

From Firefighter to REI & Entrepreneur Coach: Colby Amerine's Story - Part 2

Host: Josh Cantwell

Guest: Colby Amerine

Welcome to Strategic Real Estate Coach Radio, hosted by Josh Cantwell and Kyle Garifo. Strategic Real Estate Coaches, where the nation's leading real estate investors, brokers and agents turn to transform the way the real estate business is being done in neighborhoods across the nation. If you desire to make more money, do more deals, grow your passive income and build the lifestyle you've always wanted, you need Strategic Real Estate Coach.

This powerhouse team is led by Josh Cantwell, a seasoned investor with nearly a decade of experience, over 700 transactions and over \$5.5 million in fundraising generated for himself and his partners. Now, sit back, listen, learn and accelerate your business with Strategic Real Estate Coach Radio.

Josh: Hey everybody what's going on, Josh Cantwell, CEO of Freeland Venture Real Estate Private Equity at StrategicRealEstateCoach.com. Welcome back, welcome back to our Strategic Real Estate Coach Podcast, an interview series and as always, I'm super excited to be with you to be sharing some amazing coaching training and stories about real estate entrepreneurship, leadership and CEO talk and love to bring on guests and talk to them about their expertise and share their story about real estate and about their journey of having success in business. Hope you've enjoyed all the podcasts. I don't know what your favorites are, but if you have a favorite, definitely leave us a review or a rating on iTunes or YouTube or whatever platform you find this interview.

Today I am joined by a relatively new friend, his name is Colby Amerine and he is one of the nation's leading experts in real estate education specifically for sales conversion, meaning his expertise is really in working with real estate investors, helping them convert more motivated sellers in the contracts, finding the pain, finding their motivations and converting that into a sales contract. And he also has a great story which we're going to share today. So, Colby, thanks so much for joining me. How are you?

Colby: Thanks Josh. Doing well. Glad to be here.

Josh: Fantastic. So, Colby, your specialty is really, because you really like to communicate with people, are very natural in a house, very natural working with coaching students, very natural, working with motivated sellers... You have a

process that you use when you're face to face with a motivated seller. This has become your thing that you really hang your hat on, that you're really an expert at. A process to work with that seller to find out what's important to them and convert them into contracts. And, you're so good at it, that you have a coaching program that you mentor people who are looking for more a sales skill to kind of fine tune their sales skills. So, first talk about that process. What's that process look like? What are some of the things you ask or desires maybe that you used to convert that deal? And then tell us a little bit more about that coaching program that you run in case our audience wants to engage with you on that.

Colby: Sure, absolutely. You know, just like you hone in on the raising money, deploy money, and that's kind of the, the cog of the big wheel that you maximize your time to make the most money. I did the same thing like you said, with the sales. What it found was when you find what you're a ten at and you're really good at it, yeah, you can have all these businesses and things, but like you can contribute so much to your network and space when you're really good at what you do, right? And so, what I've found through this journey of thousands of people literally in six years, close to 10,000 interviews, need a knee and that if I really pay attention and I focused on studying patterns and people went and studied neurolinguistics programming, which is kind of what Tony Robbins does to you. Studied psychology, studied people got to learning people, plus this, my experience of being with people over these patterns of time, what I've found, what I found was, and I've studied every, not everybody, I studied a lot of different training. I've studied the, you know, the, Grant Cardone's the Tony Robbins and Jeffrey Gitomer and David Santa and all these people, just eating up all of these trainings every single day. And then I would go to deploy them and test them, right. And some of that stuff would work. My old school way was kind of the Grant Cardone car sells way, where it's just this kind of like a boxing match and it was literally, you know, you punch, I punch, you punch and it was like who could wear who out who could last longer?

Josh: I'm actually closing and buying a car tonight. I'm getting my wife a new Yukon Denali. She loves these Yukon's, it's like our fifth one. We're getting our new Yukon Denali and I was doing the punch counter punch with the used car sales manager. I only buy used cars because I never walk off the lot and lose 45 grand, pulling off the cover, I'll never do that again. So, talking to the guy that was punch counter punch and we actually punch, counter punch the last couple of sessions via text. Worked the deal out, right? We're going to go sign everything and close and drive the car home tonight, so funny that you bring that up, but yeah, go ahead, go ahead and continue.

Colby: So, you punch and punch and to 90 seconds here I actually bought my wife a 370 Z for Christmas and I went in and I did this thing, I just went, I just skipped the sales guy, went straight to the manager, went back and bust the door open to those people. I said, hey look, I do sales, I train sales, I'm not here to haggle and beat you guys up, I like that car and if you take that much off and make it work for this I'll be sitting out there if you have it figured it out I'll buy it if not, it's like I'm not fighting. And they did...

Josh: Don't beat them until they are black and blue man, I'll just send here and wait for your answer.

Colby: So, through this process, I was taking these people's training and deploying it and that works. It's just kind of old traditional, and I took some different kinds of trainings. And what I've found was this, it doesn't matter if you're selling or if you're buying, you know, it's kind of a paradigm shift, you're a buyer, you're buying a home seller. That interview can be the very same as somebody buying coaching. If you're an insurance salesman, it doesn't really matter what you sell. This process that I put together, you don't have to be a professional salesperson. People get scared of that, they think I have to have, you do have to have some, develop a skillset. But I built a process because I started, we started getting a lot of engineers and a lot of left-brain people, if you will, in our coaching programs, and man they can't, they can't box, you know, they just need a check box system, you know. So, I was like, yeah, you need these seven steps. And when I started doing it, you know, do these seven steps in a row, don't go to step two until you finish step and fell in love with like, this is great, right? And they actually start closing deals. So that was really fun. So, through this journey to develop this out, put together seven steps and basically, I mean, I'll go and really fast. So, what I learned was this, I'll kind of pre-frame it, what I learned was this, overall these appointments I've gone on you first and foremost, you end up going on appointments that are unqualified, right? Which, I mean in the beginning you should probably just go on every appointment you can just to start developing a skill set. But it's, there's a tipping point there too where you're like, well, I'm wasting my time.

Colby: I'm getting one out of 10. I should be getting, you know, three out of five or two out of five, I need to go to five not 10 appointments, right? Five good qualified ones instead of going to these other ones. But first develop your skills, you know, do all the calls you can. And then at some point you need to start making the shift to qualified people so you're not wasting your time. The second thing is getting clarity. And it's just so easy because once you start listening to what I train on and start listening to people, people speak in vague, they give you vague answers, right? They use wishy washy terms, they talk to you vaguely. They don't

give you any clear answers. And once you can get clarity through the sales process, your life as a sales person becomes easier because when you talked to Nancy and she says, yes, sounds good all things on the up and up, we might could do something together next week. It all sounds good. And you're like, oh, this is great. It doesn't mean anything, right? And I teach to just be very clear and go, Nancy, what does that mean? Just say that, whatever your gut says, Nancy, what does that mean exactly, right? You know, and, and get clarity because what happens is you, you can't focus on the next two or three appointments because you're wondering, well what's Nancy thinking? Is she going to call and what does that up mean? So, I teach to get clarity throughout the whole thing. Look, you're going to get people that are going to tell you no, that's fact of life and abused my process. You might even get more no's, but I can tell you can sleep well at night knowing somebody said no and you move on to the next call as opposed to that, what if and I wonder and all that kind of stuff.

Colby: And then I always teach to that no, no, just means no not now no I don't know enough information. You still have their phone number it doesn't mean you can't ever call them again, right? So just it's okay. You know they don't take it personally, just move on. But through that process, here's what I learned. Number one most important thing you have to do is build rapport. You have to have rapport. If they're not your friend, if they don't like you, you're never going to buy their house.

Josh: A lot of times, even if you agree on price, they can still back out because...

Colby: I bought a house that was \$20,000 cheaper than the guy before me because I could build better rapport.

Josh: Yeah. Yeah. And that guy might have had the price, might had it locked up and was about to sign a contract and all of a sudden, he's wondering like, how come this motivated seller won't call me back? Like we agreed I was going to go back out today, they canceled the appointment or they no showed why didn't? Why aren't they calling me back? And it's typically because you have no rapport, no trust, no bond with that other person, the other side of the table.

Colby: That's right. So, rapport is a 100 percent have to have it. You've got to have it through the entire seven steps. You've got to have it through the whole process, right? If you ever started losing it, you got to back up and work on it and get it again. And I teach different techniques on it. It's not just, hey, you got kids I got kids. Oh, you have a dog I have a dog. Like that's not really, oh hey nice picture I see you got kids too, you know what I mean? Like it doesn't, that's not a commonality is not necessarily rapport. In the NLP world it is actually, it's body

language number one. So, it's matching body language. It's matching mannerisms, gestures. It's also tonality. If somebody is fast, if somebody is a fast talker, like I buy from out of state buyers. If I'm talking to somebody from Jersey or New York. I mean, I'm a slow talking East Texan, right? But I have to talk faster, I have to talk louder, right, to a New Jersey, New York owner, you know what I mean? Because they, it builds a trust, right? They were like, oh, this guy's like me. Now if I talk all slow like this, you know, it's just not going to be like, I don't trust this guy, right. You're talking to a little soft-spoken grandma who's been living in east Texas for her whole life and you come in, they're loud and talking fast and moving your hands, landing airplanes like she's not going to trust you either. So just those minor adjustments which you can control very easily, build tremendous rapport, like it's important. I used to get knock on the door, so you had to have instant rapport.

Colby: I get 10 seconds to get rapport, right? Body language is huge tonalities, huge, massively for creating rapport. Now once you get into rapport and there's a whole lot of other things you can do, match and mirror and pace and lead and all this kind of stuff, which I teach and the stuff in my class. Well, once you're in rapport, well then set an agenda. You set, you set expectations of why we're on this phone call or why are we at this appointment? But see people don't trust sales people because they're like, well, what's he going to offer and what's he doing, right? What's this guy up to? What's he holding in the bag as opposed to just sitting down and said, Josh, here we go, man. We're going to meet here for about 35 minutes. We're going to go over some numbers and see if this is a good fit. If this is not a good fit for you, Josh, are you okay with telling me no? You are, okay, good. Then on the flip side of that, if, if this isn't a good fit for me, are you okay with me telling you no? Well yeah okay, cool. Now if it is a good fit, could you see, could you move forward and can we say yes today? You just clarify. I'm going to go over some numbers. We're going to arrive at something and I'm okay with you telling me no, I'm okay with telling me yes. But basically, what you're telling us I'm not okay with you telling me I want to think about it. I got to go talk to somebody like, you know, let's just cut that out. I'm okay with you telling me no. Get the hell out of my house. I'm okay with that, right.

Josh: I bet that's a good one because that makes people laugh. People typically connect. I'm ok with you kicking me out of your house, I would imagine that would be a great rapport builder for somebody that would be like, look, you don't know like my offer I'm okay with it, but I would rather you kicked me out of your house then tell me maybe.

Colby: And the cool part about it is the reason I use an extreme, I do say get the hell out or kicked me out. Like I get like the reason I use an extreme thing, one for the

funny aspect of it too, because people don't, people really don't want to tell you no get the hell out of my house, most people aren't like that, right? Most people aren't. So, if you give them that option and you give them yes, they're conflicted. So, they got to go one way or the other, right? So, define what's going to happen today, and that's the main thing, set the plan, set the agenda divine. What's going to happen, super clarity, right. Now once you do that, we've got to figure out, we have to probe for pain, we got to find pain and what does pain mean, pain is what's the problem? Where do you hurt kind of thing. Like a doctor, kind of diagnose what's going on here. Is it payments, is it repairs, you know what is it? Man, I've bought so many houses out from under three contracts laying on the table because nobody probed for pain. One particular property I bought, I replaced the transmission in her car. Because her problem was, she works at Wal-Mart, her problem was I have a car trouble and the reason I haven't been paying my bills, I struggled to get to work and all this stuff that I need to get to work. I need new tires, I need an entire transmission. So, I looked at the car, figured out what was wrong with the car, and I was like hey I don't know but, there's never a certain answer but if I could take care of that, she goes what, you can do that? Sure, I can fix the car.

Josh: I'll fix your \$1,500 transmission if you give me this house at a 20,00 discount.

Colby: They don't know, like if... It's a problem right, the problem is I have to get to work. So, guys listen, what's the most painful thing you have, right? And we're going to solve that problem. Once you've identified those problems, that pain, you know, I dig a little deeper. I usually ask three or four questions because people will give you a superficial answer, you know, you built rapport so they're starting to trust you, but you know, if you're, if you're still getting beat up and they're not answering you deep, you know what that means. If you're going deep with questions, personal trying to get them kind of emotionally stirred and they have a wall up, you need to back up and get more rapport because your out of rapport, right? Because people will tell you, once you're in-rapport people will tell you their deepest, darkest problems and that's what you got to probe for. Now, once you find that pain, you've got kind of your laundry list of how to close them, right? With the lady with the pain is the car problem because I can't make the payments. But my real problem is I got to go to work. Because even if I get out of this house, I need my job, right? I got to go to work. So that's the big pain on that one. So, you got to find the pain.

Colby: Once you identify the pain there's, we got to figure out the budget, right. The money, the money part. Now at this part in my process it can be used in any sales. So, at this part, this particular budget step, if you will, I like to, for like an insurance salesman, I kind of want to know what was your budget for the house

buying I kind of focus around repairs. I don't really talk about what your housework because that's on my qualifying call. Like what do you owe on the house, right? That's on my qualifying call right before the appointment. So now I'm kind of like, you know, what do you think it take to fix this thing out? Show them pictures of comps. What do you think it'll take to make this kitchen look like this? Have you called a contractor? Oh \$20,000, oh that's an interesting number where'd you get that? You have a bid and have called three contractors, have you called three roofers, have you called three plumbers? Basically, figure it out, and the whole point of this step is for them to go, holy crap, I've either don't have the right bid or I've got a bid and I can't pay for it, right. Kind of probe in there. Or maybe their, I've bought houses from people who have all the money in the world that fix it all, but they work downtown. They driving the commute and maybe they're a C level executive and they have no time, right? They don't have time to fix that house. They have the money to do it, but then I start talking about the time. Well do you have this contractor, have you ever ran a job, are you going to run on the weekends? You know if I run one every day it takes me four months, you know, if you run this on the weekends it's going to take you a year and a half to fix all these issues. Which you can do if you can, just show them the numbers.

Colby: So now the next step is decision making, figuring out what's that process look like? You know, Josh, how do you make decisions when we make major purchases? How do you make decisions? Some people, some people want to talk to their spouse, some people can make decisions without it. If you're talking, if you're selling regular stuff in the insurance or product world, it's like, are you CEO? Do we need to talk to the chief marketer and chief financial officer? You just got to make sure that everybody's there. Now you're going to figure that out a lot of times when you're qualifying call as well. But at the same time, I want to know your process. Just want to figure out how you make decisions because people have different kinds of decision-making process. Once I figured that out, we're going to, we're going to actually start to actually now present our offer. Now presenting the offer is... Sorry let me look at my computer here. I don't present it on the numbers, like most people go in there, hey, I'll give you \$20,000, \$40,000 for the house. I don't present on the numbers, I present on the pain, ok solving the pain. Now you're going to go back to that list of pains that you probed for, pains that you found and you know, Nancy, would it be okay? What I'm hearing you say is if I could take care of this, this one, two and three and A and B, and C that this would be a good fit for us and we can move forward?

Colby: See never in there am I saying give me a definite yes, never am I saying like, I'm not tying them down. I'm saying if I could take care of ABC one, two, three, can

you see us moving forward together? You know, how does that look? You know, and most of the time they're like, you can do that. Like it was almost like a doubt or relief of like, wow, really? You can do that like nobody's ever presented to me like that. And when you say yes, if you can just sign this right here, we can get, we can get started. You can almost have a zero on that contract because they're not focused on what are you paying for the house...

Josh: Their focused on the end result. Their focus on the sale of the house. The pain that it's solving or pleasure it's giving them. Tony Robbins, he talks about all the decision is on two things. Either the avoidance of pain or the pursuit of pleasure. Every single decision comes out of those two things. So, it's what you're talking about and directly aligns up with that. Especially when you're saying, if I could do this, this, and this. If I can fix your car, get you to the job at Wal-Mart and do this, this, and this, would that help you move forward and can we move forward together? That's them essentially saying, yes, I will sell you the house for this price, but not because you're buying the house, but because it solves this other issue. And it's amazing.

Colby: That's true sales, right. So many people get focused on it and its just inexperience, but they get focused on the number and making sure that the formula works out and this is my highest offer and blah, blah, blah, blah, blah. I've bought houses for pennies man because it's because it's all about solving that person's problem and you know, here's the thing. It's very rewarding when you can solve, you know, people are like, well, you gave, you gave him \$20,000 less than the other person would give them, they could've made 20,000 more dollars. It's like, yeah, they could have made 20,000 more dollars, but they wouldn't have fixed their car, right. Because they hadn't fixed the car in forever, they still haven't paid for a house. It still hasn't been managed, it still hasn't been kept up very well. So, if you can set them up for success, if you can solve a lot of their problems, man, it's just a win win all the way through the deal. And I always give somebody a fair amount of money, right.

I would never say, I'm going to buy your house for 10 bucks, right? I mean, it's like I just did one in December where this house is flooded down here, you know, we had been hurricane flooded and the house had flooded. It needs sheet rock, it needed so much work and the problem was they needed to move. They wanted to move three towns away, they needed to move. They didn't know how to do that. They just didn't know how to do a lot of stuff right. So I literally came in and gave them, you know, I could have bought this house for 30 grand. I gave him 50 grand for it, but I had a buyer at 95. Like I also bought it from an old guy, right. So it was like I had, I was going to make plenty on that, sure I could've got a cheaper, but like I still I wanted them to have money so they could get moved,

but I still moved them, I still got the movers, I still solved all those problems because they were trying to pack things up and people just don't think about that. There's a lot of other people who have never used a mover before and I'm like, Hey, you know, put the box down, don't worry about that, we'll take care of that. And it was just, they were floored when the guys came in and boxed everything up and shrink wrap. It was 100 bucks.

Colby: And so I'm making \$40,000 on a deal, it's nothing. So that's a lot of fun. Solving that problem, but to wrap up the steps. So here's the thing, I see this all the time, the amateurs have brand new folks. Okay so I presented the offer to the pain. They accepted it, they signed it, I signed it. I see so many people grab that contract, run out the door, start posting on Facebook, their so excited and you should, right? But now you've left the seller sitting in the house with the drive by look like what just happened, right? And so I call this the post sale step, which is button it up, button up the sell. And all it means is paint a vision of the future. Tell these folks what's going to happen. Reassure them they made a good decision, right? Congratulate them on making the decision and just tell them, hey, we're going to get this over with, we're not done.

Colby: A lot of people never sold the house because we sign that paper and you walk out and you gave him \$100 option or whatever they think they're done. They think you bought it right, so you have to explain that, hey, this is, we're closing 30 days out from now, over the next two weeks we're going to be really busy in the next couple of days, I'm going to take this paperwork. Just tell them we'll put it in the title company might be getting a call. There may be some more documents that we need to sign. We're good for now, but there may be some additional stuff we do later. They're going to let you know I'm going to have a contractor in here tomorrow. I need to put a lockbox on the door. Just kind of walk them through it, here's what that looks like, right.

And some people may be freaked out about that. You may want to put them in a hotel. I don't know, you don't want them to panic before the sales over, they panic and feel like they made a bad decision. So it's not over, and a lot of folks, just strategic account management can use a corporate word, you've got an account now that's a month long account and you need to massage that thing, pet it, be nice to it, let it know what's going to be happening here and there so they don't freak out. Because people are going to freak out when all of a sudden you got contractors, you've got buyers coming in and like, what is all this and I don't want to do this. And, and you know, yes. In Texas and probably every other state, you know, a contract is binding. But you're never going to force somebody to sell their house.

Josh: A contract is not a closing, a contract to close there are several steps that we know, title, escrow, signing documents, earnest money, whatever that looks like for that deal. Got to button that up and make sure it gets across. And to give you another example. Like I was at an event, a friend of mine, Ryan Moran owns the domain name Capitalism.com event every year called Capcom amazing, you know, Stephanie McMahon was there, the chief brand officer for WWE, Vince McMahon's daughter, and Michael Dubbin was there, the founder and CEO of Dollar Shave Club, billion dollar company just got bought out by Unilever. Lots of other amazing people that I met. I spoke on a panel I'm up on stage in front of 700 people talking about real estate, private equity apartments, private lending blah blah blah, and I probably got, you know, 30, 40 different people throughout that conference that came up to me, gave me a business card, Hey contact me I'm definitely interested in looking at it investing. I want to hear more about this. How does it work, blah blah blah? So that's all exciting. I get home from Dallas and back like all these new contacts, right? But now the work begins very similar to got a contract on a property, now the work begins to closing and the private money world, it's like I've got all these people that have shown interest, but I've got to get them across the goal line as far as what do they want to invest in. I got to build relationships with them, make sure that it's within their comfort zone, their risk tolerance. And then even when they say, yes, Josh, I'll invest \$400,000, you or 50,000 or 600,000 with you, but again, that's like the contract that you're talking about still has to close. And so until the money's in the door or until the deal is signed and escrow is closed and you have cash in your hands, your job is not done. So that, you know, that post-sales stuff is a big deal. It's like there's a difference between being on the five-yard line and scoring a touchdown. If a contract has been on the five-yard line, you haven't scored squat, right...
(Inaudible)

Colby: Back in the early days I had a lot of people bail out, because I was that young naive person too and just decided to have a contract and just not tell them what's going to happen, they freak out because they got people coming into their house and they just don't know what to expect. So just spend a little time, doesn't take long, and then you just nurture that thing along. You got a couple of weeks there to nurture that and you know I recommend one of the first things I got was a transaction coordinator because otherwise you become a very much a paper pusher, right? You could be spending your time buying other houses.

Colby: So I had this program put together, Closer's Room.

Josh: Closer's Room, right. ClosersRoom.com Fantastic. Tell us about that real quick.

Colby: So ClosersRoom.com, here's what it is. I put a little back membership website where I take those seven steps, I break them down and video. I've got a couple of real estate contracts in there and close that I use, I call it the miracle close, the only close I ever use, it's one close that works on every person. It's bulletproof.

Josh: It only works one hundred percent of the time?

Colby: That's right? It only works 100 percent, man I used to learn, 15 different closes and all that kind of stuff. This one close, it works on houses, you do it, we do it, draw a line, it's a numbers close. It's a beautiful close, it works very well. All seven steps are on there. And it's broken down where you can watch it kind of over and over and over again because repetition is the mother of skill, right? So you need to watch it over and over and over again. And then to accompany that, I do a biweekly call, a Zoom call like we are on here, and basically it's not to train you. That's what the training's for. It is to you know, hey, I was talking to Bob, Nancy, and Mary, and here's where I'm at with them. I said this, they said that I'm stuck. What do I do? It's more like my focus for the group that gets into the Closers Room a is once you're in my group, it is to get you closing deals.

Colby: It's, yes, I will talk about marketing. Yes, I will help you with business systems and help you with finance and banking or whatever you need. But that call, man that call is all about closing the deal because got to close the deal, right? I mean, that's everybody, and I don't use everybody and always a lot, but that's everybody's thing when you get started, you got to close the deal. You got the best marketing in the world. You could spend 20 grand a month in marketing to get all the leads you want, but if you're not closing those deals that you're just burning it in the trash. So you got to close the deals, right? It doesn't matter if you've got the best financing, we have four percent money. Good for you, but you can't close a deal on a house, it doesn't work, right.

Colby: That has become my focus. I love it it's a fun process. I've got some little testimonies on there, I got a little quote, the girl, she'd been working with this guy forever, seller trying to buy a house. She did a little Facebook post, hey man, I used the Closer System. I did these seven steps. I felt awkward at first, but it was so easy I just walked them right down the steps. And that's what I like about them. It makes it simple, it's easy. Not, you'll have to learn 250 closes and all these kinds of things and you know, it's scripts and all that kind of stuff because under pressure, you'll never remember that stuff. I mean I can't, you get under pressure you just start talking. So just keep them in these little steps and it's so easy.

Josh: Fantastic. Cool. I was taking notes. I'm going to repeat this back. So, number one, build rapport. Number two, define an agenda. Number three, probe for pain find the problem. Number four basically, how are we going to close them? Number five is the budget or the money part, like is it repairs, is it comps, is it time? Number six, the decision making, how do they make decisions? Number seven, present your offer. And then finally, the close, the miracle close that you talked about, the post-sale step, the post-sale follow up. And Colby is an expert at it. He uses it not only in the real estate business with working with motivated sellers, teaches this to other people in other industries. And the seven steps work, like you said, it only works 100 percent of the time.

Well Colby, listen this has been a great interview and know for the sake of this recording, we're recording all at once. We're going to break this up into two. I let we have like sort of the first interview talking about your life and things. And then the second piece just on seven steps, we'll break this up into two. It'll be, it'll be awesome. So, guys, check it out. The Closers Room, www.ClosersRoom.com. If you're interested in working with Colby directly and learning his seven-step process, learning more about his business, helping them build your real estate company or your sales conversions and really any industry, any niche.

Josh: So Colby, just as we kind of wrap up here, any kind of final parting shots, words of advice, anything else that you'd like to pass along to our audience?

Colby: Sure. First of all, thanks everybody for listening. I appreciate you listening to me. And then also following the Josh and coming on this podcast. You know, to circle back to one of the main things we said, focus, focus, focus, focus. It's absolutely critical. It feels weird at first because you want to kind of chase pennies or shiny pennies, but focus, stay in your lane, get a good mentor that's doing what you want to do, right? Because you're going to do what they do, your going to do what they teach you to do and you can be successful. So stay focused, follow a good mentor. That's the shortest, shortest path to successes is follow a mentorship, but man, focus, that's the biggest thing I can tell everybody out there.

Josh: That's awesome Colby. Appreciate it man. Appreciate your time guys. You've enjoyed our time with Colby. Again, two steps because we're going to break this up into two interviews because we got a lot of great material, a lot of great things we discussed. Leave us comments again, we monitor all different platforms where you'll find this for comments. We'll feed those back to Colby and we'll get answers for you. You enjoyed this. Leave us a five-star rating review. If you didn't like it, still leave us a five-star rating or review because it

helps everybody else share it and I know this was a great interview so I'm not worried about that. Check out the show notes in the video beneath the video for more information, contact information for Colby and for his website and other resources. So, thanks so much for being here, Colby. We really appreciate it.

Colby: Thanks Josh.

Josh: Hey guys. Go out. Be Daring like I always tell you to get out in the field, do your thing, be daring all your goals and objectives are on the other side of being daring. Go out, make it happen. We'll talk to you soon. Take care.

You were just listening to strategic real estate coach radio hosted by Josh Cantwell and Kyle Garifo. Leave a comment on our iTunes channel and let us know what you want to learn next, who you would like us to interview, or if you just want to share some of your success stories in real estate and maybe we'll talk about it on our next show while you're there. Give us a five-star rating and make sure you subscribe so you can be the first to hear new episodes every Wednesday.

Follow Josh Cantwell and Strategic Real Estate Coach on Facebook and Twitter. Check out all our awesome free training videos at [YouTube.com/srecvideo](https://www.youtube.com/srecvideo). If you want to find out 55 simple and powerful ways to find killer real estate investments, go to [55 simple ways.com/podcast](https://www.55simpleways.com/podcast) right now to download our free report and get a ton of free resources on finding properties and funding properties and stay up to date on what's happening right now in the real estate industry. That's [55simpleways.com/podcast](https://www.55simpleways.com/podcast). Thanks for listening.