

01:02

Well, hello there, everybody, and welcome to this Zoom training on private money. Excited to see everybody here that's coming on board. And I see Chaffee there in the background. And I saw Ashley signing in. Today's topic that we're going to be talking about, I'm sure you saw it on the emails going out. Today's topic is, what do you present to private lenders?

01:32

And I can't wait for this discussion because what the rest of the world out there teaches people in my opinion is nuts and drives me crazy. So we're going to be talking about what do you present to private lenders before they are a private lender to say potential private lenders? And what do you present to private lenders when you actually have a deal for them to fund? And so we're going to be

02:00

diving in on this really, really deep. There's Crystal Baker. Hello there, Coach Crystal. Hello, Jay Connor and everyone else. How is, how was Hour of Power there, Crystal? Hour of Power was fantastic. Lots of, lots of good information shared.

02:20

Good conversation, which is the whole point of why we're on there is because it's such a great collaborative space. So in fact, we ended with a, on a really good note, I was like, see, it was so good you brought this here. So it's good. Awesome. Well, you had to have, did you structure any deals today on hour of power? Well, we didn't really structure a deal. What we did was we were kind of going through a win and someone was sharing what they did with a deal and we all kind of started to say.

02:47

Seems like you need more information before you try to exit this thing or do anything else. So in that way we did, which was really fun. Cause I think there's a laundry list of opportunity open now that wasn't previously there. Awesome. All right. Well, I'll come back to you in a little bit, Crystal. So, um, for the, uh, while we're waiting for everybody to get all joined in here, uh, let's share some wins.

03:14

So who is excited about something in their business, in their personal life? What is something that somebody has accomplished, got a new private lender, got new private money, closed on a deal? Anybody can unmute and share a win if you like.

03:38

We just closed the deal today. Jay, don't ask me the numbers. I don't have them on me, but roughly we probably made, I don't know, about 15,000. Is that one five or five zero five zero. I like five zero a lot better than one five. Awesome. Well, well, tell it, tell us the, uh, before we give you the sophisticated golf plaque and, and, and congratulations, give us the backstory on this deal. Now, when you say you closed, you don't like you purchased or you sold.

04:07

that

04:36

But yeah, it sold really quick. We got 30,000. Well, we listed it. I'll say we listed it for 30,000 or so more than we thought we were going to get for it. However, the budget also went up, which we didn't expect, but all in all, it's definitely a win. Did you buy it creatively or did you fund it with private money or both? We funded it entirely with private money. Okay. So.

05:06

How does that, have you picked up your check yet? Not yet, it's sitting at the closing office because I went and signed my paperwork first and I got the word that we're all closed today. Awesome. Now you get the sophisticated golf clap right there. So everybody give Banjo and Erica a little bit of love. That's fantastic. Congratulations Banjo and Erica. Thank you. Yes. Who else has got a win they'd like to share? A new private lender, new private money. Just bought a property, just sold a property.

05:36

Who would like to go next?

05:42

Well, we got two on the market. If that counts for anything, this will be the first two that we've sold since we've been starting just a few years ago. And so my son's, Timothy, has visited your place a couple of years ago with one of your conferences. And so at any rate, whether anybody's in the market in Indiana area, Indianapolis area for.

06:11

Looking for a house, send them our way. All right, Larry, everybody give him the sophisticated golf clap right there. Congratulations, Larry, on having your properties. And I also saw, uh, so his hand go up. So tell us about it, Willie. What are you excited about? All right. Now I'm excited. I'm negotiating six properties with, uh, with the seller that I had already bought up some subject to on.

06:38

So he's doing, we're doing three subject twos and owner financing on the back end. And then the rest, we're going to do just straight owner financing on the back end. So, so how did you find this seller? Ah, this was a referral. This was a referral. It was somebody that knows my wife through the, uh, the military, uh, Japanese community here, so he's a retired military veteran and, uh, it's, it's been, it's been a long process because he's an older guy and tired landlord and

07:07

So we've been doing it little by little and just meeting with him and trying to create a win-win there. All right. So that's six properties you're going to buy from one seller, right? Yes. Yep. And

he's here. Get this. He's already turned around talking about being a private lender as well. Yeah. What's he going to do with all that money when you buy these properties, right? Oh, he's got already a million liquid that he showed me that he's not so happy with, with his financial planner there.

07:37

That's fantastic. Y'all give Willie the golf clap right there. Congratulations, Willie and pass our congratulations on over to Haruna as well. Okay, so again, our topic today is what do you present to private lenders? What do you present to them before they are a private lender? What do you present when they are when you got a deal ready for them to fund? I can't wait to get into that conversation. Now.

08:07

I want everybody to take advantage of the chat. So if you've got any kind of question as we're going along on private money, any kind of question, be sure to get your questions answered while we're on here. And before we get going, we got some introductions. Brand new, brand new members here that are tuning in for the first time and they don't know any of our team and et cetera.

08:36

Let's get some introductions. Ashley, if you would introduce yourself. Hey everyone, I'm Ashley. I'm Jay's executive assistant. I work here in the office, two doors now room him. And I'm here to help you in any way that I can along with Brenda. We are the people who answer the phones and the emails whenever you're trying to get ahold of us. So we're definitely here for y'all. And Ashley, if you would put our telephone number and your email address in the chat. There's our phone number.

09:06

Put my phone number in your cell phone, 252-808-2927. Has 252-808-2927. And we do a very novel thing here in Morehead City, North Carolina at our offices. When you call, we actually pick up the phone. Can you imagine that? So be sure and reach out to us with any kind of support that you need. Scott is normally with us, Scott Patton.

09:34

is normally with us. He's the producer of my podcast. But Scott is actually in Africa right now. He told me a little while ago, of course, it's getting pretty late there right now, but he saw giraffes and monkeys and camels, camel rides on the beach. Anyway, Scott says hello to everybody. And then we have Crystal Baker. Crystal, tell this good-looking group of people who you are.

10:04

So like Jay said, I'm Crystal Baker, and I started investing in real estate very, very traditionally back in 1996. It was my side hustle. I was employed. I had a full-time, more than full-time job as an occupational therapist in leadership. And I was just, I would buy a house, invest through the

bank. And after about a year and doing some improvements, I would sell it and start over. And then...

10:32

Around 2008, I had stepped out of the market. I decided to, not because I was brilliant, although I did sell my last house in a bidding war at that point, but I stepped out of the market because I decided to have kids and get married and have kids a little late in life. And when my daughter was a baby, I unfortunately found myself a single mom and we were just existing. I was running around like a crazy person working a million hours. My kids were being raised by daycare.

10:58

And it was pretty miserable. And I thought, well, what had served me in the past? So I started really looking hard at real estate again and realized I really needed to pivot and do it a little differently than what I'd done. Obviously I'm not gonna buy a house and move us every year. So I started taking courses and attending a bunch of conferences, hired coaches and mentors, did not go particularly well in the beginning. And then I found myself at the live events with Jay.

11:22

And at that point I had told myself, I'm not spending any more money. I can't, I don't have any more money to be doing this. I just, I need to figure this out. But after being there, I knew it was the right decision. So I went all in, I joined the platinum program and after nine months, stepped away from my 26 year career as an occupational therapist in leadership and was able to do real estate full time. Meaning that I was able to be the room mom and take my kids on trips and spend real time with them. And ultimately,

11:51

decide to homeschool them and really be a present person in my own life and enjoy life in a way that I never could have imagined. After stepping away from my group, Jay asked if I would be willing to help coach the students and I said, absolutely. I went and got my coaching certification. I'm a prison life design coach and I also have lots and lots of other coaching training. And so...

12:13

I am on all of the Platinum Q&A sessions. I'm there for accountability every single week. I do our power with our group. I go to all the live events. So we look forward to you guys showing up there with us. We'd love to see you in person. I help facilitate with the mastermind group. And I just really am truly blessed to be a part of this family. And by the grace of God, I thank Jay that I became a part of this team. It's really made a huge difference in my life. And I love being a part of y'all's journey as well.

12:43

Awesome. Thank you so much, Crystal. And then we have Chaffee Tanwin all the way up there in Chicago. Chaffee, introduce yourself. Hey everyone. My name is Chaffee Tanwin and I am a business and success coach. I started way back in the day though, as an engineer in the

corporate world, realizing that I have no desire to be in the corporate world, working a nine till nine job, shall we say.

13:10

10 to 12 hours a day in the IT and engineering field. So I started transitioning and the first business I transitioned into was real estate. And so bought some properties locally and from there learned a bunch of lessons and realized I needed help and coaching and all that fun stuff. And then once I got the right help started expanding.

13:32

and went nationwide. So I bought and sold properties in multiple different states, got into development, raw land, entitlement, all that fun stuff. And then found my true passion, which was coaching. And every time that I worked with a great coach, I saw my businesses grow in Excel. And I loved seeing the light bulb go up on people's head when I was able to help them.

14:00

the

14:06

after two or three years of training and traveling the country and traveling the world. So I've been, I'm a national speaker, international speaker, number one bestselling author, all that fun stuff. I've got to speak in crowds all over the world, multiple different continents. And I just love what I do. And along that journey, I ran across this guy named Jay Connor, and he was just starting his coaching business and-

14:32

He said, Hey, come join the party. And I've been with him ever since we're over a decade now, Jay. And, and I got to tell you, uh, the growth that you've experienced and I've seen you, uh, um, develop your program and everything over the years. That has just been amazing. And it's been a fun ride and I appreciate every moment of it. Me too. Chavvy. Uh, you've been, um, shoot, you've been at all of my live events for over 10 years now, so, um, it's been fantastic and still is.

15:02

Okay, so let's go ahead and jump into our topic for today, what to present to private lenders. So first, let me give for all of you that are new, let me give you like a little background here. So there are three markets or three categories of where you find private lenders. What I call your warm market, those are your own connections that you already have. Then there's your expanded warm market. And then there are existing private lenders.

15:30

Those are individuals that are already loaning money out to real estate investors. So we're not talking about presenting anything to hard money lenders. We're not talking about presenting anything to institutional lenders or to banks. We're not talking about applications, your credit

score. None of that has got to do anything with how much private money that you can get. So my wife, Carol Joy and I, we've got 47 private lenders.

16:00

Not one of them had ever heard of private money or private lending until I put my teacher hat on. This says private money teacher. I know you can't read it, but this is my private money teacher hat. And so that's the mindset. That's part of the magic of being able to attract funding and private money for your deals is to be able to attract funding and private money for your deals.

16:26

You're leading with a servant's heart and you're teaching people. So none of my 47 private lenders had ever heard of private money until I taught them about it, showed them how they could earn higher rates of return safely and securely, and none of them had ever heard about self-directed IRAs and how they can use their current retirement funds that's maybe in a Schwab mutual fund or Vanguard or previous 401k and how they can move those retirement funds over.

16:55

to a self-directed IRA company and then loan that out, either tax-deferred or tax-free, as far as the interest that they earn is going to be tax-deferred or tax-free. Loan that money out to us. And so all that was new to them. So the reason I give you that background is that I want you to understand, who are we presenting what to? Well, we're talking about presenting

17:24

Whatever it is we're going to present that we're going to talk about in a second to say a new private lender, right? That doesn't even know what private money is. Now let me make this clarification. When you are teaching or presenting this opportunity to a new private lender, you're not applying, you're not begging, you're not chasing, you're not persuading. You're teaching them, right?

17:53

So I just want you to keep that in mind, that this has got nothing to do with applications. Now, the difference here, existing private lenders, individuals that are loaning money out to us real estate investors, they already know what the game is, right? They are already accustomed to earning whatever interest rate that they are accustomed to earning. When you're doing business with individuals that never knew about private money before you told them about it, guess what?

18:23

YOU get to make the rules, right? It's your program. You set the interest rate. And by the way, there's no negotiating. When you're talking to an existing private lender, there's negotiation. They're already accustomed to getting what they're accustomed to getting, so now you're negotiating. I don't like that program, right? I don't like negotiating. I like making the rules and this is it. You know, the traditional way to borrow money is...

18:51

You go to the hard-money lender, an institutional lender bank, and you get on your hands and knees and put your hands underneath your chin, and you beg and you sell and, you know, you try to talk them into, you know, please fund my deal. None of that is in this world. Instead of asking for money, we're offering an opportunity. And since I started raising private money in 2009, I've never asked for money. And so-

19:21

I want you so how do I do that? Well, this is going to be making more sense here in a moment as we start answering this question of what do you present to private lenders? So first let me start with this is Lynette here. I saw Lee. Lee is your Lynette on here with us?

19:42

Crystal, do you see Lynette? I just saw Lee's name. Lee, are you and Lynette on?

19:53

Let me text her. And then I know you need to talk to Willie first anyway. So I'll text her. I'm here now. I'm sorry about that. No, that's fine. Yeah, I need to talk to Willie first anyway. Willie, if you will unmute.

20:11

Yeah, you go. So let me let me preface my question. And I don't know what your answer is going to be. So this will be interesting. So other people, other educators out there that teach private money or novices, they were talking about how important it is to have a credibility kit. So if you got your camera on, raise your hand if you've ever even heard the terminology credibility kit.

20:39

Anybody ever heard credibility kit? Maybe, maybe not. Yeah. So here's, here's the question to you, Willie. Well, first of all, Willie, do you know what I mean when I say a credibility kit? Hmm. Yeah. I think I have an idea, like maybe something you've done in the past or whatever, or who you are. Right. Um, so have you ever put a credibility kit together and have you ever shown a credibility kit to a new potential private lender in your market?

21:09

Um, I have a PDF that I send this, you know, stuff that I've done in the past, depending on who I'm talking to, who that private lender is. Right. So, um, my experience, I've never put it together, a credibility kit, never put together a package and, uh, deals I've done or whatever. And I believe the reason that I've never needed that.

21:39

is because of the trust factor and the relationships, right? Because at the end of the day, these private lenders really are not investing in your deals. What are they doing? They are investing in

you. That's what they're doing. Now, we're still going to give them the collateral and the documentation to protect their investment and their loan to you, but they're really investing in you. So I've never put together a credibility kit.

22:08

The credibility is me, right? And how we come across to other people. So Willie, you and Harun, you're out there. You're in our Mastermind Platinum memberships, and you're raising private money. So how do you go about? What do you present? What do you show? What do you share with a potential private lender?

22:38

that you're teaching what private money is. What are the different things that you share and show, you know, that you've learned in, you know, Platinum and Mastermind? Right, so first we show them the 16 minute audio, or we send them the link, or they give them a card with the QR code of the 16 minute audio that you recorded with us. So that helps right there with the credibility part anyways. Okay, so let's stop right there. How about share with everybody? Cause we've got a number of people here on the Zoom that-

23:08

that don't know what the 16 minute audio is. So talk about what it is, how to use it, and what's the purpose of that 16 minute audio. Right, so that's an audio that you record for us. And it kind of gives a brief introduction, like an overview of what private money is, private lending is, and it's kind of, I think it's more of a, to peak curiosity, kind of not spill the beans, as you would say.

23:37

So it's going to kind of open the door for people who want to try to reach out and get more information. Right. So that's like a way to start a conversation or to get a conversation started is with that audio that you share called stressful testing. Okay. Go ahead. Right. So, yeah, so depending on who I'm talking to, if it's somebody we meet new, then obviously we'll introduce ourselves in a curious way and maybe share that, uh, that QR code card that's, that's going to have that audio.

24:07

And hopefully they'll want to reach out to us or we'll follow up with them to kind of see if they had to had a chance to listen to the audio. Excellent. And then, um, so what other types of materials or information will you present to a potential lender that hasn't come on board with you yet? Well, then of course we have the actual private lender presentation, um, that you provide us with, and then, you know, we kind of

24:35

tweak it to make it more of our own. And then we'll present that to them. It could be a one-on-one or it could be in front of a group of folks. And from there, you know, just kind of get more people interested. And before you know it, it's just follow-ups. I mean, if you just follow the

process as it is in the program you teach, it just comes. Right. So just sort of talk through what we call the private lender presentation. Sort of talk through what that...

25:05

covers, I mean, from a 30,000 foot view. And what's the purpose? I mean, what's the purpose in the private lender presentation as far as, of course, you're taking on the mode of a teacher, right? But what is it that you're teaching, uh, essentially in that presentation? Right. So we're teaching them how to become, how they can get high rates of return safely and securely backed by real estate through our private lending program. So obviously as we're real estate operators.

25:33

they'll lend to us as the bank and we'll give them that security in the property. So the program goes through that sort of step by step, you know, who we are, how we're buying the deep discounts, we're getting on properties and then how they can also get high rates of returns as a private lender. Exactly. So you've, so that's a PowerPoint presentation, right? And, um, let's see here. You also present by a webinar.

26:02

to new potential private lenders. Tell everybody what the webinar is and how that works. Oh, that's right. The webinar was part of also part of our training. We scheduled the webinar and all these are all steps leading up to the webinar. And once you'll get the information through the training, you'll invite people to your webinar and there's a process for that that you lay out for us.

26:27

And then from there, you'll have an actual webinar where you and Jay actually co-host it with us and we present the program together. So that's another big one that helps with the credibility. I'm still doing follow-ups with potential private lenders from our webinar. There you go. And have you done, another way that you present and teach is through the mode of, or the platform of what we call private lender events or private lender luncheons.

26:56

So have you had any private lender luncheons or events yet? Not yet. Um, that's, that's on my to do list. And I think I owe Crystal an actual set in stone date. Um, since I was traveling with the family, we, you know, kind of got pushed back a little bit, but yeah, we will be doing a private lender, actual luncheon and inviting folks to do more face to face. And really that's the key right now is getting in front of more people to present. Right.

27:24

The reason I ask that question is I've raised almost a million dollars, \$969,000 to be exact, at just one private lender event or luncheon. And you know, I invited approximately 20 people from my own connections and I fed them lunch and had about 20 minute presentation. And there was an interest form on the table.

27:51

And I don't know if you you probably haven't had opportunity to actually use what we call the private lender brochure But we present to potential private lenders the private lender brochure After we have taught the program is sort of like a recap right as to What we taught them what the program is as in you know for example what the interest rate is how they can get their money back in case of an emergency the length of the note and

28:20

You know, all that, all that kind of stuff. Um, really, I know you got to jump in two minutes and I won't hold you up. I'll keep you on time. Um, and we're going to talk after you leave about what we actually present. Once we have a private lender come on board and they're waiting for us to, um, give them, get them a deal to fund. Uh, we'll be talking about what we present then. So you'll be gone when that comes around, but does anything else come to mind in the process of

28:49

locating or finding, teaching new potential private lenders before they come on board with you? My number one go-to source to find potential private lenders is networking and introducing yourself in a curious way, which is what you teach us in the program as well, and getting out to different networking events, different civic groups and organizations. So that's the best way to find people to get in front of. Right. So when you are networking and you're at different events,

29:19

And you're bringing up the topic of private money. Um, is there anything that you present to them in that networking event? Um, right now, since I'm just getting my feet wet with the actual events, trying to create some FaceTime and, and, and one off, you know, getting people to know me better, I just, I just introduced myself in a curious way so they know that, Hey, I'm the real estate investor, the guy that's teaching people how to work with private money or

29:47

how to become a private lender in real estate. Gotcha. Very good. Well, Willie, it is just about four 30 Eastern time. So y'all give Willie the sophisticated golf clap and a big thank you for sharing. Thank you so much, Willie. I appreciate your participation here. All right. Thank you guys. Hey, you got it. You got it. And let's see here. Did, uh, was Lynette able to join us? Uh, Crystal or not yet. Go ahead, Lee.

30:17

Yeah, she's not back yet. She ran home. So I got set up for this, it sounds. So I do have some good things to say. And I will say, belonging to this group and attending the the different weekends that we have attended up there in North Carolina have been great. I mean, super beneficial. I am not one that's super confident about my knowledge or my memory.

30:46

And I have to admit, going into this, I didn't think I was going to do it. But I tell you, if I can do it, anybody can do it. So how did I go about getting this guy? Actually, it was my last networking meeting, and I'm going to agree with what was Willie earlier. Networking is great. And you've got

to get out there, and you've got to let them know that you're an investor, and you use other people's money.

31:14

and set some kind of interest in on how to get involved. And basically I looked around in the group and since I'm pretty knowledgeable of the material, I was looking for any of you old geezers that like to earn 8% safely and securely, talk to me after the meeting. And literally I had a couple, one I sat down with, and then I told Lynette about it and she went crazy. Oh, great, you finally did it.

31:42

And, uh, yeah, I guess I did, but I didn't think of it that way until actually today, when I set the time and date that the guy's going to meet with, uh, Nate in this case, and, um, we're going to get the money put aside. He, he, he wants to do it and I've got the houses. So, um, I'm excited. That's fantastic. I don't get excited. Thank you so much for sharing. Um, I see Banjo and Erica from over there in Mississippi.

32:13

What else comes to mind if anything? Can I add something to Banjo? Sure. Banjo told me to start reciting an, an, um, an affirmation with my private money, and I'm going to tell you that probably had the biggest to do with me getting going again and actually making it work. Awesome. That's good news. I'm glad, I'm glad it helped. I'm glad Banjo shared that with you. Uh, Banjo and Erica, uh,

32:41

What else comes to mind as far as in the process of attracting new private lenders and presenting to them and showing them anything, sharing anything, does anything else come to mind in that process? I would say you have to, so my energy when I'm talking to a potential private lender is something like this. Jay, we gotta talk. I got something that you are going to love.

33:11

I just was thinking about you the other day and I said, man, I haven't even mentioned this to you yet. So when you got a couple of minutes, let me know. We got to talk. And of course they're gonna say, well, what is it? I got a couple of minutes right now. And you're like, well, you know me and Erica, we're in real estate. We got this awesome, awesome alternative to the stock market. That's doing great right now, right? And or if you got any of that, even CDs, we're crushing it. So, you know, safe and secure place, you know, collateralized by real estate.

33:41

And just kind of enter in, enter in with that, that energy though. I love it. And we're so, in words, you, you, you share your excitement. Yes. I mean, in your, in your tone of voice for sure. And it helps me channel that excitement by thinking about a previous private lender who is that excited about the opportunity that we gave to her. She's over the moon talks to it about everything. So I

like, I remember her and channel that energy and present what I have to offer to these folks. Love it.

34:10

Erica, in this process, anything else come to mind of, you know, attracting them, bringing them on? Anything else comes to mind on presenting or sharing? Um, not necessarily. I think credibility has a lot to do with it. Um, we are present on social media and we like to show like before and afters. So while it's not necessarily presenting our program, I do believe that it helps with the credibility to get them to, um, buy into our program.

34:39

as well, and that is sharing, that is presenting. I mean, indirectly, you're not talking about private money yet, but you're exactly right. Nothing's more important than the credibility because really, these private lenders are not really investing in our deals. They're really investing in you. That's who or what they are investing in. Thank you all for sharing that. Crystal.

35:06

We're sort of getting to the bottom of the barrel on things that we present to get private lenders to come on, but you got a lot of experience. You've raised millions and millions of dollars in private money. What else comes to mind to you as attracting, presenting, sharing to get them interested to come on board? Well, I think what really comes to mind for me based on what's, you know, what's been communicated and I will, I'll talk about

35:35

another strategy that maybe we haven't discussed, but is that you kind of have to know when to share which thing, right? And that's what really comes to mind for me is, you know, it's always appropriate with a new person to introduce yourself in a curious way, or like Eric just talked about, get energized and share with the people that are in your warm market what it is that you're doing. What is different about what's happening right now and what's the opportunity for them, something that they wouldn't previously know.

36:05

Um, one of the things that I really love, a strategy that I have found is a game changer is the civic presentation. So there's a, most people don't even know what that is. So take that from scratch. Crystal. Well, we'll roll it on back. So, so unlike the private lender PowerPoint that you can utilize for one of ones you can use for a private lender events you can use on a webinar.

36:31

The civic presentation does not tell all the details of the program. So Willie just said, you know, it doesn't spill all the beans. So the 16 minute recording doesn't spill all the beans. The civic presentation does not. The benefit of the civic presentation is that we're doing more teaching. So you put that teacher hat on again and we're going to do some teaching. But what we're doing is it's really it's really a lead magnet. Right. So.

36:58

You can present this when you have civic organizations that are looking for speakers, individuals that can provide some teaching and training. So what better thing for us to do than tell people about self-directed IRAs, how you can make money with them, how you can make them tax free, how all that works, stuff that people don't know anything about. And I will tell you, people get excited when they hear these concepts because they're, you know, like my experience is when I started talking about this stuff, people are like, oh my gosh.

37:28

I thought there was something like this that you could do. I didn't know what it was, and things like that. So it's really, it's an exciting thing to share. People get really geared up about it. So it's a presentation that is technically about 15 minutes in length, give or take. And it's really established so that when you speak at a civic organization, you meet their timelines. Most of them give you about a 15 minute window with maybe five minutes of questions. So somewhere in a ballpark of about a 20 minute presentation.

37:58

So the civic presentation was created for that purpose. And you provide that to all of the members of our community that are in Platinum Plus and Mastermind. And they can use this. And we teach them how to go out and reach out to these civic organizations and have conversations about how to get in front of them. And then how to prepare and do the presentation. And then what does it look like and follow up.

38:22

So it's a lead magnet and you go out there and you present the materials that does not tell about the details of your program. It just at the end sort of provides a teaser if you will and gives them a call to action. Whether it be, hey, I have a 16 minute recording that you can listen to and you can put your QR code up there. We've actually had several of our members that this is a feeder to their private lender events.

38:48

So they get up there and they share that, they offer their 60 minute recording, and they invite people to their private lender luncheon. And so it's a really nice way to move them to the next step and or of course move them to a one-on-one and more deep conversation. Love it. Thank you for sharing that Crystal. Chaffee, I'm gonna let you go last on this part of the process. I mean, you've raised a ton of money over the years for deals. And

39:18

You're like, you know, one of the kings of networking. What else comes to mind as far as this process? Attracting without chasing? What have you presented? What have you said to attract them before you got a deal for them to fund? Well, I just, you know what? I just want to reiterate a couple of things that have been said already. First and foremost, I love what Vangel said is you got to bring that excitement, right?

39:47

People will join you, people will be a part of what you're a part of, people will want to work with you simply because you're so excited about it and they want that energy. They feed off of that. And so when you can create that kind of energy and that passion and people can see that passion, they want to be a part of that and they want to hear more, right? So that really opens up that door of just being so passionate and excited about something. And then the key that Crystal said is moving them to the next step.

40:15

And what I love about what you've done, Jay, is that you've put together a five step process to move them from, I don't know who the heck you are, to, you know, here's, you know, I have a hundred thousand ready to go, or, you know, 500 or whatever it is, right? So, you know, and that process is simply moving them through that step by step, and each step is qualifying them and getting them further more interested, more interested. And so,

40:44

One of the things that networkers, when you go to networking events that you tend to do when you're excited about something, so you bring that excitement, and sometimes you're so excited, you do something where, well, you know, we call it puking on people, right? And what that means is that you tell them everything. You tell them, oh, this and this and this and this, and then all of a sudden their eyes glaze over and they've forgotten too much. You've, you know, taken all the excitement out and they go, well, that's great. I wish you the best of luck. And they move on, right? And so,

41:13

You got to bring that excitement, only you got to follow that process, that system. And if you're going through that five step process, which you list in your book, Jay, which everybody, like if you're on here, you don't have Jay's book, get it. It's free. You got to pay a little bit of shipping, but it's ridiculous how much information you have in there. And those five steps is all that, we currently teach all your students, Jay, walk through the FOPs. And you know,

41:41

All the, obviously PowerPoints and transcripts and conversations and everything are part of your course only, you tell them exactly what those five steps are in the book. And if you follow those five steps and what you do, like I said, so wonderfully is that you've systemized it and you've organized it in a very simple manner that anybody can do. Whereas when I was, before I met you and I raised a bunch of money, I was just haphazardly talking about anything and doing stuff.

42:10

I could have probably raised twice as much if not more had I followed your process in your system. Awesome. Thank you for sharing there, Chavvy. So now let's go to the other part of getting private money. That's when you've got a deal to fund. Let me tell you something. Let me

tell you something that just drives me stupid crazy. I just want to go run head first in a brick wall every time I hear this.

42:38

You probably have heard some other educators out there in the real estate investing space that they'll say this. They'll say some of the effect of, Oh, just get the deal under contract. The money will show up. Raise your hand. Anybody ever heard that? Just get the deal under contract. The money has show up. Right. It's magic, Jay. It's magic. Yeah. That's like the most stupid thing. I mean, what's that? Where's the money? Where is the money going to show up?

43:07

Is it just gonna like rain out of clouds or something? You know? Or hey, you're just gonna open your front door the next day after where you live. After you got a deal on the contract and there's a box full of money right there on your front porch, the money's gonna show up after you get that deal on the contract. Well, it seems to me, that's pretty stupid. It seems to me it makes sense to get the money lined up first. There's always gonna be deals.

43:36

But get the money lined up first. Think about how much more confident, how many more offers you're going to make when you know you've got hundreds of thousands of dollars burning a hole in your back pocket and you can close quickly. I can't even remember if I shared it on the last private money Zoom training, but that kind of oceanfront condominium that I just cashed out on, I only had it, I was only in it five weeks.

44:01

And my net, net, net after realtor fees was \$160,000 right here at Atlantic Beach, North Carolina. And what's the point of the story? The point of the story is unless I had had private money, \$450,000 to be exact, I bought it for \$425,000, I would have missed out on that deal. So back to this process. You know, the, um, I've never pitched a deal in my life.

44:31

And you hear people, thank you Wayne, you hear people talking all the time about pitching a deal or pitching that deal. And new real estate investors or new capital registers will say, how do I get over the fear of rejection? Well, the question is, how can you be rejected if you're not asking for anything? Right? Remember, you've got your teacher hat on. You see, we're separating the conversations of teaching somebody about the program. They tell us what they got to work with.

45:00

If they've got retirement funds and we need to get them introduced to a self-directed IRA company, we do that. Then we got a deal for them to fund. So they're ready to go. I'll tell them, I will put you a money to work for you just as soon as possible. So now let's answer this question. What do you present? What do you say? Do you hand them anything? Do you send them anything?

45:27

What, what do you present? How do you present a deal for your private lender to fund when you've got a deal for them to fund? So Banjo and Erica, y'all get to go first and y'all have done this a ton and a ton and a ton of times. So you've got a deal ready to fund. How do you present that deal and get it funded to one of your private lenders? Yeah, I got some really good news, buddy.

45:57

You got some really good news. I got some really good news. I got us a deal. Uh, looking to close very soon. So what I'll do is I'll shoot you over to paperwork. Just give you a little summary of what we got going on and we'll shoot you some further instructions later on as where to wire the money and all that. So what, so if I'm your private lender and you've got a good, you've got a deal for me to fund, what information are you, are you going to send me?

46:25

I'm going to let them know what city the deal's in. I'm probably telling them a single family home or whatever it is. I'm going to tell them what lane position and which percentage right there are going to be looking at and how long the term is going to be. Okay, so you're actually sending them an email.

46:48

Well, if they're a brand new private lender, yes, I'm sending them an email. If they're anybody after the first time they land, they don't, they don't want to email, they just want to get the money working again. Okay. Um, how far in advance of the deal needing to be funded? Do you communicate with the private lender that you have a deal for them to fund? That's going to depend on how many private lenders I have on the shelf.

47:16

If I got a ton of money on the shelf, I'll wait until I got the deal locked up. And I know we're going to move forward. If, if I only have, let's say, let's say I got, I don't know, 500,000 on a shelf and I need 250 or something to do this deal. I'll, I'll, I'll start talking to the private lender before we even lock the deal up just to make sure that they're not backing out on it.

47:44

which some have sometimes I'll call him, hey, good news. Well, about that, my daughter's getting married. My son lost his house, you know, and I'm not gonna be able to do anything. So yeah, varies a little bit, but I would say within 30 days or I'd say 45 to 20 days. Okay, Erica, you wanna add anything to that? I don't like so. All right, Crystal, you got a deal ready to fund.

48:13

And what do you present or tell or communicate to your private lenders or lender that you've got to do for them to fund? I make a phone call and just let them know that, hey, I'm ready to get

your funds to work and I have a property. It depends on the lender, but I will tell you, Jay, that, you know, even though we're taught what we should tell them,

48:39

I have a lot of lenders who just really don't want to know anything except for where to put the, where to send the money. So yeah, so some of them, I will of course tell them the city that it's in. Obviously I tell them how much money and, and I let them know, you know, when what's the wiring instructions, when does this need to be funded? Occasionally, if I've had a lender who's been longer.

49:07

in investing has had some experience, they may ask me for more information. So I may be sharing a CMA and some more details to help them assure that is indeed meeting all the criteria, but obviously that's our policy. So that's what we do with all of our lenders, regardless of the questions they ask us. So I tell them very little, and then I just help guide them through the process. Because our lenders are in our warm market, I am hand holding them.

49:32

on assuring that the process with wiring funds and all that's, you know, they get taken care of so they don't feel like they're in this on their own. They don't want to be doing anything else. They just want to make this money. So we just make sure we get them through that process very, very closely and carefully. And then their funds are working and they're getting paid and happy. There you go. So thank you, Crystal. So let me just share with everybody here what I do. I'm going to give you the script.

50:02

that Crystal was just talking about. I'm gonna give you the script right now as to exactly what I say to a new private lender. So a private lender that's told me they got X number of funds, and they're getting ready to, they're gonna fund their very first deal. So as Banjo was talking about, or he was role playing, he said, "Jay, I got some good news." So we call this the good news phone call. That's what we call this, the good news phone call. And so let's say that

50:32

Crystal was one of my new private lenders, and she hasn't done any deals with me yet. Let's say she's told me she's got \$150,000. Let's assume it's retirement funds that she's already got, so they're going to be transferred over to the self-directed IRA company. That takes a couple of weeks or so, so now the money is sitting there ready to go to work. And I told Crystal, as my new private lender, that I'm going to put your money to work for you just as soon as possible.

51:02

And so here's the script for the Good News phone call. I call up Crystal, she answers the phone, we have a little bit of chit chat, and then I say, Crystal, I've got great news for you. I can now put your money to work. I've got a house in Newport under contract with an after-repaired value of

\$200,000. The funding required is \$150,000, so that matches up to what you have available. Closing is going to be next Thursday.

51:32

So you'll need to have your funds wired from your retirement account directly to my real estate attorney's trust account, and I'm going to have my real estate attorney provide the wiring instructions. That's the end of the script. That's the end of the conversation. Now, let's unpack what was in that script. Number one, I told her I got good news. I got great news. Now, I told her I was going to call her as soon as I could put her money to work. And listen what I told her about the deal.

52:02

I told her where it was located. It's in Newport. I didn't give her the physical address. She could care less. The second thing I told her was the after-repaired value. I didn't tell her the purchase price because that doesn't matter. My maximum loan to value is 75 percent of the after-repaired value. That's why I told her the after-repaired value. And I'm not bringing Crystal a deal to fund that doesn't meet the criteria of the program. So I told her where it's located, the township.

52:31

the after-repaired value, the funding required, which is the \$150,000, when the closing is, and how she's going to get the money wired to my real estate attorney's trust account. Notice I did not ask Crystal, don't miss this point of what I'm getting ready to say, notice I did not ask Crystal, do you want to fund the deal? That's the most stupid question in the world I could ask Crystal. Of course she wants to fund the deal!

52:58

because she's been waiting for the good news phone call. And you see, she's not making any money until she loans me the money. It's just sitting right there earning zero. And you know what? She moved her retirement funds over to the self-taught authority company because I recommended it to her. She followed my instructions. I had on my teacher hat.

53:25

I am ethically bound to use her money! I'm ethically bound to borrow her money because she's moved the money over at my recommendation. Also, if she's told me she's had \$150,000 just in liquid funds, I'm ethically bound to use that because she's holding that money for me. As you all know, the worst time to be attracting and raising private money is when you need it for a deal.

53:55

Here's a writer downer for you. Desperation's got a smell to it. And if you have got on your teacher hat and you're teaching somebody about private money and you talk to them about a deal in the initial conversation, you already sound desperate and you weren't even trying to. So we got two things left. Hopefully that made sense. Hopefully y'all took some notes on that. Crystal, let's knock out the questions in the chat. And then Chaffee.

54:23

I want you to give everybody here some good news, and that good news, of course, is everybody here that's on this Zoom, you are qualified to attend and get tickets to the upcoming Private Money Conference live event, October 23, 24 and 25. In fact, Ashley can go ahead and put in the chat, the website for that if you want to. So anyway, we'll wrap up with that, Chaffee. So Crystal, what questions do we have?

54:54

Um, let's see. Wayne asks that he hadn't heard about the webinar. Very interesting. Any more information on how to set those up? Yes. So the webinar, that deliverable is one of the services that I personally do with all of our platinum and mastermind members. And if you'd like to dive in deep on that, Wayne, just go to jconnor.com forward slash schedule, and that will get you an appointment with Chaffee.

55:23

to talk about how we can do the webinar for you and all that kind of good stuff.

55:32

Okay. And then, um, let's see. Um, someone asks, uh, Banjo to share his affirmation. So I don't know if you want to put that in the chat Banjo. Oh yeah. That's the affirmation you shared with Lee, uh, Banjo, if you don't mind typing that in the chat. And then Norman Miller says, I have a question for you, Jay. Okay. Well, uh, what's the question? You can type it in the chat or just unmute and ask away Norman.

56:01

If if Norman is still here.

56:05

Um, not here in Norman. Norman, if you can hear us, you can just send that in the chat or, uh, you can email Ashley or just pick up the phone and call us here at the office tomorrow. Yeah, I don't see him on. Okay. Go ahead, Crystal. All right. That's all I see. All right. So the website to register for the private money conference is [www. The private money conference.com](http://www.Theprivatemoneyconference.com).

56:33

tell everybody what's going on with that and why they should be at this event October twenty three twenty four and twenty five. Well you've been to the event before you know how different Jay's event is compared to other events and you've never been to the event before then you got to get to the event and I'll tell you you know if you're serious about not just raising money if you're serious about this real estate business.

57:02

You're gonna learn so much about how to do real estate, the J way, which is running a business that you can be proud of, running a business where you're leading with a servant's heart, we're running a business where you don't feel like you're gouging people out of money just to get a

deal. Jay's gonna show you how to do that. He's gonna show you how to set up your business, the real estate business, so that you can consistently find deals on a regular basis and put everything on autopilot. So,

57:30

He's got four pillars of real estate. Most of you know him for the first pillar, which is raising private. Or is how to find deals. And he's gonna discuss his foreclosure system and foreclosures are gonna keep going up and keep increasing. So you definitely wanna be ready for that. His third one is how to sell properties quickly. And the fourth one, which I love, is how to automate your business and work on your business and not in your business. Jay's gonna cover all four of those pillars in the event.

57:59

coming up in October, and he's not just going to teach you how to do this. What I love about Jay and what's different about this event that you got to get to is that he's going to bring in his team members that actually execute these pieces of the business for him. So if you want to be able to work 10 hours or less a week on your business and have it run on autopilot, you've got to have the right team members. And Jay brings in his acquisitionist, who brings in his real estate agent, his project manager, his attorney.

58:26

All the people that are involved in his business for him. And you could ask some questions. And these aren't like pre-screened questions. You got to write them down and if they're approved or not. It's like, I think you got one of those mics in a box and you throw the box around, right, Jay? Yeah. And people can just ask any questions you want. So if you want to learn how Jay works with them, how he compensates them, what they do for him, that checklist that they go through, you can ask all those questions.

58:56

And also, you can also meet Jay's private lenders. He's gonna bring his private lenders there. They're gonna talk about how they met Jay, what convinced them to work with Jay. And then obviously, if you're part of the VIP special that's offered, you can also network and have dinner with them at our VIP dinner that we have as well. So you gotta get to this event so that you can really learn how to do this business the right way, how you can systemize and automate, not just how to raise private money,

59:26

but to fill in the pieces of your business, whether you're brand new or you've been doing this business for a while. And also we're all gonna be there. What I love about this is that it's like a big family reunion for everyone that works with Jay. So Crystal's gonna be there, I'm gonna be there, Jay's gonna be there, like I said, his team's gonna be there. And we definitely wanna meet you as well. So it's always great to meet you in person, not just see you on this Zoom call. So definitely get out there and we'd love to meet you.

59:56

Awesome. Thank you, Javi. Registration is open, and when we fill up, we will be closing it. So the only reason we charge a \$97 registration fee, it sure ain't for the money, I'll tell you that. The only reason you're paying a \$97 registration fee is to hold your seat, and to guarantee your seat is there because when we fill up and we close registrations, then we're not letting anybody else in. So that \$97 is reserving your seat.

01:00:26

And of course, you'll have an option to upgrade to VIP if you want to that's totally optional. Um, Crystal, any other questions come in and that I want to, well, let's go and recognize our Platinum's and masterminds and then any other comments or questions that came in and we'll wrap it up. Sure. Uh, we have Eric and Erica as you guys met. They are graduated Platinum Plus and they are mastermind members. We have Andrew McAllister Platinum Plus member.

01:00:53

We have Bill Senior and Charnece Platinum Plus members. Let's see, Alison and Belinda Ebo, Platinum Plus and Mastermind members. Jeremy Carlson and his partner Norman Miller were on here earlier. They are Platinum Plus, oh there you are Norman, you're back, Platinum Plus members. And let's see here, I know Liam Lynette Greider, Platinum Plus graduates and Mastermind members.

01:01:22

Looking through here, Sharon Hedrington, platinum plus and mastermind member.

01:01:29

And I think that covers everybody that's on the call right now. Awesome. All right. Any other comments or questions that came in the chat that I didn't get to previously? Yes. Julius put a question in the chat that said, I would imagine your contact at Quest Trust has lots of clients. Should I ask him to give me a recommendation for someone else at the company?

01:01:55

So here's where I am on Questrust. I've had all my private lenders that are using their retirement funds have their accounts at questrust.com for the past, I guess about eight years or so. And if you hadn't heard, Inspira bought their assets and Questrust is still working as usual, same staff, no change in policies. However, that may change after the first of the year.

01:02:23

And so I'm still in contact with Colin Taylor. He is still with them. So I'm not making any changes. However, for any new private lenders that I may bring on or that you bring on, I'm going to recommend, at least in the interim, and you may stick with him, I know someone that used to be at Quest and integrity is impeccable, great service, great guy, very, I mean, he knows everything about self-read RAs.

01:02:53

Crystal, if you don't mind, put his contact information in the chat. His name is Nate, N-A-T-E, H-A-R-E. The name of the company he's with is DirectedIRA.com, DirectedIRA.com. And I just texted with Nate this afternoon. He said the best way to get up with him, since you're in my community, is either by email or his cell phone number. So here's his email address.

01:03:20

His email address is nate.hair.com. And this is the kind of guy he is. I'm going to give you his cell phone number. This goes directly to his cell. His cell number is area code 702-204-6169. Again, that's 702-204-6169.

01:03:52

And what do we have next, Crystal? Um, honestly, I feel like you answered Robert's question because he was just simply asking that you recommend quests. And, um, when he was at Ron LeGrand that he had recommended a directed IRA. And so he was just asking what direction to go. So you just clarified that. Okay. Perfect. So that was all the questions, right? That appears to be, and Norman's got his hand raised. Go ahead, Norman. Okay.

01:04:22

You can hear me this time? Oh yes, I can hear you now. Okay. So I had a person I was talking to about some private money and I maybe shouldn't have done it that quickly. I didn't fully know the script, you know, without looking at it and stuff. And I may have been messed it up because now he wants to co-invest into a property like he wants part of the profit at the end. So what's a good way to.

01:04:52

get them off that saw and get them back to just giving me the money only so I can do what I need to do. Well, I'll tell you how I answered that question with one of my private lenders that had already been doing business with me. And then I'll let Crystal and Chaffee, uh, respond how they would. Well, let me, let me let y'all go first and I'll give you my answer. So Crystal, have you had a private lender want part of your profit and not just interest and how have you answered that?

01:05:20

I use the languaging that you had shared and that is, you know, I really prefer, you know, the way that my program is my program. I prefer to do what I do best and you do what you do best. And that is I manage the properties, I find the purchases, I get the deals in order, I, and I get them out the door and sold at high rates of return, you know, high profits myself and you can sit back and collect checks and make high rates of return yourself. So I find that generally if there's more than one person that's focused on all the same things, it's too many cooks in the kitchen.

01:05:50

You got my script memorized. I know go figure. What would you add to that Chaffee and then I'll add a little one more statement to what Crystal just said but go ahead Chaffee with your thoughts. I would just thank them for that offer and just tell them hey you know that's a

appreciate the offer and at this time I'm not really looking for a partner. You know I've been doing this business for a while or you know however long you've been doing it and you know so I got you know my private lending program.

01:06:20

Make sure that I follow the program. Um, it's the system that I know works and I've used it for a while. So, um, you know, if, uh, that's something you want to be a part of, let's, you know, figure that out. I like that. And I, and, and there's a writer downer, Norman, uh, in addition to what Crystal said, and that is Chaffee said, first of all, he started out with, thank you. Thank you for that offer. I appreciate that. At this time, I'm not looking for a partner. I'm not looking for a partner. Uh, reiterate what Crystal said.

01:06:50

It worked. I've discovered it works out best for people to do what they do best. And what do I do best? I find deals. I oversee deals. I run the operation. I am the operator. That's another line. You could say I'm not looking for a co-operator or I'm not looking for a joint venture partner, right? And as Crystal said, I let people do what they do best and what my private lenders do best is sit back and collect checks. And so.

01:07:19

I really like what you brought out there, Chaffee, as well. I was gonna add something to that script and it just left me. I don't know what it was in my head. Anymore of these days, if I don't say it, it's like gone, you know? Go ahead, Andrew. Yeah, I just wanted to tag along here and because I think what I heard you say, Norman, was that you kind of jumped out there and had the conversation and maybe you misspoke a little bit.

01:07:47

preemptively, right? I would say for sure, like everything that was said here was amazing, but really get to know that program before you're having that conversation again and say, I'm sorry if I misspoke, but I just wanted to reiterate how it works and then go into exactly what they just said. You know what I mean? So that you're not looking like you're talking out both sides of your mouth, just say, you know, just kind of to reiterate, you know? Right. And like when I got the question from one of my...

01:08:16

private lenders. I told him I said, now, you know, in addition, I'm not looking for a JV partner or a cooperator. I said, but if you want to be getting profits out of a deal instead of just straight interest rate, then you need to go be a real estate investor. You need to go do what I do. You need to get you need to go find deals and negotiate deals and oversee deals and oversee projects. And then you get the profit.

01:08:46

So of course, when my private lender asked, they continued on as a private lender. Well, anyway, folks, we're eight minutes over. Thank you all for joining us here live on the Zoom. And

if by chance you are in the Private Money Academy and you're in the membership, we're archiving all these Zooms and you can go back and watch those and see any that you may have missed. Crystal, thank you so much for being on here with us today. Chaffee, thank you.

01:09:16

Um, everybody that helped Willie, I had to go Banjo and Erica. Thank you so much for participating and giving us feedback and for all the wonderful questions. Everybody put it on your calendar. Put it on your calendar. Our next, uh, private money zoom training is going to be two weeks from today. Two weeks from today. That's August 28th, uh, at 4 PM Eastern again.

01:09:44

And I'll send you a couple of emails like I did this time and I'll send you a, a voice message as well. Everybody have a fantastic rest of your week and we'll see you right here on the next private money zoom training. Bye for now. Thank you. Thank you, Jay. You're welcome. Bye bye.