



THE LANDGEEK

The Art of Passive Income Podcast With Mark Podolsky and Scott Todd

Today's Guest: [Grant Wise](#)

Transcript

Mark: Hey, it's Mark Podolsky, the Land Geek, with your favorite nichey real estate website, www.TheLandGeek.com. And I'm really excited for today's guest for a bunch of different reasons. But before we talk to today's guest, I would be remiss if I didn't properly introduce my co-host, Scott Todd, from ScottTodd.net, LandModo.com. And most importantly, if you are not automating your Craigslist and your Facebook postings, PostingDomination.com/TheLandGeek. Scott Todd, how are you?

Scott: Mark, I'm great; how are you?

Mark: Pulse is still normal, respiration is fine. Our guest is looking at me like, "Is this guy going to walk on the treadmill desk the entire time? So distracting. It's a little distracting." But that's okay.

Grant: I mean you do whatever you've got to do.

Mark: All right.

Scott: I think it's cool. I'm jealous. Go ahead.

Mark: All right. Well, let's talk to Grant Wise. Grant Wise is a serial entrepreneur and founder of Real Estate Marketing University an online media training company. Grant is known to be a maverick leader and an innovative marketing strategist unafraid to lead companies in new directions. Grant's story is one of education, truth, and perseverance. He's helped more than a thousand companies, entrepreneurs, and business owners actualize their dreams through hands-on learning. Grant has been described as irreverent, artful, and dramatic with a strong entrepreneurial spirit constantly striving for results in his clients' businesses. Grant Wise, welcome to Art of Passive Income Podcast, how are you?

Grant: I'm good, Mark. Man, thanks for having me. I appreciate it.

Mark: Yeah, no worries. So, let's just rewind the tape and kind of tell us your origin story. How did you get into real estate?

Grant: 100 percent. So again, thanks for having me. I appreciate it so much, love the opportunity to come share value with your group. I got my start back at the ripe old age of 19. I was a college dropout. I went to college to play a little baseball and ended up with elbow surgeries two and three. I was coming off of my first facial reconstruction from taking a fastball to the chin. So, I kind of decided that baseball was taking a little bit more for me and that I was ever going to get it back.

I grew up in real estate development. My step-grandfather—he develops one of the only high-rises actually one of three high rises that we've got in town. He was working on a condo project down at the lake that was very Lake of the Ozarks esque that he had to fight to get approved. Everybody in my family I think held a real estate license in some capacity. My grandfather helped develop what's now known as the [Indiscernible] [00:03:10] which is a huge community that's blossomed in the area.

So, I come from a long line of people in that space. And basically what happened is I was 18 going on 19 and I had come back home from my first semester at college and obviously I had a little bit of an issue with the school part of it. I was all game for the baseball part of it; the school part of it wasn't really suiting. So, I come home I say, "Hey, look, you know I have

zero interest in this whole school thing. I'm going to try and figure something else out."

My parents said, "Hey, if you don't go to school and get your education, you're basically going to be a loser and nobody is going to want anything to do with you and you're never going to get anything figured out in life." This is all coming from a few parents that had never gone to college and didn't have any degrees. But you know that's neither here nor there. So, I agreed. I said, "Okay, I'll do another year of school." I did another half a semester and I failed history for the second consecutive semester in a row and I was like, "Look, I have zero business being in this place. I'm not the book guy, so I'm done."

Around that time, my father—he had fallen off of a ladder on a little construction project hurt himself really bad. And so I stepped in and said, "Hey man, look, I'll do all the work. You just get paid. Let's do the 50/50 thing—I'll do all the work, you get paid. He was, "All right, fine. Let's do that." I sent him my second check and I was like, "I don't think I want to do that anymore. I'm giving you way too much of this money. I'm doing all the work and that is what it this." So, made him an offer, bought his business, and it was it was a pretty interesting ride from there forward.

I went on that next year and I did like \$56,000 dollars in sales, right? I played golf five days a week and I did a construction project on the weekend and it was a pretty simple life but around the time golf season ended I started to get that taste for something more and I developed some great relationships in the roofing space and I said, "You know what? I'm going to start roofing company alongside of this gutter business."

About three months later, we got this massive hailstorm. It was awesome for me. It wasn't awesome for everybody else. But we basically spent a ton of concentrated time doing insurance work in our area, in other storm areas, and did really well. I went from \$56,000 in sales to \$826,000 in sales within about 10 or 11 months. Profited I think I had like 180 Gs' in my pocket. The problem with that is I didn't grow up with any education on how to use that money. So, my dad, somewhat of an alcoholic, I love the guy to death but it is what it is. My mom had her addictions. She slept most of my life. Love her

for who she is but it is what it is and all I really saw was my daddy drink, buy toys, saw my mom sleep. It just wasn't the best situation.

When I got a ton of money in my pocket after growing up my entire life in a garage sleeping on a couch, I did what I saw parents do. I drunk a ton and made a ton of financial errors the way I managed my money from over buying equipment, to buying too many trucks, to doing this and to doing that. I had an outrageous bar tab after outrageous bar tab and just headed down a path of pure destruction. So, the next year I started to enter into it and I kind of realize that I'm not making enough money to support my bad habits so I got to figure out ways to make more money.

I started like four or five more businesses which obviously is very silly but I thought "Hey, what the heck? I'm really going to start these companies let's just do this as many times as we can." I had like six businesses, owned a lawn care company, this that and the other and basically long story short we did like 1.2 million that next year and I lost money because I had too much payroll, I had too many bar tabs, I had too much equipment, I had too much everything.

Somebody came to me, my step-grandfather actually came to me and he said, "Hey, we're going to start a real estate company and we are going to pay our real estate agents 100% commission and I'm like, "All right, sweet. I'm really good at starting companies, let's do this. This whole construction thing is not working out." So, I somewhat left my attention on my construction companies and focused almost exclusively on this real estate business for a couple of years. The only problem with that the real estate company was growing my construction businesses were going down and...

Mark: What niche were you in real estate? Where you in housing, multifamily?

Grant: We were in residential. So, we were basically working with our residential real estate agents, paid them 100% commission on the deals that they did. Long story short, real estate company growing and scaling up, construction companies kept going down and taking me with it. It was August 13th, 2014. I'll never forget the day the guys that I had brought in brought in to help fund the real estate business basically came to me and

they said, "Hey, we think you're the reason this company is not growing and we want you to leave." Just total shock I guess if you look back at the stuff; it wasn't a shock looking at it from their side of the table, but here I am. I'm 23-ish, I am bankrupt, and I just got kicked out of the company that I dedicated two years of my blood, sweat, and tears to.

So, I had a choice. I could fight it or I could figure out something different on my own. So I said, "You know what? I'm the youngest person in this company by three times my age. Nobody knows that what I'm saying is real. Nobody is implementing it. Nobody is taking any action on anything and I'm trying to teach these real estate agents to do. Everybody thinks I'm a loser. Everybody thinks I'm this. Everybody thinks I'm that. I'm just done. I'm going to back out of it." So, I took the week, freaked the hell out and then kind of came back and said, "You know what? I'm going to teach these real estate agents what I've been trying to teach them all along."

Mark: When you say "freak the hell out", what does that mean? Like did you go on a silent meditation or did you go into like the jungle or take the OD?

Grant: I was broke. I didn't have any money to go anywhere. I just had to sit in a room and like think about what the hell I had done to get myself into the situation. My now wife, she was very, very helpful through this period of my life and she worked a ton at the time because I was working a ton and not making any money you know whatever.

So, I sat back said "Hey, I'm going to these real estate agents what I've been trying to teach them. I'm going to teach them how to use social media to grow their businesses." I just started learning like a ton. I had a couple of people grab me and keep points, shook me up one side and down the other and really helped me realize some of the error of my ways and I launched this new company with my social media bootcamp program that was only ... It was a four-week course that only had one week done. But I took everything I had. I had \$25 to my name and I put it in Facebook ads which I knew would produce fruit if I had a good offer and within a week I made a thousand bucks.

I learned so much just almost instantly and obviously, one lesson was that I could go acquire a customer for 25 bucks. That was pretty huge which I can

still do that. The other was that through all of that BS, through all of that turmoil, through all of that stuff, I still had value and people would still pay for it. I think Eric Thomas said it best "You've got to go where you're appreciated not where you're tolerated. I went where I was appreciated and that \$25 I had turned into a now 10 million dollar company.

I just spent all my time teaching real estate agents how to use Facebook ads and that was it. I was never interested in the transactional process as a real estate agent. I was always interested in the business and marketing side which is some of the benefits that I added when I owned that agency and I just stuck to it. My first client did 18 deals in 90 days. That first person to pay me \$1000 did 18 real estate transactions in 90 days all from one Facebook ad. She went on to pocket like \$150,000 her first year in business and her first year with me and just agent after agent after agent that I began to work with starting to get those results.

So, I built back up to a six-figure company really fast and in 2015, December 2015 I launched what's now known as Modern Age Mastery which was a full-scale course that taught real estate agents how to use Facebook ads. So I took all of what I had learned, packaged it up into a really, really impactful course and launched and we went from a six-figure business to a seven, to almost a seven-figure business really, really quickly and now we are on pace to do multiple tens of millions which is awesome.

But how I got in the investing space is about eight months ago I just kept getting pestered to like... I became such a huge proponent of focus which I think everybody should. Starting multiple companies is not a good idea. I go so zeroed in and so dialed in on what it was that I wanted to do and what it was I wanted to be known for. But I had investor after investor watch these agents that we were doing business every \$21 they spend, they are doing a deal. It just came to me I was like, "Nobody can figure out this Facebook thing in the investing space and we were getting killed with the junk mail, the yellow letters. We are getting killed with everything that we're doing because we are having to spend crazy high numbers. Obviously, it makes sense because we're still doing it but it's just getting so high." I eventually got to a place where I had the freedom to start allocating some of my attention in other places and I said, "You know what? I think this is like the best next vertical for me to enter into was real estate investing."

So, we started running Facebook ads, we started testing. And after about three to four months spending a ton of our own money and testing and tweaking, we started churning out seller leads for \$8 to \$12 a lead. Now after launching that program and helping we've got investors that are doing deals and the numbers are just stupid like it just is. We just had an investor do a deal \$124 of Facebook ads got him a deal, ended up with just a little over \$23,000 in profit. I have never invested in a deal my entire life. I've always just kind of stayed in my lane. I'm really starting to get into the investing space now because I'm looking for places to put money. I wholesaled a deal for less than \$100 dollars in Facebook ads just to prove our theories.

We had another client did a deal—it was really funny—he did a deal for 20 bucks that is going to produce around \$400, \$500 of monthly cash flow for however long he wants to hold on to this property. We've got just person after person just listening and taking action. We got a guy like Bob in St. Louis. We were able to add over three million dollars in revenue to his business in two thousand I think '16, '17 and I just enjoy the heck out of me. So, that's kind of my backstory. It's not all sunshine and rainbows. It's a lot of hard knocks lessons that just kept getting cracked in the teeth and decided not to give up and resulted in an opportunity to be able to teach and educate real estate agents, real estate investors all over the world how to really bring their business social in a way that is super scalable and is super profitable and is really fun.

Mark: Scott Todd, I can see the wheels spinning. You've got a lot of questions for Grant?

Scott: Well, I'm just thinking. So Grant, you know like what is the cost to acquire a customer today like fair amount on Facebook. I know it's going to range by the person you are trying to attract.

Grant: 100%.

Scott: I am a real estate investor, I want to attract customers, and how much do I need to be prepared to pay for that one customer? Because I

don't think a lot of people think that way. I think a lot of people look at it, they think...

Grant: They think all day long, "How much do I got to pay for a lead? How much do I got to pay for a lead? And they are not at the matrix like they should be. To answer your question in short we have seen people acquire deals for \$20 and the highest I have seen so far is around 1,200 on Facebook ads. So I think that to truly answer your question if you are a real estate investor out there and you are saying that I want to do a deal you've got to reverse engineer how many deals you are trying to do. If you are trying to do a deal and you are going to net \$20,000 on a project like well hell you should be willing to pay at least \$4000 to acquire a customer at the end of the day.

So, you've got to kind to reverse engineer some of those things and the way that they look for your business. What we have seen and we are trying to see a very consistent pattern is that we can get deals under two or three hundred bucks a deal and that's huge, huge. But on a token, we have seen deals go as high as a 1,000 to 1,200 bucks a deal. I think that it is solely predicated on your ability to create relationships with online leads. That's the biggest significant difference that I have seen between the investors that do no deals, investors that do some deals and investors that do a ton of deals, is your ability to create relationships out of thin air. That's something that we have become incredibly obsessed over the last three to months especially watching our real estate agents and our investors is like how do you win a friend in 20 minutes that results in a commission check, results in a deal, and we have become obsessed with some those trainings.

Scott: All right, so how do I win a customer in 20 minutes?

Grant: I think stop looking at the numbers so much. Obviously, it's a numbers game. We all know it's a numbers game. You've got to look at the math and it has to make sense or you are not going to win. But if you look at a motivated seller, what do these people have to go through to need a real estate investor? They divorce, job loss, bankruptcy, parent loss, real life shit, sorry for cursing but real life stuff. You have all these investors I am talking to...

I got on the phone with an investor out of Boston about six weeks ago. I got on the phone with ISA because they are not closing any deals and I am like, "What is going on? How much time are you actually trying to spend on the phone with this person to get an appointment?" "Five minutes max." Well, I think I found your problem there, Tom. I don't think that your people are actually trying to create a relationship. It's just a volume game."

Salespeople, acquisition managers get accustomed to new opportunity every day so they don't work as hard for it because they think, "I will just get the next one." If most people, like all people realize that if you just stopped and tried to create a relationship with this person, cared about their problems, cared about what they have got going on, spend 20 or 30 minutes not trying to get an appointment but trying to get to know them your deal flow would increase to the roof and your need to generate as your needs would decrease like crazy.

So, think back to that party you were at, that you connected with this person over what? What was that? That you looked up in two or three hours later and you were, like, "Holy crap, I can't believe I have been here 2 hours talking to you." What was it when you met your wife that entranced you into sitting there for two to three hours and making sure that that relationship went somewhere. What types of conversations? What types of interactions? If you want to win a friend in 20 minutes, 30 minutes, do that. Be interested, be caring, be compassionate, be engaged and attempt to create a relationship before you ever try to attempt to get a deal and you will see your conversion rates just blow up and you will see your marketing overhead shrink like crazy because you don't need to generate as many leads to do as many deals as you want to.

Scott: You know, Mark, at a Bootcamp that we recently had people were... I think people struggle with sales, right? I think that what Grant said is so important. It's not about hammering them, like, "Give me your credit card. Give me your credit card. Give it to me now." It's more about that relationship. We have heard Wes Schaeffer - The Sales Whisperer - talk about the doctor, the doctor walks in and he solves the problem. It's the same thing, how can you just attack someone for their credit card and expect to get it unless you have that relationship first before they know, like, and trust you.

Mark: Going back to the doctor analogy, the doctor doesn't just sit down and just start saying, "Hey, I went to this medical school and we are just going to go ahead and fix you." They really get to know you first so that you feel a bond with that doctor and then they start asking those questions and they diagnose it and try to help you. I think Grant's got that sort of magic formula, that on the surface everyone sort of intuitively knows like, oh it's so simple, right? But no one wants to do it because it is hard work.

Active listening is hard work. Stepping out of your own thoughts and really stepping into someone's shoes and pain of being in a divorce or maybe going into bankruptcy or some type of hardship. To be able to sit with someone and be uncomfortable with that pain is hard and yet if you can do it you almost differentiate yourself from 99% of the people out there and just like what Grant said your deal flow is going to go way up because that person is going to only work with you.

Grant: You said something back there, a second ago you said I kind of got a magic formula and I just want to make it clear my magic formula is work. That's the silver bullet. That's the overnight success key. That's 100 percent what will get you to where you want to go. It's just work like don't be romantic about it and stop trying to find the next bitcoin so that you can triple your rates day in day out like just freaking work. Work on one thing to one audience and you will be unbelievably amazed at what happens to your business

Mark: What is one of the worst advice you see given in your area of expertise of lead generation or Facebook marketing?

Grant: I think that there is a ton of good advice that is given I just don't think that the timelines are accurate. In the reality situation like in residential real estate, it's a three-month business, it's cyclical. If the deal that you did today will be regenerated today, if they are ready which 1-3% are 1-3% of your total lead flow will do business with you today and 20-40% of those people are going to business with somebody tomorrow. If you look at it, you have got these brokers, you've got these investors coaches you have got everyone out there screaming about this perceptive lifestyle they can live to do with the Ferraris and the Lamborghinis and this and that and the other but then nobody talks about the time that it takes. Like, "Oh, just

do this, do this, do this and it will work." Yes it will work in six to eight months. Yes, it will work in one or three months.

But I think this whole nuance that you can just take a course and become rich is absolute bullshit. I think that if you would take a step back and have a real conversation with somebody and say, "Look, this is going to work like freaking crazy like the best thing that you have ever done in your entire life but you are not going to see a single result for at least three months." I just think it's such a better conversation. So, I think by telling like you were talking about these magic bullets that you can do this, do this and you are just going to win you are doing somebody such a disservice by stealing their time from them because they are going to do it and they are going to stop in two weeks, they are going to do it and they are going to stop in a month and they are going to move on to the next thing. Basically, you've got these gurus that are robbing people of their time just simply by not setting the right expectations because they need to drive sales and I think it's bullshit.

Mark: So Grant, before we get to tips of the week I have got one more question because I saw this on your podcast it says, "How the real estate industry is destroying itself." What's that all about?

Grant: I think that 94% of the real estate industry and take offense if you will are shit bags. I think that everybody is so interested in the money, the car, the house, the this and the that. They are so interested in living based on what other people think, that it's driving a lot of their decisions which is not with the end user in mind. So, you are thinking, "I need a commission check. I need a commission check. I need a commission check. I need a commission check. I need to live deal to deal to deal. I need to do a deal so I can go run up ends that I can't make the third payment on so that somebody will like me." If you look at it, you've got no care, you've got no compassion, and you've got no authenticity. You've just got a bunch of assholes walking around treating each other like literal crap. You see no communication. You just see error after error after error which reinforces these software companies, these tech companies, these Xerox giants, these Amazon people, these Facebook, it reinforces their desire to go build a product that replaces the real estate industry.

A lot of that conversation is directed towards residential retail agents because I think they are in huge trouble. I really think they are in big trouble because of just how much they don't care. It's so evident. You've got people saying, "Oh, software companies will never replace real estate agents," bullshit. Software companies will never replace relationships, fact because when Wal-Mart came out there were Mom and Pops that didn't go out of business. Amazon came out there were Mom and Pops that didn't go out of business. When Airbnb came out there were massive hotel chains that were fine. When Uber came out there were car service companies that were fine, why? Because of the relationships they had developed, because of the media they had aggregated, because of the tribe that they had built under their businesses. That's like the core concept of everything that we teach, if Instagram helped you build media and grow your real estate empire, I would teach you Instagram but right now Facebook is the best platform I have seen to help you build media, media, media which will could help you build any business you could ever want to build.

Mark: I love it. I love it. You are preaching to the choir here. So, we are at that point now in the podcast where we are going to ask you for your tip of the week: a website, a resource, a book—something actionable where the Art of Passive Income Listeners can go right now improve their business, improve their lives. Grant Wise, what do you have?

Grant: I think the best thing that you can possibly do if you are trying to figure out this Facebook thing, which I think is so important right now because the investment community does not even come close to have this figured out is, go to Investing.TheBestAds.com and I will literally give you all of our best secrets for free. I am going to teach you strategically how to generate leads through Facebook ads 100% free. Just go to Investing.TheBestAds.com. I want to teach you the strategies, I want to show you how to get names, email addresses, phone numbers, and build media so you can do more deals.

Mark: Investing.TheBestAds.com. All right, very cool. "Learn how to generate, motivate sellers through Facebook ads for your real estate business." I am signing up right now.

Scott: Wait. What is it, Mark?

Mark: Investing.TheBestAds.com.

Scott: All right, I missed 'The' all right, TheBestAds.com

Mark: All right, Scott Todd, do you have a tip of the week?

Scott: You didn't sign up, did you?

Mark: I did.

Scott: All right, you beat me to it. Okay, dang. I missed that 'the'. Come on

Mark: I click like that.

Scott: Yeah, I know. Hey, listen here is my tip. Sometimes we create these videos for properties and finding music can kind of be a pain and sometimes you just got to pay for the music but check out this website. I will put it on the chat, but I will also tell everybody so they can go see it, too. It's AudioNautix.com. So it's A-U-D-I-O N-A-U-T-I-X, AudioNautix.com. Again, I'm throwing it in the chat.

Scott: That's got to be the worst URL ever. Like no one is ever going be able to spell this thing.

Scott: But I didn't name it.

Mark: Audio Nautix.

Scott: Don't kill the messenger, right?

Mark: Right

Scott: Its free music for your videos, YouTube, whatever. It's free.

Mark: Very cool.

Scott: Nothing to complain.

Mark: I'm not complaining.

Scott: So, the name is terrible I agree the name is terrible, but it's free.

Mark: I love it, AudioNautix.com.

Scott: I hope whoever runs this website that they are actually listening and they are like, "Oh sorry, let me change it."

Mark: Yeah, exactly. All right. Well, my tip of the week is if you want to learn how to become internet famous, the value video, are you sabotaging your conversion rates, how to generate sellers in no inventory markets, the science behind targeting your ideal client, it's a relationship business are you tracking yours, motivation means nothing without; go to LikeGrantWise.com, LikeGrantWise.com. And get the answers to all those burning questions. I have a feeling that Grant is onto something here especially with the depth of just work hard and focus on the relationship and the results are going to happen on their own. You know, just avoid that timeline. So Grant, are we good?

Grant: If you say we are my man, I think we are great. I appreciate you guys having me out here and giving me the opportunity to talk a little bit.

Mark: All right. Scott, are we good?

Scott: We are good, Mark.

Mark: All right, I want to remind the listeners today's podcast is sponsored by GeekPay.io. The only set it and forget it process of getting paid. Get your down payment then we automate the monthly payments via ACH. If the ACH fails it will charge the credit card on file. You are assured of getting paid. It has journal entries. It does all the fun calculations to make your bookkeeper smile. Get your first note free at TheLandGeek.com/GeekPay or learn more at GeekPay.io.

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Mark: Scott, are we going to do this?

Scott: Let's do it, Mark. One two three...

Mark and Scott: Let freedom ring.

[End of Transcript]