

EPISODE 1080

[INTRODUCTION]

[0:00:0.0] 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]

[0:00:01.6] WS: This is your daily Real Estate Syndication Show. I'm your host, Whitney Sewell. Today, our guest is Rafael Collazo. Raphael is a licensed commercial real estate agent, author and co-host of the Commercial Real Estate Academy podcast. His book, *Before You Sign That Lease* is a comprehensive guide that helps business owners identify, negotiate and ultimately lease commercial property as quickly and seamlessly as possible. He resides in local, Kentucky, with his fiancée, Melanie and dog, Sophie, Raphael and I talk extensively today about how he's grown his brand very quickly. He's a background in software, but it is a brokerage business now, and we go into a couple of different things, even from publishing many books and how that has helped him, but some key things around even publishing a book that makes that process not seem as daunting in case you are also looking to publish a book, but also ways that he creates content, what he uses it for, and also the platform that he considers to be the most valuable and where you should be focusing in ways that he's grown his thought leadership platform in a big way.

[0:01:37.5] WS: So I hope you enjoy the show and learn a lot, Raffaele to the show, you have many skill sets that I... In by the partial state business needs to have also, your business is commercial real estate, right. But part of that, that's helped you to grow, helped you to scale of everybody in this business needs to know these things, need to be thinking about these things, and many of that's how you've built your brand and how you've effectively created content and met people and built that to scale to help you to grow fast and looking forward to that discussion because I personally know how much work that is, but how important it is as well, but tell us a little bit about your focus and commercial real estate right now, what you're doing and less jump.

[0:02:18.5] RC: Sure, so I'm actually located here in Louisville, Kentucky. I'm a commercial real

estate broker, focusing on retail and multifamily Properties is really what I'm doing on the brokerage side, and then a good friend of mine who's been a commercial construction company, we're looking to start a development company, so really targeting vacant or under-performing retail and Industrial Properties and redeveloping them into a new use or re-developing them and then filling them with tenants in order to improve the income of the property. So that's kind of what I'm focused on right now. I'm actually an engineer by trade. I did software development and consulting for about five years before jumping into commercial real estate in 2019, so it's been a great ride so far... No, it...

[0:02:55.9] WS: Well, pleasure to again, to have you on the show, and let's just jump right in, like you have learned a lot about building a personal brand for those in the commercial real estate space, so I wanna just help the listener to do the same... It's so important, people talk about, Well, I don't really wanna be on social media or on the internet, I'm like, Well, you almost will not have a business now, and this day in time, there's very few that can survive without having an online presence and just a brand that people are seeing and getting in touch with the almost on a daily basis, if not at least weekly, but let's just help us to build that personal brand or that listener and I myself that's trying to build that brand in commercial real estate.

[0:03:35.7] RC: Sure, so I guess my forfeiting a personal brand started back in 2016. I was working as a software consultant for a company, I was located in Puerto Rico at the time, working on the big software project, and I started doing a lot of personal development. Researching a lot and realized that a lot of the information that I was researching was fragmented across the internet, and so I started writing a blog, that was my first four year into personal brand building. At that point, once I had written about 20 articles, I realized that I had about 30000 words. And after reading an article that said that 50000 words is a book, I actually wrote 20000 words around it out, and I wrote my first book, and I've written six books at this point for personal development topics, and the fifth one is before you sign that lease, which is on commercial real estate. So from the book side of things, it's really just consistency, 250 to 500 words a day, if you think about it, let's say you write five in ORS a day, that's 100 days to write a book, a 200-page book. So that's a starting point.

[0:04:25.9] RC: And then you got YouTube, again, frequently asked questions or great videos, usually between three to 10 minutes answering questions for people that you normally get on a regular basis anyways, so why not create the video content for that, and then on the transcription piece, you do a video for three to five minutes, and then you go to somewhere like rev dot com and have it transcribed. And then you can create a blog post utilizing that, and then I'm sure at a certain

point in the interview, we'll talk about meet-ups and the value of running meet-ups and for both virtual and in person, which is something that I do on a regular basis.

[0:04:57.3] WS: Nice. Well, you just said a large there that I feel like there's probably a lot of listeners that are gonna a minute, how do I do those things he just mentioned? So I wanna back up a little bit in the book writing piece of our branding, I feel like is the next wave of podcasting almost, right. And many people are trying to write a book, and I love how you broke that day on be broken down, even on a daily basis. So this is what you have to do, and all of a sudden... You have a book that you could hand out. And I've heard people say like, that's the new business card, is having that book, that definitely is another way... Even like podcasting, right? It gets you in the front of the room. Alright, often I know it has helped me to speak in front of audiences larger than I ever imagined, but that book is another way to just express you being that thought leader... Right, that expert. Tell the listener and I a little bit about that process of writing a book 'cause that seems daunting to most, I think even myself, like What a minute.

[0:05:50.1] WS: I don't even know where to start.

[0:05:51.3] RC: Oh, definitely, and I felt the exact same way when I first undertook the ordeal. Really what it comes down to is just consistently writing and creating some sort of outline, so if you have a topic that you're very passionate about and you're very interested in writing about creating a book outline where you talk about... You have 20 to 25 topics within the book and then you have sub-topics within those major topics, you end up being able to structure a book format, and then from there, it's consistently writing and at first it's difficult. In particular, I come from an engineering background, I was never the best writer or the best communicator, but through the process of writing on a regular basis and trying to hit a ward county day, it slowly becomes more natural to you, and at this point, I view myself as an extremely effective writer, just because I've written almost a million words of original content, but that took five years, five years of consistent writing on a regular basis, and then it adds up quickly. And you'd be surprised, there's a book called The Compound Effect by Darren Hardy that kinda changed my perspective on life, where is Small, consistent positive actions on a daily basis at it to massive results in a relatively short period of time, so that same approach can be applied to running a book, to starting a meet-up, to doing a podcast, which is amazing what you've been able to do over the last several years, I mean, just with the things you've been doing.

[0:07:03.0] WS: Awesome, and I was gonna say, actually, that book by therein heard, I've heard

so many great things about all admit I've not read that have in my wish list, but I have not got that book yet, but however... I personally experienced that. It's like when I decided to take control of almost every minute of my day, the best that I could, and things started changing and that just education for me, it was the morning, changing my morning routine and being very purposeful with every minute and educating... Educating, after six months, you're like, but that's just that. Every day, but I wanted to jump to one... What about publishing? Something like that. Okay, so we start writing, we start trying to gather our thoughts together, who do we need to help us to publish something like that, and so it's, I guess, produce the best way possible.

[0:07:43.7] RC: Sure, so luckily, nowadays it's very, very easy to publish, there's something now is self-publishing that you can utilize services like Amazon TDP, which is what I use, so what I would do is once I finished my book, I would edit it myself a few times, and then hire an editor via fiber or up or it's at the services of the netted, you can usually do that, or not very much to 300 bucks Max to be able to have someone be at your book from top to bottom, and then from there, you solicit the services of a designer, I use 99 Designs, but you can use services like Fiber or Upwork, whatever, and be designed the cover and make sure it's attractive in some capacity, and once it's done and you go through the process of uploading it to Amazon KDP, and the great thing about something like Amazon, is that it's print on demand. So if someone actually wants the book, they buy on Amazon and it'll be printed on site at a particular facility and then be mailed to them instead of you having to solicit the order and then having to go to the post office drop off the book and whatever else you're able to just have it pretty much on auto pilot, and so it's been kind of cool to see people buying my books every month, I have the report that sent out from Amazon KDP, and I just review it and I'm like, Wow, okay, cool.

[0:08:50.2] RC: They bought X, Y, Z amount of books, and that's all passive income.

[0:08:53.3] WS: I did not know that they were printed on demand, that's impressive, right there. That that happens and can they still get it in two days or something... Yeah. Wow, 100%. So I think you said you've written five books on self-improvement... Is that right?

[0:09:07.5] RC: For on self-improvement, it was called The Millennial playbook series, and they focused on five key topics, which is personal development, professional development, exercise, healthy eating, Amistad, finances

[0:09:15.9] WS: At that, I'm sure many listeners, you're thinking about that, it's just kind of like

starting a podcast... Right? Do a name it. What's my focus? Well, same thing here, and this is like if... Well, there's so many self-improvement books, how has my book gonna stand out? Why would somebody buy mine over someone else's? It's a common question I get with podcasting, and I know what I say to them, but I just wonder, how do you answer that? How did you move forward with four books on self-improvement? I'm sure you've thought about probably in the beginning... Well, there's so many on that topic, right? Yeah.

[0:09:43.7] RC: Of course. And again, I'm not gonna be the next JK Rowling. So if you're going in with a mindset of being like the next best selling off or in the world, then you may be slightly disappointed, but there's so much utility in being able to be an author of that many books, you become a much more effective communicator, you're writing skills, which in my opinion are supremely underrated in a business setting, improved substantially, your public speaking ability in particular, if you're one, to be able to get on stage and talk about the books become immensely better, so there's a lot of outside or ancillary benefits of writing a book that you may not receive from the actual sales of the book as far as marketing the book, a lot of it is just getting out there and marketing, doing events, doing giveaways, telling people to review your book, sending copies to people that strategically, that you think would be a good fit as far as advocating for your book, so it's general marketing techniques, and it's not something that happens overnight, especially in a crowded market, like the personal development space. It's one of those things where you just have to be consistent about it on a day-to-day basis, and then over time you start building a brand and that's it.

[0:10:45.2] WS: Were those topics of self-improvement or anything else you've written on, did you come up with that based on who you were writing to or who your niche was, your focused audience, or was this just something you were passionate about, How did you think through them?

[0:10:57.5] RC: Yeah, so it started off as more of a filling a need for myself, and I feel like that's what a lot of writing is, is that you wish something like this was around when you were going through the process of trying to explore who you were and at that time when I started writing, I was very lost in my journey, I was in a lucrative job, I was in a very high exposure project, but inside I felt lost and confused and like many 23, 24, 25-year-olds, and so that's what spurred me to go through the process of trying to write content that I believe to be valuable to me, and luckily it was also valuable to other people, so if you kinda scratch your own itch, a lot of times there's an audience out there that also has a similar itch... That's awesome.

[0:11:38.9] WS: I think there's gonna be a lot more people writing books, especially as that process has gotten easier, like you said, but they have so much value there, but I don't wanna run out of time, I want us to hit a couple of the things that you are an expert in one of those. Just creating content effectively. Play that out a little bit. Let's talk about that 'cause it's something that's so important. Again, for branding and brand building, how do you do that and let's go to it some different ways you do it as well.

[0:12:02.3] RC: I'll start off, I guess on the YouTube side, I've been investing heavily in YouTube. I think that YouTube is, in my opinion, the way to go because it amplifies multiple senses, your visual senses, your audio senses, and again, when you see someone across from you on a screen, it makes it easier to like them or trust them because you see them physically and so next time I see, let's say you in person, Whitney, I'm sure I'll be like, Hey, what new... I have watched a ton of your interviews, and luckily we had this opportunity to sit down with one another to discuss today, but it creates that immediate connection that audio definitely does do that as well, but I think video amplifies the trust factor as far as content creation, on the YouTube side of a frequently asked questions section that every week, I just answer a frequently asked question for my audience, I also do run several meet-ups, virtual meet-ups, one being a commercial real estate 101, which I market heavily on LinkedIn, and we have people Tongan from all over the country, and we discuss topics that are pertaining to commercial real estate, our upcoming meet-up is related to commercial broker versus a Residential Brokerage.

[0:13:01.4] RC: We have someone gonna be talking about adaptive reuse, we have someone gonna be talking about commercial real estate tax strategies, we've had people talk about retail investing, industrial investing, everything under the sun pertain to commercial real estate, and so we record those Zoom meetings and have a live as well, so people can tune in or view them at a later date, and then in-person is also, in my opinion, extremely important, especially for building recognition and establishing relationships on a local level, so we run a monthly real estate investor meet-up group here in Louisville Kentucky, it meets the last Wednesday of every month, and we have speakers talking about different real estate topics, and we're getting between 80 and 100 people showing up on a monthly basis before the pandemic, and we've been starting to build back up after the pandemic. So now we're getting between 40 and 50, and it's slowly growing as it was before ever since, so I guess those are the ways we create content, we also record those meetings as well with an external camera.

[0:13:48.5] WS: Okay, great stuff. But you mentioned like you run mini meet-ups, how do you do

that, break down a little bit 'cause that even that taunting the most, especially if they've never been in front of a room, spoken much. I say, Wait a minute, I don't wanna be in front of the room about... I wanna be leading that discussion, I don't wanna get to ask those hard questions. Right, how did you get through some of that in the beginning? And then let's get into managing that many meet-ups...

[0:14:08.4] RC: Sure, so I think the biggest thing is getting over that initial fear, because in reality with meet-ups, at least the way I structure my meet-up is I'm not the expert, I invite an expert to come in and so I just become the interviewer, I should say, to really have to come up with is just the questions, and then my job is the host, is to make sure that people feel comfortable, that people feel welcome, that they feel like they're gaining value, so I become the connector. So there's 50 or 60 people in the meet-up, I try to at least meet a few people that I've never seen before coming to meet up, and then I put them in contact with someone within the meet-up that could be of value to them. And now it becomes a community, but that takes time. Our first meet-up, I think we had 14 or 15 people show up to tell your friends, you're dragging people to the meet-up and trying to get them to commit to it, and it was rough at first because there wasn't a lot of engagement, but the first month was 15, the next month was 22, the next month was 30 the next month.

[0:14:56.4] RC: So it slowly starts growing and expanding, and by the time the pandemic it... Or just before the pandemic, we had almost 100 people show up to one of our meet-up. So it was amazing to see the growth. But that doesn't happen overnight. So the first step is to create a meet-up, so go to meetup dot com, create the meet-up, established relationship potentially with a local restaurant owner or some other business owner that could let you utilize a space in exchange for you buying products or something at their location, and then from there, make market market, and then when people show up, make it feel comfortable to make it feel welcome, and make sure you loop in engaging speakers, and I do it on a monthly basis so that it's not a significant time commitment and people kinda get burned out if you try to do it every other week.

[0:15:33.9] WS: Now, that's all some great tips there, you mentioned what, 12 or 15 people show up the first time, then after... Maybe you could tell us how long it went from 12 people showing up to 100 people showing up... How long was that time period? How long did that take?

[0:15:45.1] RC: 11, 12 months, almost a year. Okay, but

[0:15:47.9] WS: 100 people showing up. That's incredible. There's probably not too many meet-ups that are that large, I know there are meaning that are even a lot bigger, but probably a very small percentage, right. Of all the meet-ups are 100 guests or more, and so tell us about the venue though, that probably changed it in the meeting space to hold that many people, and then even... Are you paying for that space? How did you manage that?

[0:16:09.4] RC: No, so actually it was a pre-existing relationship that my co-host had with the business owner, so he runs a restaurant called the Manhattan Project here in local Kentucky, and he has a back bar area that just has a private bar and meeting area, but it's utilized as a restaurant typically, but on Wednesday nights, which is their slowest Night, which is why we picked them Wednesday nights, it's easy for the restaurant because it's like, Oh wait, we almost never have anyone come on Wednesday night, so that's better for us to have 100 people show up on a Wednesday night by beer by bozo, whatever. So it was an easy sell for us as far as trying to get them committed to it, but the venue actually, luckily hasn't changed, it's a decent sized space, so we just were able to fill it in better. The first meeting, it was kinda awkward because it's a pretty decent sized space and there's almost no one there, and so you know the owner is walking by looking at it as like, Okay, is this gonna be the amount of people that show up on a monthly basis but we had faith, and I think were rewarded his faith.

[0:17:00.1] WS: You mentioned you had a co-host, is that something you recommend... How do you manage that? Who's holding the meetings, or what is this co-host to... Yes.

[0:17:07.6] RC: Of course. And he's a good buddy of mine. When we first started, it was actually a question I posed on bigger pockets to try to see who would we be interested in trying to establish some sort of real estate meet-up. And luckily, my co-host, loop new powers, his name reached out to me and said, Yeah, let's do it, 'cause he's excited. He's a local investor. He's actually originally from Lovell. I've only been in love for about three or four years now, so I don't really have a significant amount of long-term connections here, and so he has a significant amount of those connections, and so he's been instrumental in moving people in making connections as far as speakers who are concerned, so... And he's been awesome, and he's just a gregarious and fun-loving guy, and so people really love him, and he's got 27 or 28 doors just himself right now, so he's definitely growing as an investor locally, and he's probably 35 or 36 right now, so he's definitely gonna be a big time investor long-term, and so people just respect them.

[0:17:58.5] WS: You mentioned something that most people would be worried about to is finding

those speakers, finding those guests that people actually wanna come see and listen to you... Right. How do you find them? And are there any kind of things that they have to have for them to be a speaker at your meta?

[0:18:12.5] RC: No, I mean not typically, we like to target people who either are regularly engaged with the meet-up or have some answer value that we just haven't talked about yet, so we've had people talk about multi-family development, we've had people talk about single family home flipping, so it doesn't really matter the individual, we just wanna make sure that they have a history and experience in some capacity, even as far as being an effective communicator, that necessarily isn't a prerequisite, because luckily, Luke and I are very good at trying to coax out good answers from the speakers and the audience is very receptive, so it's one of those things where people who get an ease very quickly when they're in front of the audience, luckily just through the community that we've built, but... Yeah, experience is number one, for sure. We just wanna make sure that they're able to contribute some significant value to the audience, and a lot of the recruitment we do as far as speaking is concerned, it's just people that are doing cool stuff locally, whether that's through the local Korea area organization or... We see them on YouTube or social media doing some cool stuff, and we know they're local, we actually had some people that we had come down from Indianapolis that we thought were really cool, and he said, Hey, you know, we got 80 to 100 people here that are investors, if you wanna come speak, come speak, they took us up on the offer, so it's more regional because again, if you could say, Look, we're gonna get you a 100 people showing up on a regular basis, that may be a good enough sell to be able to recruit people outside of your city.

[0:19:31.3] WS: Well, I was going to say that, but you said at first, 'cause no doubt about it, if you get a 100 people showing up in person that you meet up, there's many people who would come to speak right in front of that many people. You know, I feel like you ask them to come speak in to meet up, that's almost like most people, especially if they've been speaking a long time, they're gonna be like, Not another meet-up. Right, I don't have time to go to that 12 to 15 people, it's just not worth my driving or flying there or whatever, but when you can gather 800 to 100 people, you can get some good guess, you're holding an event at that point, it's not just a meet up. Alright, so we gotta change gears just a little bit, but just a few minutes left and I wanna get a few more questions, you're in the evening correlate for a long time you're getting into development, I'd just like to know, how do you like to see someone prepare for a downturn, maybe you're the investor, maybe you are preparing to do another development deal, whatever that may be, about How do you prepare for a potential downturn?

[0:20:22.3] RC: Yeah, just analyzing worst case scenarios, you always have to do that in particular, when you're analyzing investment opportunities, I feel like there's a lot of optimistic investors out there right now that are utilizing underwriting practices that I'm, in my opinion, are very optimistic, and that may be okay for the next year or two, if we don't experience something significant, but in reality, like you said, we're probably gonna experience something... It probably won't be as significant as something like 2008, but any correction in particular, if you're optimistic and you're underwriting criteria can put you under... And so I would say the biggest thing is just look at all the worst case scenarios and try to run through them, and if you feel like that's a risk you're willing to take and go for it. Now, if you're representing other people in their money, I would be very cautious with that because you're a fiduciary to that investment, so if anything, you should be taking less risk to make sure that you're able to be a steward to client's money...

[0:21:11.4] WS: Yeah, analyze risks to that, what are the risks and what are we doing to guard against those areas... You mentioned it a little bit, do you have any predictions over the next six to 12 months, anything... That you expect to happen in the real estate market.

[0:21:22.9] RC: Again, I just don't see asset prices continue to raise as much as they have over the last year or so, it's been crazy, both on the residential market and the commercial market in particular in assets like multi-family and industrial. I just don't see that being the case. And at some point, I think the Fed is gonna be lowering interest rates, I'd imagine probably the next six to 12 months, once that occurs, we'll start seeing some sort of correction take place, and so if you're currently frustrated with the fact that you're not able to find an opportunity to just wait, I think there will be some opportunities to come down the pike, and then on the retail side, I'm a big fan of retail in particular, like shopping centers that are located in desirable areas, great visibility, high traffic counts, great accessibility. I think there is gonna be a unique opportunity there as far as purchasing those properties at good values, and those could be great investments long term.

[0:22:08.0] WS: What's your best source for meeting new investors right now.

[0:22:10.7] RC: So I've been lucky in the sense that I've built up a pretty good brand locally in the area, so I kinda established myself as one of the go-to resources as far as commercial real estate is concerned, so I've had investors reach out to me from all over they see me on LinkedIn or they see me on YouTube, they've somehow got a copy of my book or whatever, and so it's actually not been as hard for me to deal with finding investors as far as the brokerage side is concerned, as far

as investing in particular projects, like you mentioned, I'm just getting started in that front, and I'd like to do a project on my own with my own capital before I take on other people's investments for the reason that I just wanna be a steward to that money once I do accept it but yeah, as far as finding investors are concerned, putting yourself out there is the big thing, and then over time, people will reach out to you, and I'm sure you've seen it, your end, you do a phenomenal job with your podcast, and I'm sure it's paid dividends as far as getting investors in front of you...

[0:23:00.9] WS: Thank you. Yeah, no doubt about it. It's taken a ton of work, but it has, it's gotten us in front of so many people, but I meant to ask you and quickly, 'cause we're bad out of time, but your team behind the content creation, I'm sure you're probably not the one doing every post maybe you are, I don't know. But what does that team look like quickly and what are they doing to help you create all this content and push your brand out there like that.

[0:23:20.7] RC: The main piece of team member that I have is one video editor for my podcast, other than that, I mean, I just don't edit that much, and I think it's come through just consistent production of video, I've become very comfortable in front of a camera and create a light script for myself where I just kinda go off of and I don't spend too much time editing and that sort of thing, because it does take a significant amount of time, and so luckily, I haven't had to have too many people as far as team members are concerned, now as I start scaling in the business, it would move me to invest in more VAs to be able to create the content or at least write out the actual verbiage as far as the videos are concerned, but right now it's kind of a one-man show, but I see the value in it, and that's something that's on my action items for the month I'm in a mastermind and one of my action items is to post a job description for a VA... Nice.

[0:24:10.4] WS: Couldn't recommend it enough. I used dozens of virtual assistance for all kinds of things, so number one thing that's contributed to your success, consistent action.

[0:24:19.1] RC: And I think the biggest thing that you mentioned was the morning, take advantage of your morning, read The Miracle Morning, and then incorporate whatever it teaches within your day-to-day routine and just have a great morning, every great morning adds on top of each other, what's been that daily habit for you as you've been disciplined about... To help you achieve success. Writing has been helpful. And then I'm part of a toastmasters group, I was president of my toastmasters group as well. Public speaking is a very, very valuable skill, you need to get excellent at it, and I've been part of the organization for the last five years, and it's been life-changing

[0:24:48.6] WS: For five years, and... Toastmasters, that's incredible. I have not joined Toastmasters, but I've thought about it many times. I'm sure that would be very valuable, and also how do you... Otto give back.

[0:24:58.1] RC: I'm a big proponent of getting back, I serve on various boards, Junior Achievement, I was a sign up in college, and so I've served on the local board there, and my body and I started an organization in college called engineers for business, which teaches Engineers is a skills marketing sales, etcetera. And so we're trying to get that off the ground and try to become a national organization, so I'm doing a lot on that front to try to get it up and going, and then I donate to causes that I believe in, especially those that have affected my family my grandmother had MS, so I'm very much a proponent of studies towards that, it's extremely important to give back when you've had a lot of blessings and in my life, I've got a lot of blessings right out.

[0:25:34.8] WS: Well, I appreciate your time today, you have definitely given a lot to us and just sharing so many things about branding, how you have done that well over numerous books now, and even some of that process that I feel like you've helped think through. Maybe it's not as daunting as we thought, it's still a big achievement either way, no doubt, lots of time to create a book, write a book and make it a success like you've done many times now, that maybe it's not as daunting it for the listener as they thought, but congratulations just on your success as an author and then appreciate you just breaking down the content creation side and the value of YouTube, but also the meet-ups going from 12-15 people to 100 people, even in 12 months. That's an accomplishment. You're holding a monthly event... Right, that's incredible. So I can just... Congratulations. All your success there, televise, selling in touch with you and learn more about you.

[0:26:24.5] RC: Yeah, sure. So if you could reach out to me, be it my website, it's [www Ralph, also Lazo dot com](http://www.RalphLazo.com). You can reach out to me via LinkedIn, I'm very active on that platform, feel free to go to my YouTube channel, I have a podcast, all the commercial real estate Academy podcast, where we talk about commercial real estate topics and interview people from all across the nation to talk about commercial real estate topics, so that's something that can be a value to your audience and just feel free to email me whatever you like all my contact information is on my website or feeling then.

[0:26:56.3] ANNOUNCER: Thank you for listening to The Real Estate Syndication Show, brought

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