

EPISODE WS1558

Levi Lascsak (LL): If you treat YouTube like a hobby, it'll pay you like a hobby. If you treat it like a business, it can pay you like a business. But you need to develop a business plan with that. So I had that all mapped out. Once I did all my research, I mapped out a business plan so I understood what I was going to be doing for the first six months of my channel.

Whitney Sewell (WS): Marketing is something that I have had to become good at. And I would say I have long ways to go, though, to say the least. There are so many different platforms, and so many different things to think about. Well, our guest today has become an expert, in one platform, specifically, probably many platforms.

But we're going to talk about one today where he has dominated. And I'm looking forward to this conversation. I get questions all the time about this specific thing. And I am not an expert, Levi, welcome to the show.

LL: Thanks, Whitney. Thanks for having me.

WS: Yeah, honored to have you on it's impressive what you've accomplished on YouTube and for your business, for your real estate business through this platform. I know our listeners, whether they're active or passive, are interested in learning more about this platform and how to use it best. But let's dive in a little bit. And let's get into how you have used it.

What is it? What have you accomplished on YouTube? Share a little bit more for the listener to understand, hey, you've done this, you're doing well on this, and we're gonna dive into some specific things and how you've done it as well.

LL: Sure, absolutely. So April of 2020, my financial services business closed down because I had contracts with all of Dallas Independent (School District), worked with all the teachers on retirement planning. And of course, all the schools shut, I mean, the world shut down right in April of 2020, around that timeframe. So all the schools shut down.

So you know, I was used to going to campuses every day, Monday through Friday, meeting with four to five teachers a day, working with them on retirement, which was very lucrative, and a lot of fun. I was in the fifth year of my business there. And 2019 was my best financial year ever. And the first quarter of 2020 was my best financial quarter. I was outpacing 2019 by 40% already in 2020.

So I thought man 2020 is going to be absolutely amazing. And then you know, everything shut down. You know, I just didn't understand when anything would open back up. When would schools come back? When would the world come back? I mean as we all remember, if we can remember, it was an interesting and scary time. And so I sat over the summer of 2020 thinking

about you know if I'm going to pivot, how do I start over without starting over? Because I was also 41 years old. And you know, having your business kind of closed down --

WS:

Forty-one years young, I would say.

LL: Yeah, 41 years young. So I've asked myself, well, if I'm gonna start over, how do I do that? Because that's not the most attractive thing to face when you're at that age. So I've had friends trying to get me into real estate for 20 years, and they always thought I'd be a good real estate agent, but I never wanted to be a real estate agent.

So I thought, okay, well, if I'm going to actually make that pivot, and I'll watch real estate start to grow as one of the few industries, you know, other than online shopping start to grow over 2020. And I thought, well, if I do make a pivot or change, then this is probably the time to do it. But I didn't want to just get into real estate and then try to figure it out.

My number one fear was failing, you know, being a statistic, being an agent that gets into and just sucks or you know, or getting into and having to cold call and door knock and you know, do all the traditional methods. They do work but that was just something that I was not excited about doing at all whatsoever. So I just paused instead of getting in real estate and trying to figure it out. I said, Let me research first. And if I can figure out a plan, you know, as far as a marketing plan, because what I also understood was, it's not the best real estate agent that wins. It's the best marketer.

So I was like, I gotta figure out a marketing plan. And if I can see how that I can apply that to real estate, and if there's an actual gap in the market, because I also didn't want to compete with the 15, 20, 30-year veterans in the market. I thought, let me see if there's (some way) to slip in. And I figured that would be through social media, wasn't sure which platform so I looked really see a strong game plan. I was hearing of people doing business, but not like a tremendous amount of business. People were like, "Yeah, I've done one, two, or three or five deals from Instagram or Tiktok."

But nothing that I thought would, you know, pay me what I wanted to be paid over the next year. So YouTube was my last choice. And when I started to dig into YouTube, I started to understand that it was a search engine versus a social media platform. And once I understood that, I started to be able to find data and analytics. And things like Google and YouTube actually tells you what people are searching for.

So all of a sudden, I started to look up the suburbs of Dallas. And on Google, you know, for example, one suburb Plano, Texas got 90,000 searches in a month. Well, whenever I found the search volume on YouTube, it was 834,000 searches per month, so 10 times the search volume on YouTube versus on Google. So that told me right there I thought, well, that tells me people want to see these areas, see these neighborhoods, the suburbs, they actually want to experience it versus just read about it on a blog or something plus, whatever you Google these

days likely they're going to push you towards YouTube and video anyways because they know the power of video.

So once I started to figure that out, then I figured out well I can actually search what people are look for in the suburbs in the areas of Dallas. Like, what's the cost of living and you know, what are different price ranges and veteran benefits and VA home loans and you know all these types of topics that people look for and start researching this information. And so that kind of started to build out my content. So the thing was, is that I did not sell a home in 2020, I released the first YouTube video, once I started to develop that strategy, I released the first YouTube video on December 5th of 2020. Well, I didn't sell a home in Q1 of 2021, because I was just making videos.

And that was all I decided to focus on. I didn't want to spread myself going across five different platforms either because I knew I'd end up putting 20% effort, you know, into each platform, I wanted to find one platform and go all in. So once I decided it was YouTube, I was like, Alright, I'm gonna go all in on YouTube and focus on that before I even think about getting involved in another platform. So the first video came out on December 5th 2020, I did not sell a home in Q1 of 2021.

Then in April of 2021, we closed the first two transactions, I found my current business partner, Travis Plumb. We met up, partnered up, we closed the first two transactions April of 2021. By the end of the year, in the last nine months. In our first year, technically, as real estate agents, we closed \$33.5 million, 64 transactions right at 1,007,000 in commissions, then that completely snowballed into 2022.

And of course, as of this recording, we just pretty much wrapped up 2022 numbers just from YouTube, this isn't counting our other referrals and things like that, that we got, we ended up closing right around 85 million from YouTube. We did about 154 transactions, and right around \$2.5 to \$2.6 million in commissions in the second year from YouTube. And so the reason we're able to do that is that the videos compound, you know, that's the whole concept behind passive prospecting, which is what we discussed now.

And I know that everybody loves the idea of passive income. But it takes work in the beginning to build something that's going to, you know, pay you on the backend, especially over time, but you got to think about that way in the form of prospecting as well. I've been in sales for 20-plus years, love sales, but I always hated prospecting because I felt like I spent 90% of my time prospecting.

And the same thing, I believe your audience is mostly, you know, multifamily, or commercial investors, right. And so think about simple concepts, like raising money or looking for investors or things like that, that takes time. And if you're doing that, you know, you can only make so many phone calls in a day, you can only go to so many networking events, you know, you can only travel to so many conventions, you become limited at some capacity.

Now, could you get an ISA or somebody to do some of the things? Yeah, but you know, raising money, those types of things, finding deals comes from relationships, it comes from digging in doing a lot of the dirty work, but if you create content, you know, for us, we're able to create content, and then that video continually prospects for us 24/7.

So the thing was, is that in the first 18 months of our channel, it was watched over 104,000 watch hours. So you divide that by 24 hours in a day, that's equivalent to about 15 years worth of watch time. So you think about that in a year and a half our channel was watched 15 years or actually prospected for us 15 years in a one and a half year timeframe. So that's a compound effect of your time.

That's the other thing. Everybody loves compound interest. And so you know, before you invest in anything, stocks, real estate, crypto, I'm sure everybody always asked what's going to be the return of investment? Well, if you're going to invest your time into something, you should be asking what going to be the return of my time, which is really very difficult to measure.

However, YouTube gives you so much data and analytics on the back end, that you can actually directly measure that. Well, if one video like one video, for example, took me 30 minutes to make in totality. It's been watched well over 10,000 hours, you divide that by 24 hours in a day. That's like 1.34 years. So what I invested 30 minutes of my time in that one video has given me 1.34 years worth of prospecting back, and that's constant it goes on 24/7 days, nights, weekends, anytime you can look at our channel 234 In the morning, it's getting 7580 You know, 100 views sometimes at three in the morning. It's like who's watching Real Estate YouTube videos at three in the morning, I don't know.

But the thing is, is I'm not knocking doors or cold calling people throwing sleeping but the channel is working for me on a consistent basis. And so that's what allowed us to go from 33 million in one year which is astronomical for any first-year agent to go to 85 million and our second year just from YouTube, we're actually going to end up we ended up closing around 97-98 million and totality in our for five years to nothing and then have to start over I'm like look, I got to focus on paying the bills.

And so that was really the main goal is to make, you know, one to 200,000 That's what I was really hoping for From the channel, but what I started to see was that those videos can just compound and more and more and more. And so that allowed more people to view that. And so from there we got the calls, you know, we started to get into calls non-stop.

And that's the other amazing thing about video on YouTube is that people walk themselves through the whole cell cycle, you know, they find the videos on their own, they watch the videos, and whenever they reach out and call us, they've already made the decision to work with us. And that can be the same. If you're trying to raise money or whatever it may be, you're trying to find investors or you're trying to find properties.

WS: You mentioned that they're watching your videos at 3 in the morning, I was gonna say, yeah, they probably would not become a warm lead, if you are knocking on their door at 3 a.m..

LL: But not being happy at all. No.

WS: You learned early on that it's the best marketer that wins. And you know, you had been in sales obviously, there's some marketing to that. But you know, this is taken to a whole nother level a different level altogether, speak to some of your education about marketing, how you did that, how you learned about YouTube. Just how did you dive in, it can be so intimidating.

And when people think about creating content, right? They're going to be on video that much? Or are they going to say the right things, all those things? How did you start to educate yourself to learn about social media and marketing? And then let's dive into some of the specific ways you've built this channel.

LL: Yeah, well, I believe you can hyper-learn any subject in 60 days with the amount of information that's out there through books, blogs, vlogs, YouTube, Google, I mean, the information is out there whatever it is you want to do, it doesn't matter. You know, if you want to become the best knitter, you know, you want to knit mittens, you can figure that out.

WS: You can find it on YouTube.

LL: Oh, absolutely. So the thing is, is that, that's what I did, I went into hyper-learning, which means no, Netflix, you know, my extracurricular time was spent consuming content about YouTube. So I'm a little old school. I start with books, actually bought a book called YouTube Secrets. I bought eight different books, but YouTube Secrets was by far the best book and then the second to that, which came out a little bit later was YouTube Formula. And then of course, our book, "Passive Prospecting", a shameless plug which will be out hopefully by next month's passive prospecting. I think that's going to be a real true blueprint on YouTube and how to implement that in your small business. So I start with books.

Now YouTube Secrets is the one that really kind of kickstarted for me whenever I said I realized YouTube was a search engine because I started to understand the fundamentals and principles of the platform. So I think that's where you want to start if you want to get involved in social. You need to understand these platforms from the producer side versus the consumer-side and if you understand the back end and how they work, it makes it a lot easier to work with the platforms versus posting something and going, "Why did I not get any views? How come nobody's seeing my stuff? You know, how come I'm not getting any traction?"

Well, there's a strategy to all of it and so I bought the books and the books led me to you know, YouTube led me to blogs and then I started to find different creators that taught YouTube you know, Nick Nimmin, and Roberto Blake, Think Media, Sean Cannell, video influencers, Benji Travis, you know, all these different people Derral Eves who wrote YouTube formula, they teach YouTube, like nonstop on YouTube.

And so I started to understand the fundamentals and principles of the platform. And then I said, how do I apply this to my business? How do I apply this to residential real estate, and so that's where I started to understand how to make content created. And so I just hyper-learned over 60 days, consumed every single thing I could, instead of watching Netflix, you know, or anything else, or, you know, taking that little time on Saturdays, you know, watching YouTube videos, you know, just nonstop and making out a plan actually building out a business plan too the thing is, if you treat YouTube, like a hobby, it'll pay you like a hobby, if you treat it like a business, it can pay you like a business, but you need to develop a business plan with that.

So I had that all mapped out. Once I did all my research, I mapped out a business plan. So I understood what I was going to be doing for the first six months of my channel, I didn't film one video and then wonder, okay, well, what do I do now? You know, what's the next piece of content? I mean, I already had that mapped out now, was it perfect? No. Could I adjust some things? Yeah, absolutely. But I had a very good plan, a solid plan to at least get myself direction to get started on that.

WS: Help us to know some of those things that are in that plan. You talked about being mapped out for six months. I think just taking the time to do that could alleviate quite a bit of stress, you know, for someone right?

If all that's already been thought out, you're not having to think of that always on the spot, or every day or whenever you're recording. Speak to some of the things you need to think through and you're mapping it out, you know, for six months like that.

LL: That goes back to understanding how YouTube works. So publishing schedule, consistency, times of the day, what type of content, search-based versus browsed or suggested, you know, all these types of just the little intricacies of the platform. And so for me, it was, okay, what do I want to do plus also looking at the marketplace, you know, when I started, there was really at the time only about four agents in Dallas, believe it or not, I mean, I couldn't believe that there was really only four agents that were consistent on YouTube and the top one had 7,000 subscribers to my zero, and the number two had 5,000 subscribers to my zero, and the other two had like 4,000 each and I thought, Okay, well, what's different?

You know, how can I catch them? Or how can I beat them? You know, that was the question I looked at. And it was simple. Well, I noticed every single one of them published one video a week, now they had a 2, 3, 4-year head start on me, but I thought, the only way I'm going to do that is that work them is to publish either twice or three times as much. And I just decided, I like to do things sooner rather than later. So I decided I'm going to publish three videos a week, I'm going to triple their output. And that's what I'm going to do.

So that was the first you know, one of the first decisions three videos a week. Okay, now, I'm going to do three videos a week, what are those videos going to be? What format are they going to be in? How am I going to film those? You know, then get them edited? Then get them

published? And what am I going to do ahead of time? And do I film a month's worth of content first, because you know, and that's the other thing, I understood that consistency is very key. In the beginning, most people film in one video, get all excited, publish it on YouTube, and then guess what happens, life happens, health happens, real estate happens, family happens, and then nothing happens. And then a week goes by, two weeks go by and then guess what? Oh, well, I didn't really get much traction on that first video. And then the excuses start to set in. And then inconsistency sets in and--

WS: Better go try another platform or--

LL: Yeah, I'm going to try something else. Right? And so to me, it was three videos a week, I'm going to film a month with the content first, before I ever published that way, I give myself a month's head start. And so whenever I published that first video, I was already scheduled out for an entire month, and I could start working on the next month's worth of content. And that way, if anything came up that sidetrack me which it will. And I missed a week of filming or something, guess what? I was still three weeks ahead at that time.

So then I was able to recover or double up on content one week or, you know, work through that. It wasn't a big deal. So I didn't get thrown off. And so I was able to stay extremely consistent. You know, now, it's been two years of the channel. And I've been very consistent on at least publishing almost three videos every week. Some weeks, I've done two. And that's mainly because things would happen. I've had videos take off, you know, kind of go mini-viral in a sense, I wanted to watch and so I held off on publishing, just to see what would happen.

So you know, a lot of experiments happen within that timeframe as well. But otherwise, in the very beginning, when nobody knew who I was, and there was no traction, the most important thing for me was to stay consistent based on the research I did. So you know, and then what times a day do you want to publish? When is your audience online? All those types of things, just building that out. And then what videos do you want to shoot. And so I had mapped out the order the videos that I wanted to shoot.

And so I think about, you know, like your audience, and let's say multifamily, you know, you could make videos, educating people directly on that. Maybe you do that one video a week, and then the second video week is I would highly, highly recommend documenting what you're doing. You know, document if you're walking properties, if you're making phone calls, if you're talking to investors, you know, or raising money.

I would document that process, you'd be surprised if you're gonna go out and walk a property, then take a camera with you, film yourself and talk through it, you may be with somebody and that's okay, you may be by yourself. The worst thing you can do is be by yourself doing all this work and not documenting it. Because if you just publish that content, you make one educational video per week, which is like, here's my process for raising money, but then the next video is actually showing them or working through that.

And then you got two videos a week, guess what? You're going to attract all the business you need just from that content. And guess what that allows you to do instead of prospecting and looking for investors and trying to raise money, you can do more of what you should be doing, which is out finding more deals, walking more properties and making more content.

And trust me, you'll have people calling you once you establish baseline on your channel and you get gained some traction, they're going to be calling you and saying, "Hey, I want to invest in your next deal. Put me on your list." You know, and there's nothing more powerful than that.

WS: It's helpful to think through that a little bit because I wanted to ask you, because I know it's always a sticking point for most people and myself at times. And it's like, what am I going to record another video about, you know, we've done almost 1,600 interviews, you know, our podcasts and turn that into all kinds of things, however, simplify that a little bit just like you just did you know.

You said okay, maybe one time a week, we're talking about something specifically about multifamily. The next time during the week, we're gonna record ourselves doing something in the business that we're working on, right? That's helpful. We're doing lots of things in the business. And I think some of that's a limiting belief thinking, well, there's nothing I want to record myself doing right?

Or, you know, or maybe I don't know enough about that thing to record a video on it, or there are all these things that like hit us in the face right when we start to hit that record button. But help us do that a little bit. How else could we think about simplifying the process of creating the content through the week about what we're doing or other things?

LL: Yeah. I mean, I would map it out, you know, I would say, Okay, what's the top 20, 30, 40, 50? things? I mean, I would stretch it out, say, what's the top 50 things? And you could probably go online, easily and Google top 50 questions for investing in multifamily. And you'd probably get several websites that here's the top 50 things that people want to know about investing in multifamily. And you could have 50 video topics right there. You know, now, if you have any experience at all, whatsoever, you should be able to talk through a majority of those, maybe you cross out a couple of things, because you're not familiar, but what's the fastest way to learn something is usually to teach it.

And so guess what, if there's something on that list, that you're not sure about it, research it, read about it, watch YouTube videos, gain a few perspectives, make some notes and then curate it to where you regurgitate and explain it in the way you understand it. And so that would be that topic. But otherwise, if you know, 30 out of the 50 topics, well, you've got 30 video topics right there. But that's for every week.

Now, secondary, like I said, documenting what you're doing. If you're doing things at home, it's simple to jump on Zoom and record your screen. I mean, if you're gonna be looking at a property on home, or maybe have a spreadsheet, and you're working through how to underwrite

a property, I mean, just doing anything like that, say, hey, you know, you jump on Zoom, you could say, by the way, I'm about to underwrite this 50-unit complex I'm taking a look at, and we're gonna determine whether it's a good deal or not. So let's jump in my computer and take a look. And then you just share your screen on Zoom. And maybe you punch in a few numbers on an Excel sheet, or you may be filming yourself writing it out, you know, on an actual pad and paper, whatever works best for you. And then that becomes your content.

So that's what I mean, by documenting the process through what you're doing. Now, you could turn that content into actual curated content, if you want to be more specific, but if you just want to be natural about it, there's ways to do it. But if I was out walking properties, looking deals, driving, looking at apartments, or, you know, how do I find owners of buildings, and lots and things like that, I mean, they're everything.

Basically, everything you do every day, if you're full time in the business is content-worthy, likely, you know, and you just start documenting that process. And so that's where I would start I would find and what I mean by an educational-style video, like you sit here in front of the camera in your office, and you explain something. You know, you do that that's like fixed content curated. It's like talking head office video. That's it, man, you get out there, like we do this in our real estate channel. I do that I do like pros and cons, cost of living, top five neighborhoods of this area, that area, which is great, but then I go out some of our most popular videos or vlog tours actually going out in the neighborhood.

So then I show them neighborhoods, I'm like, Hey, by the way, we're in Frisco or Plano or McKinney, here's the old downtown, I'm going to take you around, show you different neighborhoods, different price points. And so I just document myself out in the neighborhoods, and it gives people the ability to see, oh, I like McKinney. It's got a really cool historic downtown. But then it's also got a brand new construction for all the new stuff, and the whole foods and all that great stuff, and then they've got these new construction communities and wow, I can get that house for \$400,000? That looks pretty good. Oh, that house is only \$600,000? And so by taking them out in the neighborhoods, showing them around, that's some of our most popular content. And that's why we get so many calls.

You know, I mean, it's just, it's just crazy. Because the great thing about video too is is the client builds the relationship with you. The video builds the relationship for you actually. And so like I said earlier, when they call you they've already decided to work with you and when you're documenting your process, and you're looking for raises or investors or even properties because guess what else is going to happen?

Then sellers are going to be watching your channel, they're gonna be like, Hey, I've got this 20-unit building you look like you know what you're doing, I need to offload it and, you know, I think he might be the person for me, you know, and so that guess what, you're going to start bringing in stellar, so you know people that they're gonna be like, well shoot man, I love your stuff. I need to get rid of this deal or I'd love I'd love to sell or finance it or whatever. So it's it's multifaceted. It really kind of, in my opinion, solves your problems of a lot of things.

WS: Podcast has done a very similar thing. It's you know, build those relationships. People hearing me every day seven days a week right before we ever get on the phone with them they feel like they already know me. And then they do. They know so much about me before we ever talk. I wanted to ask you quickly because there's a couple of things I want to get before we run out of time.

Do you have different channels, numerous channels, is it one main channel and then also the length of videos? You know, is there a certain length that you're sticking to for all all these different types of videos, or is it going to vary?

LL: Yeah, we got a couple of different channels. So I mean, we have our real estate client-facing channel so that is, you know, people looking to buy or sell real estate and we have an agent-facing channel so you know, we work with agents, we partner with agents, you know, we offer courses and coaching and they can partner with us at our brokerage I mean, we're always looking to expand our team that That's to me, that's it's a completely separate audience.

And if we mix the two, we would lose both audiences, you know. And so that's the deal now. And then we have a third channel because we're partnering up and working with a blockchain company. You know, that's designed specifically for real estate. And that's something that we're trying to help educate agents, basically, anybody in the real estate industry, because we will be moving towards blockchain and NFT's in the industry, and it's in your best interest to get into. So yeah, we really have three channels, mainly, but yeah, length of videos, I mean, they're as long as they need to be.

You'd be surprised. Yeah, I mean, I've experimented with an hour-long video on my channel. And that's one of the most watched videos. So the thing is, is that people on YouTube mode, they're in learning mode. And so they're there for education and entertainment. So if you can educate, you're going to hold an audience. And if you can also be a little bit entertaining, you're probably going to hold more of an audience.

WS: Speak to the team that it takes to to edit and finish and post and those things. Is that you? Are you doing all the editing and posting? Or, you know, are you recording it? And then it goes off to a team of virtual assistants. How do you do that?

LL: Yeah, I've never edited a single video. That was something I knew from the beginning. And by the way, you know, we did all that volume 33 and a half million the first year, 85 million the second year with no ad spend. So we'd never ran a single ad to the channel that was all organic, using the YouTube and the SEO, the search engine optimization and the search results and creating content that way. So no, I've never edited a video. So I used my budget for editors versus marketing.

And now we've actually built out an agency so we have an agency to where people can come in real estate agents, mortgage officers multifamily doesn't matter, any small business owner

actually, if they work with our team, the team does everything, turnkey. And so all they have to do is film the content, our team will create the thumbnail, write the description, the tags, the titles, the SEO, all of that hashtags and even upload it for you. So it's a completely done-for-you system.

You just have to record the content. So that's we have that available because we're helping agents understand how to do this on YouTube, but then they'd all get stuck, you know, trying to find editors and all that stuff. And it's hard it's difficult and then if you find an editor they know nothing about optimization, they know nothing about analytics and our team is complete, they can do it all. So now we do offer that service.

WS: I can relate to that. I've also never edited the first piece of audio or video and don't want to. I wouldn't even know how. So do you turn this into a podcast then, or put it on other platforms as well, or is it like nope, YouTube diehard?

LL: No, we have the Passive Prospecting Podcast as well. Our agent-facing channel where we teach this stuff is called Passive Prospecting on YouTube. Same as our book coming out, our website is Passive Prospecting. So you go to PassiveProspecting.com. And then we yeah, we you can look up passive prospecting YouTube for real estate is what we talked about on there. So yeah, we cover about 90% YouTube for real estate.

And then sometimes I talked about other business concepts. You know, I just did a actually my podcast last week was really about planning, you know, planning for the, for the new year, how do you, you know, break a year down into daily activities, things like that. So sometimes I go, not not just on YouTube, but simple business concepts, too. But otherwise, yeah, we have that podcast.

WS: All right. It's been great. To learn more about YouTube and how you have been so successful using that platform. I want to jump to a few final questions before we run out of time. But just wondering what is your expectation on the real estate market over the next six to 12 months. You know, it can be Texas-specific or you know, just nationwide, but any predictions or anything you're thinking about as far as what you expect?

LL: Yeah, I expect the most visible agent is going to win, and that's depending on what you do. So if you are if you're a cold caller, then you're probably going to have to make a lot more cold calls. You know, if you're a door knocker, you're gonna have to door knock a lot more doors than if you're like us and video we're gonna have to make more video content.

And so I think the most visible agent's going to win, people buy and sell homes and multifamily units and everything else in every type of market and every day. It's just going to be the question of whether or not they find you to help them. I think you need to be visible in one way or another. Don't fight it. If you're reluctant to get out there. Don't fight it anymore. I mean, I think video is the best way to absolutely leverage your business.

And if you don't think you have time to do video, then that's exactly why you should do video because if you don't have time to make a couple of videos per week, your time is not leveraged correctly at all. So I think, you know, the next three months is probably going to be pretty challenging, and we'll see how interest rates go and you know, maybe when most people will see, at least in the Dallas market, you know, us being in Dallas, Texas, we were typically a very steady market. I don't expect to see home prices completely crash out. I just looked at December numbers, we still had 10% appreciation growth in the market in December, which was the same for November. November was like 11%.

So that is starting to normalize. But homes values are still appreciating here in Dallas. We're still having a huge influx. So I think if anybody can make it through the next three to four months, I think the last half of the year could be very interesting, maybe not as crazy, it was the beginning of 2022.

But I think you will start to see some more buyers come into the mix. But now as buyers, I think this is some of your best opportunities to negotiate, you know, and so I think there's opportunity out there on that side. And, and I don't know, we just had a listing over the weekend, we sold it within three days, got it under contract three days. So as long as homes are being priced correctly, at least in the Dallas market, we really work on pricing our listings correctly, then then they're still selling. We're still seeing buyers out there, we're still getting calls, you know, from our channel.

I mean, in November, I haven't looked at December numbers, but in November, we still had 47 YouTube leads, so that's 47 people that called us in November when everybody's saying the market is completely dead.

WS: That's awesome. Speak to your channel. And you know, just the reasons even the compounding effect, like you were talking about early on. What about some daily habits that you have that have produced the highest return for you?

LL: Oh, consistency, you know, living by my calendar that kind of goes into what I was talking about is that it's not just, you know, your day maybe starts the night before, but your week starts the week before, your month starts the month before, your quarter starts the quarter before, and your year starts the year before.

So, you know, we've planned everything out at the macro, and we break it all down to the micro, so I live and die by my calendar. I don't really question what I do every day, because I'm usually just going from one calendar event to the next one. And, you know, sometimes that's here in the office, sometimes it's out and about. You know, like last Friday, we found three listings. So we did that in one day that eats up a good majority of the day. I was still able to work in the morning. But I think for me is continual direction, you know, I've got a really great team in place. And so it's always making sure that I'm in contact with them every single week, we have our fixed meetings, because I think the ball is moving every single week. And if you're not on top of that, and making adjustments really on a weekly basis, right now you're going to fall behind. So I just

need to move the pieces around, direct, make sure everybody's working on the best things possible.

And that allows me to do you know, complete my tasks. And ultimately, that all adds up to the larger goals. So for me, it's consistency, its clarity, it's being planned out. And again, by Monday, you know, my week is already 95% booked, there's very little wiggle room in there. But if somebody tries to get on my calendar, they're going to have to find an open slot. So it's just being very structured and disciplined. You know, as far as just accomplishing what you need to that's going to move the needle the best.

WS: I can completely relate to you on the calendar. That's great. How do you like to give back?

LL: Man, I do so much stuff for free. You know, I do four trainings a week, four live trainings a week for free, in addition to everything else, plus, you know, these podcasts, things like that. I mean, I do a lot of interviews and appearances. And I don't ask for a penny for that stuff. And I know that's just training and coaching and helping other people.

And the training is for our communities, and people that you know, are looking to us for answers and information. So I do that Monday through Thursday, one on Monday, one on Tuesday, one on Wednesday, one on Thursday. So, you know, I always tell people, I won't quit on you if you don't. So I'm here every week, you know, unless I have to travel or I'm at a conference or something.

But otherwise, you know, we're conducting our trainings, people can get on my calendar. And you know, that's the way I get back. I mean, I have other inquiring about charities or anything like that. I've few charities I support personally, but otherwise, I give back with my own time and being available, I would say.

WS:

Yeah, your time is your most valuable asset. Right? Levi it's been an honor to have you on the show and to meet you and allow really to you to educate the listeners and myself more on YouTube, how you have been so successful using YouTube and your businesses. Thank you again for your time and giving back to us in that way. How can they get in touch with you and learn more about you and your training, coaching all those things, and your book?

LL: Yeah, probably the best way is PassiveProspecting.com And actually the homepage will have an option for you to sign up. You know so you can be notified as soon as we release the book and we're not trying to sell you anything. T

here's just there you can be notified and then we have you know other tabs on the website you can explore around, you'll see our video editing offer on there. You know if you're a real estate agent and you want to learn, we have a free training on the partner with us tab that you can click and link on there as well. So other than that, find me on Instagram. That's just my name Levi Lascsak. And you know, put out a ton of content there, but also on YouTube. So if you want to

find our real estate channel that's LIVING IN DALLAS TEXAS. If you search that, it'll likely pop up, you'll see that and then, of course, our real estate agent channel is Passive Prospecting where we educate, and the blockchain channel is Consortium.

So that's something that if people are interested about learning more about blockchain, I think and I'm starting my journey there as well. I'm not the novice, I'm not a big crypto geek or anything like that. So it's something that the reason I wanted to start that is so I could work with the smart people that know that stuff. And then I could learn from them you know, have them on the channel. So we're doing one training a week on that channel as well right now.

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