing... 'cause that's amazing how that translates over into what I do in the office.

I'll climb the office walls if I haven't had physical exertion that day, it's just not good for anybody. So that's one of the things that's mostly a daily habit is a five day a week habit, the weekends are crazy with the kids, so there's just no opportunity for that. But that's a Monday through Friday thing. My morning routine was awesome up until February, which not time for that again, this show. But right now where the morning routine really is trying to get up before

the kids do, we've got one and that doesn't sleep real well and has some problems at night, so she gets up long before the sun rises and it usually begins with someone screaming, so that's soothing a three-year-old, that screaming is really the beginning of my day about an hour and a half every morning.

So I used to have an awesome morning routine, my book, just reciting what my goals are, looking at the goals for the year, reflection time, and really going through that, which I missed that, that's something to really value and I think about it a lot. It's like, Oh, and I'm glad we're able to have had the experience prior to this where I can still go back to that and say, Yeah, those are the things that I've set out for 2021 and still in the back of my mind, just maybe not every day. Those area couple of things off the top of that they're at the top and they're like, Yeah, those are important daily routines.

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WS: No, that's awesome. And children definitely change our routines, to say the least, and the seasons... That just happens, right? It's a must, but I appreciate your perseverance through that even keeping a daily show going, but how do you like to give back?

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SW: Yeah. So the good story of this big in our hearts as kids, and a lot of kids, my wife and I can't have children. Just the way it is, I've bumped a better part of a listing attempting to fix that and it didn't work out, so we can't have kids, so the three kids that came into the house or their foster kids, and so devoting the better part of 2021 to them has been a big deal, small children, protecting the innocent, protecting those that can't protect themselves and giving them hope and just at least a shot is a big deal.

So that's probably the number one thing that's all-consuming... Number one thing for us right now is to have the trauma and abused background and giving them a loving, stable home,

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WS: That's what I was hoping you would mention that when I wanna ask that question

because man, it's such a give back is such a give back, I love your all's heart for that and for these children, 'cause it's not the easy path. But man, you are helping breathe life into these children. And you and I have talked about stories, personal stories about these children and stuff, and it's just incredible what you and your wife are doing just shows your all's heart and your care for them and for others, and just appreciate your transparency around that as well.

I think that just says a lot about your character which honestly, I care more about someone's character before I ever think about investing with them. I just love that about you and your desire to give back in that way, obviously everybody knows about our desire to help children, and so it's definitely a direct connection there.

But Sam, I appreciate your time, you being on the show. I mean, just your desire to help others, to think through everything you've had to like over the last eight years, moving from their first house that you purchased to or you're at now, just being willing to fail forward as you talked about keeping on moving, the willingness to say no more than yes, and some difficulties behind that, structuring your day, even to doing a daily podcast is just incredible, but teleosts, how they in touch with you or more about you and find your podcast.

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SW: Yeah. Absolutely. The name of the podcast is How To Scale Commercial Real Estate. We don't spend a lot of time really talking about the basics of real estate, so it's something that really probably a lot along your lines with he already got the firm understanding of what's going on, that name of the podcast, you can find me at brickeninvestmentgroup.com. Also have free download there, one of the things that I have struggled with, especially early on, both as an active sponsor and as a limited partner and deals was find the deals that made sense for me, 'cause obviously there's no shortage of deals being pumped out there that you can review and especially early on, it's hard to know which one's a right fit, so I've got a checklist, brickeninvestmentgroup.com checklist, it's called How to vet a deal in 10 minutes, so it'll really help you refine your criteria, walk you through step-by step and help you figure out whether a deal is something you should investigate further, or if it's just a hard path... I know I've spent hours looking at deals and in the end. And now it's probably not for me, shoot, man, you can

figure this out in 10 minutes now, I kinda help you mentally get over that or make your no button bigger if I think what it'll eventually end up to who for you? So you go, No, no, no. And so when you find the one that's a yes, it didn't help you get there fast.

[0:27:39.7] ANNOUNCER: Thank you for listening to The Real Estate Syndication Show, brought to you by Life Bridge Capital. Life Bridge 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, Life Bridge 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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