

**Speaker 1**

Good afternoon folks leave from Savannah.

**Speaker 2**

Hello. Hello. Hello. Hey Lee, welcome to the call. Hey Chay, welcome everyone else. Joining the call me a bunch of you just got off of hour of power as usual.

**Speaker 3**

Wonderful. A lot of people from over there. How are you doing this afternoon? Chaffy.

**Speaker 2**

Oh, run around with the like a chicken with its head cut off. Like, you know, that ain't too abnormal on a Wednesday for me.

**Speaker 3**

I totally relate.

**Speaker 2**

Well, you sounded much better this week.

**Speaker 3**

I know it's exciting. I have a voice. I'm still, I'm still on the weird end of, you know, kind of in the having the fog and not quite being myself to sh, but as far as the way I sound and overall about 1000% better.

**Speaker 2**

Wonderful. Glad to have you 1000% better.

### **Speaker 3**

I'm glad to be. Yeah, it's been a rough couple of weeks.

### **Speaker 2**

Well, if you are just joining us, please turn on your video, we would love to see you if you have a video that is also if you are driving, please pay attention to the road and not the video. do not want any accidents out there and welcome, welcome. Welcome. Hope everyone had a wonderful Thanksgiving holiday. ate lots, did lots of shopping, got lots of things. maybe not the shopping part only ate lots and, spent time with friends and family.

So as we are waiting for everyone to jump on as we always do, we'd love to start off with, any, wins that anyone would like to share. Does anybody have any wins that have, they've had since our last call. What? I think it's been three weeks now since we had, Thanksgiving last week. We didn't have a call last week. Any wins. Anybody would like to share with the group.

### **Speaker 1**

Anyone I shared in the last group, this is Lee Savannah that we did our first presentation to our R A group last or this past Tuesday. So it was, it was good. It went, it went well, I don't think I talked to the right crowd, but still it went well.

### **Speaker 2**

Awesome. Awesome. Every little bit. You never know what sinks in. You know, it's, it's one of those, you gotta hear it multiple times sometimes and when you repeat the same message, eventually it'll sink in and, and you're planting the seeds, can't tell you how many times and crystal can attest to this is that you plant a seed and, and sometimes even two or three years later, it comes back so sometimes it takes a lot of time. Isn't that right? Crystal? You've had some of those.

### **Speaker 3**

Absolutely. I, I try to remind people, you know, patience is really important and you just have to plant as many seeds as possible because you'd be amazed at when people turn up. you know, I've had so many people over the course of time that just years later are like, hey, that stuff, are you still doing that? Could you help me with it? And it's like, okey dokey. That's really bizarre.

I know we haven't spoken about it in years but so that is the way it works. And so you just never know it. It's oftentimes and not now for people and then they just show up with, you know, a life change that puts them in a position where they really want to have that conversation with you and, and it's now pertinent and, and important to them.

## **Speaker 2**

So, I, you know, speaking of this topic, I, I do wanna share that there are two, I guess. I say it two thoughts or, or two modes that you need to be in at, at all times. the first one is that the first mode you need to realize is that this business is a long term business, right? It's not a sprint. It's not a, something that you rush to get to the end. This is something that, you know, if you want this business to change your life, then give it time, plant those seeds.

This is something that can, that can make a huge difference, not just in your life, the life of your kids and, and your family. So, you know, again, think of this as a long term journey that you're going on to create a business that's gonna last a long time. The second mode is that there's always a rush. So there's always a sense of urgency because if you don't have that sense of urgency, then you're gonna sit around at home and do nothing or you're going to let opportunities pass you by

because like, oh well, you know, there's no rush and in the meantime, there's a, you know, 25 year old kid hustling and bustling and getting that deal underneath you. So, you know, you have to balance the two. You have to realize that there's a rush and there's a sense of urgency for you to get up and take action.

And at the same time, the actions, actions that you're taking today are actions that are gonna last you a lifetime. So keep that in mind is that you gotta do both, right? Any thoughts on that before we dive in anything else? More crystal?

## **Speaker 3**

No. I, I think, you know, the only thing I would say is, well, I, I agree that that's completely it. There's always gonna be kind of the ying and yang of, of it. But the reality is, you just have to be an action taker regardless, regardless of the thinking and the mode, you just have to consistently take action and, and being intentional and being consistent will, will win out every time over anything else period. Just be consistent and be intentional.

## **Speaker 2**

And Lee I highly recommend congratulate you on, on doing that presentation of Frank you and I highly highly recommend that you do that, more in other groups as well. So can keep that up. Keep up the good job. Our lunch is next Thursday. There we go, taking action. And we've mentioned this several times is that, you know, the holidays are a wonderful time to be out there talking to people sharing this opportunity and telling them what you're up to what you're doing to gather around

you and support you. And I had a conversation earlier this week and I want to reiterate that is that a lot of times people are hesitant to talk about their friends and family because they think, oh, well, you know, my friends and family have no money or, you know, they, they're, they, they're not gonna support me, whatever. And then the reality is, is, is most of business, most of the business that I've done has not quite frankly come from directly from some of the p people I've met.

It's come from the people they've referred to me. And so when you're getting out there and you're talking to people and you're talking about this business, you're talking about private money, you're talking about real estate. Realize you're out there as Jay says, putting on your, your teacher's hat and you're teaching people about what you're doing and how you're doing it. And there's a good chance that they may not be the people that you're gonna work with directly and they

may know somebody who would need your services or know somebody that would need your opportunities or refer somebody to you. So you definitely want to get that out there and spread that news, especially during the holidays when you have that opportunity to go meet so many friends and family members.

## **Speaker 3**

Absolutely.

## **Speaker 2**

So awesome. With that, I do want to mention that Jay is traveling right now, as he usually is, he's, he's always out and about somewhere and, he's gone for this week. So unfortunately, he won't be able to join us this week. he did, tell us, what we should be talking about though, which is we are going to answer some more live event questions and aha moments. I do want to reiterate is that you guys on this call are here and we want to answer your questions as well.

So whatever questions you have, make sure you type it into the chat so that we know, and as we're asking questions, if you know the answers type that in the chat as well so that we can share that with everybody as well. to begin with though. Who am I? And, who are, are you talking to and why are you on this call? So, why don't we kick it off, Crystal? Why don't you introduce yourself and, and why everyone's listening to you?

### **Speaker 3**

Yeah, absolutely. So, my name is Crystal Baker. I've been investing in real estate since 1996. Very traditionally, it was my side hustle. I was employed as an occupational therapist in leadership for many, many years. So at that time, I would buy a house, live in it and after about a year, do some work on it, et cetera and sell it. And so I did pretty well with that, but stepped out of the market in 2008, decided to get married and have kids, not because I was brilliant and saw what was

coming. But I was really fortunate. I sold my last house in a bidding war, got married. After my daughter was born, I ended up being a single mom unexpectedly and at that point was working a million hours and trying to figure out how to support my kids and have a quality of life. And I just really recognized that I didn't. So I started to look at real estate again because it had served me really well in the past took courses, hired coaches and mentors, initially didn't go very, very well.

But I had the great pleasure of meeting Jay and Carol Joy. And I attended the live event and decided at that point, despite the fact that I had already invested so much, that I've still really needed to do this and it was the best decision I've ever made. totally changed my life. I established a business, stepped away from a 26 year career and solely do real estate.

I was able to become just a real estate entrepreneur. And at that time, Jay asked if I would help coach the students. And so I have been on all accountability calls Platinum Q and A calls hotline hour power, General support, et cetera, help facilitate with the masterminds. And so it's been the greatest pleasure and what a gift I was given, I have a coaching certification and I really love being able to give back, spend time with each and every one of you.

I'm obviously on here all the time too. And really be blessed to be a part of your journey and have you be a part of mine. And so it has been the greatest blessing of my life and I love being a part of the family. I'm at all the live events, so we look forward to seeing you there. If you're able to join and attend and, and I guess that's all me.

### **Speaker 2**

And, you are absolutely correct, Crystal, you are all over the place on these calls with all of our students every week, multiple calls every single week. And, we appreciate you for that. So, by

the way, my name is Chappy to win and I am an executive success and, business coach. I started as an engineer and in the corporate world and I always wanted to get in real estate.

And in 1998 I remember I bought this course from this guy on the radio and his name was Carlton Sheets. Does anybody know who Carlton Sheets was? That's right. That was me in 98. Well, I gotta tell you, I listened to that entire course while driving back and forth to work in my car and, the whole thing went over my head. Right. So I did nothing with real estate until, in 2002, I was ready for a change.

I was ready to make the difference. And who here knows that when the student is ready? The teacher is there, right? some of you will realize it took me from 98 to 2002, which was probably some of the hottest times in the real estate market, to get involved. I did nothing because I wasn't ready and some of you might not be ready yet and I promise you when you are ready when you make that decision to move forward with this business.

It can totally change your life because real estate totally changed my life. I started this business in 2002. That first year was horrendous because I made some mistakes and I thought I could do everything myself. I did not have a coach, I did not have a team and mentor. I took a four day real estate training class and thought I can conquer the world, right?

I trust me. Four days is not enough for you to learn what you need to learn in this business. It's enough to whet your appetite, right? To tell you what you don't know to get you started and you know, when you work with the right team, when you work with the right family and the people who are gonna support you and help you, that's what makes the difference and that's what made the difference in my business is that I went on to do more deals and start investing across the country.

And along that journey started doing really well. People started asking me questions and I started falling into this thing called personal development and mindset training. And I fell in love with coaching. So I love the coaching side of the business, started transitioning into coaching and working with gurus and trainers across the country.

And along the way, I met this guy named Jay Connor at a training event where I was coaching and, he was just starting his, where to get the money now system. And we kept in touch over the years and when Jay got ready, when Jay got serious about his coaching business and launched everything he called me up and, I helped him, formulate all the products and the packages and the coaching programs because that's what I was specializing in.

And, we've been working together now for over a decade and it's been a, a journey. It's been a, a fun journey. It's been a blast and a blessing the entire time. So love with Jay and the team and when he's not available on these calls, for the P MA, usually it's Crystal and I running it. And so that's what we're doing today. Let's dive right into some questions and then, we'll get into some more introductions and a bunch of other fun stuff as well.

But again, if you have any questions, type it into the chat, we'd love to hear what questions you have so that we can answer your questions for you and help you. And before we get into that,

why don't we dive into some live event questions, Crystal? Do you know where we might have left off from the last call?

### **Speaker 3**

I was looking at that? And I think, I think I know where we were, although it looks like we may have jumped around just a touch to do that. Yeah. So it's kind of like, hm.

### **Speaker 2**

let's see. So, while you're looking at that, the questions, I wanna share some aha moments that some people have. one that I love, this is an aha moment from the live event that we just had in October which is, it's easier to attract than to chase. and what, Richard is the one that shared, that what Richard means by that. And, it's, something that Jay shared is that, you know, it's a lot easier for you to attract people to come to you by planting all your seeds and, and building your

systems and processes then for you to go out there and look for leads and, and, look for, you know, basically hunting people down so you want to build your presence so that people start coming to you and you start attracting people versus, you know, having to go out there and look for money, look for deals. and Jay and Crystal and myself, our businesses have all grown on referral.

you know, most of our leads come from referrals and, and understand that takes time to build out there and when you plant the seeds and you're doing the right things, that's, what happens and there's no better time to be planting those seeds than right now during the holidays.

### **Speaker 3, Speaker 2**

So, absolutely.

### **Speaker 2**

Yeah.

### **Speaker 3, Speaker 2**

You got a question for us now, Crystal, I have a question.

**Speaker 3**

And there's one in the chat so or there's a couple in the chat. So, why don't we go ahead, and answer the couple that are in the chat. One of them is from Timothy, saying that he's new and he heard mention of a live event in February. Where is it? And what does that look like? And what should a novice expect from this experience? Do you want to take that one? Chaff me?

**Speaker 2**

I would love to only why don't we have some of our mastermind platinum students take that one.

**Speaker 3**

I love that idea. So if you wanna first tell them when it is Chaffee and where and then we'll move on to our folks and it, it's Jay's live event.com. Is that still what we're using for the link?

**Speaker 2**

Yes. So, so as a P MA member, you actually get free tickets to the event. It's a \$3000 event. And there is a \$97 registration fee, although the ticket fee itself is waived for you as P MA members. So definitely take advantage of that. And it is in February. It is the week of love. So it was during the week of February 14th. I believe it's the 14th, 15th and 16th of February and we will be in Atlantic Beach, North Carolina. That's where Jay's team is and we have it there because Jay brings his

team members to that event and you get to meet and ask his team members questions and some of his private lenders are there as well. And before I go in any deeper, I saw Trish raising her hand, Trish, would you unmute yourself and tell us a little bit about what you experienced and what you learned and what should a novice person experience when they attend?

**Speaker 4**

I will be happy to. This is what I can say for you. It's kind of like having a baby people. As soon as everyone finds out you're pregnant, they tell you exactly how it's gonna be and, and you'll do this and you'll have that and the other and this and that and the other, it goes on and on and master the, the live event is like that people can tell you how it is gonna be, but until you experience it for yourself, you know, it's like nothing else.



It's like childbirth. You don't know until you, you go through it and, and that the live event is the same. People can tell you what it's gonna be, but you gotta be there. You have to experience it and engage in it and, and just fully engage in it to really draw from it. And it's amazing. It is, it's life changing, literally wonderful.

**Speaker 2**

So everyone should get pregnant is what you're saying.

**Speaker 3, Speaker 4**

No, no, that's the only analogy I can think of.

**Speaker 2**

Wonderful. Well, Trish is one of our mastermind students and, Platinum plus and mastermind students. And we'll, dive more into that later only, who else, can tell us what, they experience at the live event and what, a new person might experience at the live event.

**Speaker 1, Speaker 2**

Anyone else, any one of our, members wanna share, I guess you can't see my hand.

**Speaker 1**

That's all right. Chaffy. This is Lee Grider and my wife and I, we and I agree with Trish that I heard all these things too. This is great. You'll love it. You'll do this. You, well, you're right. If you're not there, you don't know. And when you're there, you find out how much the, the people care about each other as well as, as our, our mentors. You guys, Chappy and Crystal and Jay.

I can't, I mean, for those of you that haven't done it, you gotta do it. And, and it's funny it's coming for me who's a, a very questionable person. Yeah, I don't always believe this stuff. So, and yeah, it was very powerful, very engaging. And I'm saying the same thing that people who were saying to me. I was like, I can't believe I'm saying this.

**Speaker 2**

Yeah, I remember talking to you, Lee, you're very skeptical. Well, I'm glad though I'm glad we were able to avert you. You're a believer. A Jay lever, whatever you call it. Oh What more anyone else would like to share? What Randy and Desiree, what do you guys get out of it? And what can somebody you expect from it?

**Speaker 5**

I, the, the biggest thing I got out of it was the energy that's there. You can sit there and read books and, and learn a little bit. But once you're in the same room with Jay yourself, Crystal, and you are actually getting that energy, you learn so much more and everybody in the room, whether they're mastermind or Platinum plus or just visiting for the very first time, all you have to do is ask a

question and somebody will be there to help you out. And that the first time we went was, it was just amazing how everybody in that room cared about everybody else in the room.

**Speaker 2**

Awesome. Thanks for sharing. Speaking of everyone in that room, Ashley from Jay's office is also usually at that event. Ashley, are you online right now? Can you introduce yourself and tell everyone who you are and how you can help them?

**Speaker 6**

Hey, everyone. Well, my sarcastic answer is I'm Ashley, but I will expand because Chaffy was nice. I'm Jay's executive assistant. I work here in the office like Chaffy said with Brenda, with Jay with Carol and we're just, we're really here to help y'all however we can in whatever capacity that we can,

**Speaker 2**

because that's what we do and I know you manage the P MA Facebook group. How can people access that group if they are not a member of that yet?

**Speaker 6**

Yeah. So I'll put the name of it in the chat. It's Jay Connor's Private Money Academy members. And when you request to join, just put in the email address associated with your account and I personally go in and approve everyone.

**Speaker 2**

Wonderful. And how can they, can you put the information for the office as well? because, Jay is one of those, few, organizations that actually answers the phone and picks up the road repo, not the cell phone. And so how, can people reach, get a hold of you guys if they need anything?

**Speaker 6**

Yeah, I'll put the office number and my email in the chat as well.

**Speaker 2**

Awesome. Thank you, Ashley. Wonderful. Crystal. What other questions do we have?

**Speaker 3**

so Monica had asked a question, saying that in the powerpoint, Jay says he buys houses 30 to 40 cents on the dollar. How does he do that? I tell people I buy houses for 60 to 70 cents on the dollar. Please let me know how to explain this in the powerpoint presentation. I know if I were in the audience, I would ask how I only pay so little.

**Speaker 2**

Awesome. Do you want to take that one or do you, want somebody else to take it.

**Speaker 3**

Well, it might be of benefit to Monica to have someone else answer because I've already answered it for her. So maybe, but, but I'll give my brief explanation and see if we can get someone to raise their hand that wants to explain this. But as I was explaining to her, I think, I think at first there was maybe a little confusion about, you know, that we multiply times 70%.

So it was like that's where that kind of number came in. But the reality is because we use the mayo formula, we're negotiating down and we're comparing our purchase price to what the A RV is. So that's how we're buying them on like pennies to the dollar is because if it's a \$300,000 house and we're purchasing it, understanding that we're gonna have to do rehab, et cetera. But you know, we're purchasing it for under 100,000. Obviously, there's a huge differential there and we're

buying it for pennies to the dollar. So that's why that looks like that. It's because we use our formulas, we use our numbers and we're comparing to that that after repaired value. So it's not, it's not that you're saying well, for what it is right now compared to anyone else, we're paying even less than that we're saying compared to the A RV. So what's the value of the property once we invest our funds in it and do what we know how to do.

### **Speaker 3, Speaker 7**

Someone else, wanna go ahead and add a little layer to this just because like I can I ask a question.

### **Speaker 7**

So I just got finished with the rehabbing module and basically it's 50 cents on the dollar for his better deals. So if he has a house for like 200,000, he can talk him down to 100 100 5 because of the rehab expenses and because it's cash and close in seven days, so none of his deals were 30 to 40 cents on the dollar. So I just want to know if there's another way that, you know, because it's all about verbiage, how you say something, you know, it's not that he's lying or it's not true.

But, you know, you can say things in a certain way and they're still accurate. So when people ask me, you know, for my two houses that I sold so far, I got great deals on them, but they weren't 30 to 40 cents on the dollar. So I could say Jay is my partner is, has taught me, you know, techniques and negotiations, but I haven't seen him get anything 30 cents on the dollar

for any of his examples in that module that I just finished. So, is there something I'm missing like a play on words or a way of calculation? Does that make sense? My question?

### **Speaker 3**

Sure. It does make sense. And, I mean, I have known him to get proper 30 to 40 cents on the dollar. I've purchased properties 30 to 440 cents on the dollar. so I'm not sure from like the example standpoint, I think, he's just using it as we can, we can often negotiate as low as that.

So that doesn't mean that every property fits that, but we can often negotiate as low as that. And I'll tell you the other thing is he also oh my gosh, I already lost my, I'm sorry, chaffy my brain is still sick.

I was mid thought and it just totally escaped me. What was I say? I was oh, also Monica, a lot of what we're talking about is because of the way that we purchase. So we're doing, we're working a lot with foreclosures. So we are getting very deeply discounted properties in that arena. And that's a lot of his reference point is that he's working with the foreclosure system and that we're able to do that.

### **Speaker 7**

That makes sense because none of the rehabs in that example, none of them were foreclosures, which I thought was surprising. So I I can see that being a huge discount.

### **Speaker 2**

So still consistently gets deals from his foreclosure system. which is something, you know, all of our students have access to the platinum plus and the mastermind students that is and also what I would, what I would want to throw out there is that every market is gonna be different, right? Obviously, the powerpoint presentation that Jay includes in the where to get the money now system or you guys should have had the offer now for the private money success system, which is the

upgraded version of the where to get the money now system. So in those systems, in those home study systems, Jay includes his powerpoint presentation that he uses to present to private lenders. That powerpoint presentation is a template. So if you're going to use that, realize that you need to edit that to your market and your business, right?

So if your market, you know, is in, let's just say, you know, Los Angeles, that that's gonna be completely different or Seattle, right? Your properties might be completely different than Jay's Market or if you're in, you know, Central Illinois where you can pick up properties. Actually, we had one of our mastermind students up in upper state, New York and they are buying properties for 15 to \$20,000 that are worth 100 to 100 and \$20,000 right? So their market is completely

different as well. So realize that that powerpoint is there for you to reference to, to use as a guide. We know it works edit your business in there and your business situation in there. that said you know, Jay, I've seen Jay get deals 3040 cents on the dollar on a regular basis. And sometimes he goes higher. If the, A RV is higher, he might, you know, go a little bit higher. So, it really depends upon the property itself.

**Speaker 7**

Ok, thank you for that.

**Speaker 2**

Yeah. All right. So what else do we have? Tim? I have a question. Yes. Ronaldo has a question.

**Speaker 8**

Yeah, this is Ronaldo here from Chicago. And the question is I have a couple older couple from church that they want to move to Texas and they have a house and me as a realtor, I'm going to give them an evaluation of what the property is worth. I want to buy it but me as a realtor, I gotta give them cops of what it's worth and if I show something that is worth in the condition that it is, but I want to buy them as an investor.

Like I told them, I don't wanna fall in, in, you know, in, in trouble either with the people at church thinking that I'm gonna cheat them by going by the 7030 rule minus repairs and holding costs and all that. What conversation or dialogues should I tell them to prepare myself before I make a market analysis and show to them?

**Speaker 2**

Well, Renaldo, let me, let me just address this real quick and then maybe crystal if you have any other thoughts or comments, you can jump in first and foremost, obviously, you know, we do everything above the board, right? So you, when you give them a market analysis, you tell them exactly what that property is worth as, as you know, and as an agent would look at C MA or comps and, and give it to anybody, right?

So take that investors side of you off and say this is my job to give them you know, the best service I can and here are the comps for that. Now, as far as you wanting to buy it, obviously, you know, you can tell them, listen, if you fix this property up, it's going to be worth this much and it's going to take a lot of work time and effort and I'm more than happy to do that for you.

I'm interested as an investor to buy this from, you realize I'm a real estate agent, right? You have to disclose that you're an agent by law. And, and so you tell them that and you give them the full, like I said, ethical service as an agent and then just say, hey, I'm also an investor. So if this is something that you're looking to just sell quickly, you know, as an investor, here's, here's the price that I would offer you because there's a lot of work it needs to be done on this property

right. Here's the current value, here's what it could be if it's fixed up. and, you know, it's gonna cost this much to fix up and, and not only is it gonna cost this much, it's gonna cost a lot of time and effort. And I know you guys wanna get out of, you know, get out of dodging into Texas. So I'd be more than happy to help you with that process.

**Speaker 8**

Should I bring my contractor and, and show them, you know, and give me a scope of work of what's gonna cost plus the time and, and all I need to do any of that.

**Speaker 2**

I mean, again, they're trusting you as a professional to, to give them the proper advice, to give them the proper information and that's what you should do. I mean, I mean, there's, there's nothing that you should hide from them that you should answer all their questions upfront, Jackie.

**Speaker 9**

This is Norman.

**Speaker 2**

Yeah.

**Speaker 9**

Hey, Norman, how are you doing? I've been a realtor for 40 years and it's easy enough to get yourself wrapped around an axle. I've been on the all sorts of parts of the board, including the grievance, the ethics et cetera committees. I suggest that you get somebody else to do the CMA or to do an appraisal, just step away from that part.

In fact, I don't even act as an agent when I buy a property I let the listing agent get the, the agent commission. I don't need the commission. I'm looking at the property so step away from that. Don't do it yourself. Get somebody else.

**Speaker 8**

Thank you.

**Speaker 3**

Yeah, and I, so I, I echo what Norman was saying in that. I think you need to, you need to pick a lane and it will make your life much easier. So you don't wanna be, even if you're gonna be totally above board and fair, you don't wanna be holding that role. You want someone else to give that information. That's just that way. You don't have to worry about it at all because now it's impartial.

And then the only other thing I wanted to add was I think you're also wanting to give too much information, period like all the way across. When I talk to people about purchasing your properties, I, I may allude to how much it's gonna cost, but I'm certainly not gonna give them, you know, think about this. Like we talk about when we, we discuss sharing things with our private lenders sometimes too much information.

It's too much information and confused finds you nothing. And you're actually creating a, you know, a confusion by adding all this information. They don't need to know how we run formulas. They don't need to see my contractor's estimates. They just don't need all that information. The essentials are, unfortunately, there's a lot of work to be done.

On the property. And although I would like to be, I, you know, I, I'd like to be able to give you even more. But in order to do this as an investor, this is how I make my income. Obviously, I have to figure out ways to make it cost effective for myself as well. So I always tell people this Ronaldo, my first thing I say is, unfortunately, I'm not, I'm not able to be nonprofit.

I still have to take care of my family right off the table. People appreciate that. And I just sort of changed the framework. So I didn't make myself a big bad. I wanna make money person. I just simply said, I'm trying to take care of my family. The second thing that I always share with people is look when I'm investing my private lenders funds, I'm only able to invest them to a certain percentage of loan to value, to protect them just like it would be with a bank.

And so in order to do that and meet that objective and take care of them as well, this is the amount I can offer and, and that makes sense to people. So it's, it's less of, I'm just trying to take advantage of you more. I just have certain criteria that I have to meet, period.

**Speaker 8**

Thank you. Thank you much.



**Speaker 2**

Absolutely. Krysta can you go around since we've asked several of our students to answer the questions like norm there. Can you go ahead and introduce our students and who they are and what program they're in?

**Speaker 3**

For sure. Yeah, absolutely. So, Norman is a platinum plus member. Lee and Lynette Grider are platinum plus and mastermind. Let's see here, Eric and I think Erica was having to run an errand, so I don't think she's with him but Eric and Erica commmer Platinum plus graduates in Mastermind Bill mccooy Platinum plus Monica Platinum plus, Trish Redd, Platinum plus and

mastermind Tim and Robin Benskin Platinum plus and mastermind, Doctor Dave Platinum Plus and mastermind Randy and Desiree Platinum Plus and mastermind, I am still looking

**Speaker 3, Speaker 2**

Michelle Caudell Platinum Plus and Sunita Platinum Plus and mastermind, I hope and we don't have time to go into what those two programs entail on this call.

**Speaker 2**

And if you'd like to discuss that, I put a link in there, please feel feel free to schedule a time with me and we can spend some time and discuss those programs. If you're interested in the mentorship programs or as we said earlier, come to the live event, we do talk about that.

the programs on the very first day of the live event as well. So, ok, so any further questions from the chat or we move on to other questions again. If you anybody else has any other questions, please feel free to put them in the chat so that we can see that.

**Speaker 3**

No, I think we're good. We can move on to questions that we had from the live event. So correct me if I'm wrong, but I don't remember this question being asked or maybe the way it's being asked. And that is if the private lender is the mortgagee on the insurance policy, how does this work with more than one lender or fund? I can answer that very, very easily.

But when you have the private lender listed on your insurance and what they're referring to is the homeowners insurance. because we do have two different insurance policies that we promise our private lenders is as an aspect of their security. The first is they're additionally insured on title insurance and then they're the mortgagee on the homeowners insurance. Now, if there's more than one lender, there are listed in position.

So their promissory note already delineates if they're in first position, if they're a second lien holder, if they're a third lien holder holder, et cetera, et cetera, that's also going to then be delineated on the insurance policy. So they would be listed as the first lien holder mor under mortgagee and then second lien holder, et cetera as as if you had any others. So that's how you outline them on the insurance policies.

## **Speaker 2**

Awesome. And by the way, the documents that we protect our private lenders with are all in Jay's book. So if you don't have Jay's book, definitely get Jay's book. You can get it for free. There's a shipping fee only the book itself. Jay Jay is actually losing money on this. He's getting the book itself. And you can just go to [Jay connor.com/book](http://Jayconnor.com/book).

There you go, Ashley. Thank you and order that book for free. So if you don't have it, get it, I am actually surprised the information that Jay, I mean, I'm not surprised because it's Jay, right? Jay includes so much information in this book. This book itself is, of course. So you definitely want to get this book. It's, it's really gonna tell you the five steps of what he does to raise private money, the five documents that we provide private lenders to protect the private lenders.

It really talks about the entire system, it talks about self directed Ira S. So, and if you already have it and you read it once, go back and read it again and then read it again. So you wanna read at least three or four times to make sure you have all that information in there.

Scott, are you on, the call Scott Patton? Are you still there or did you jump off? I think we lost Scott Patton. Oh, all right. Well, if he jumps back on, we'll introduce him. Right. What's that? What other, what what else do we have? What other questions do we have?

## **Speaker 3**

So, another question was how do you manage? And I'll let you feel this because we've talked a lot about this. How do you manage private lenders who are getting 10% or more in other investments? There are savvy investors with the returns in excess of 10% annually.

## **Speaker 2**

Awesome. So I'll take this one and then anyone else wants to chime in, feel free to do so. And the answer is, is that great, right? So when somebody says I'm getting, you know, 10 12 15 20% I go. Awesome. That's great. You should keep doing that, right? Understand that private lending like any investment is, is a part of an investment portfolio.

It doesn't mean that they should take every single penny that they have and invest it with you. It doesn't mean they should pull all of their money out of the stock market and invest it with you. Private money is an alternate method of raising money for them. And the difference between what they're doing, working with you and working with somebody else is possibly the level of risk involved because the 8 to 10% that you're paying them, if you're following J system is secured by real

estate, it's collateralized and secured a lot of times when you're investing in something online that says they'll give you a 15 to 20% internal rate of return or whatever, it's all unsecured, it's all uncollateralized. So, you know, what is that level of risk? If you stick it in the market, the market goes up and down. So a lot of times if somebody is getting ready to retire or they have funds that they know they're gonna need in five or, or, you know, six years because their kid is

going to college or something like that. Then private lending is a perfect opportunity for them to get involved with you because the principal amount never decreases, right? So, you know, if you're putting \$100,000 with you, they know that in a year, two years, three years, four years, five years, that 100,000 is gonna be there and they're earning interest that 8 to 10% on that 100,000 year after year after year secured by real estate.

And so that's the big difference is that again, this is another form, it's another avenue for them to invest their funds and this one is safe and secure versus, you know, a CD or even stocks and bonds or something else. Ok. Any other thoughts or comments? Anyone I do know that we had several questions pop up with that where people are saying, should I offer more than 8 to 10%?

Because people can go to the bank and get a CD for four or 5%. And, I know we've answered that multiple times as well with the answer of no, you shouldn't because where else can they get 8 to 10% again, collateralized and secured? Right. you can go to the bank and you can get your 5% or would you rather get 8% because we do the exact same thing a bank does.

Right. So it's up to them and it's their choice and realize again, it's not your job to convince anyone to work with you. It's your job to educate people on the different opportunities that they have and share with them the opportunity that you, that you have that they have working with you. Ok.

### **Speaker 3**

Yeah. All right. I still don't see any additional questions in the chat. Oops. Although remember guys, if you have them, we're right here. So one of the question was, when, if ever do you use

your own capital for a deal versus using private money? You know, here's the thing, as long as I have private lenders, I'm using private lenders funds.

We just don't recommend, you know, once you tie up your capital, your capital is tied up. So what do, what do we use our capital for? Well, we use our capital for other business expenses, other types of investments. So, you know, we have investments that we do with other real estate investors ourselves. So we have other opportunities where we're utilizing those funds.

Obviously, you have to have when you're talking about a business. And I'm just gonna say, especially in the early years of your business, you do have to be careful to remain somewhat liquid. If you aren't liquid enough, you're gonna get, get yourselves into those cash crunches where you're trying to rob Peter to pay Paul to figure it out. You get a lot built up in equity and, but you're not, you know, you're kind of then cash poor.

So we don't recommend that you use your own money to be investing in your real estate business. That's why we say the money comes first. And what we mean by that is you're private lenders and use your capital for other business expenses, your marketing, your, you know, your regular carrying all that kind of good stuff that the business requires as well as obviously to take care of yourself and your

family and do great like awesome things like go on trips. invest in the community charitable work, those types of things. That's what you should be doing with your money.

## **Speaker 2**

So nowhere on there did I hear you say, you know, get that new Tesla Cyber truck or you know, anything fancy like that? No, you know, new stereo system, new TV.

## **Speaker 3, Speaker 2**

S do whatever you want.

## **Speaker 2**

Buy your nice little sea do on your cabin on the lake.

## **Speaker 3**

I, I don't have a problem with the cabin on the lake but, but still use your private lender funds or buy it up to.

## **Speaker 2**

Yeah. So if, if you're a believer in many financial, I guess strategies then obviously, you know, the 1st 10% that you make, you should donate the 2nd 10% you should enjoy the rest you should save.

## **Speaker 3, Speaker 2**

So, absolutely.

## **Speaker 3**

What else do we got? Andre said, if we don't know any private lenders, are there private lending groups?

## **Speaker 3, Speaker 2**

We can find good question.

## **Speaker 2**

Does anybody want to answer that question? Throw it out to the group because everyone wants to speak at the same time, right? Obviously, anyone, I don't see anyone raising their hand or anything. No. All right. So let me answer that one real quick. If you don't know any private lenders, are there any private lending groups you can find? Well, the answer is yes, there's always private lender groups.

You can find Jay Ashley as part of his where to get the money. Now system provides you access to the private money lender data feed. And he has a series of letters and everything that you could use for that. Here's the thing though is that you got to be very careful. And I kind of started this, this is kind of circling back around to what the comment I started is that when you're going to private lender groups, you're going out and looking for private lenders and it's much easier for you

to attract private lenders to you. And here's the big difference is that when you're talking to other private lenders, you're playing by their rules, you're playing their game. And when you set up your own private lending system, the way Jay teaches you to, then they come to you and you set the rules and, and you get to decide who gets paid what and when and how because it's your, it's your system, it's your process.

Ok? So that's the big difference is that there are other private lending groups out there, including private money lender, data feed. And again, you got to find out what they're looking for what their conditions are and you gotta be careful because a lot of these private lenders, some of them will say, hey, you know, send me \$5000 in front so that I could do an appraisal on your property.

Well, the that's a sure sign that they're a scam artist, right? Never send a private lender any kind of money up front before they do any kind of lending for you. because it's not necessary one and, and two, they're only asking that because a lot of times they just want to scam you, right? And then secondly again is that they might be a quasi profession, private lender who is going to want to lend you money only you're going to have to pay 12 to 14% and two or three points.

Right. So they're really hard money lenders disguised as private money lenders. some of them are even ask for you to run your credit score with them. Right? And true. Private lenders really don't care about your credit score because it's based upon the property itself. So a lot of things to be careful of when you're looking for private lenders. Ok.

#### **Speaker 7**

I have a comment on that.

#### **Speaker 2**

And did that answer your question, Andre Good.

#### **Speaker 10**

So my question pretty good.

#### **Speaker 7**

And can I tell you a story real quick? Yes, please. So, through my local raijv on an airbnb and the private money lender we hired was outside of our group but was friends with my JV partner

the day before we were to close the jerk backed out. We were in violation of contract. We didn't have any backup money. It totally screwed those poor people who had already moved out into a duplex. It hurt everybody. I will never do money again with someone I don't have a personal relationship with

and my JAV partner did not have that great a relationship I found out later. So there's no recourse if they back out the day before, there's no contract they signed, you cannot make them keep their obligation. He had no good reason. So I, I tell everyone have a relationship with anyone you do business with, especially a private money. Lender or there's no recourse if they back out on you. OK.

## **Speaker 2**

Yeah, this is a relationship, business hands down. So definitely you wanna build those relationships, right.

## **Speaker 10**

Well, just now like kind of getting started with everything. my mentor that I found last month actually referred me to come, you know, take the courses and stuff and I'm a little surprised by how fast things have been moving for me since I got started. But I'm like, now that I watch the course, I'm like, I did something backwards cause I'm like, where am I gonna get the money for this, you know, property that I'm looking to put an offer on?

And I'm like, I know my mentor is gonna help me, but I don't wanna only depend on him to try to bring everything to me. I'm trying to like figure out what to do on my own and then you know, go from there. But that's something for me to think about. I don't nobody backing out on me.

## **Speaker 2**

Yeah, Jay is one of the few. If, if not the only guru out there or teacher out there mentor out there that teaches you to get the money first, right? Everyone else says find the deal, find the deal. Trust me. When you have money burning a hole in your pocket, ready to be spent, you're gonna go find deals and you'll find a lot of them and it's a lot easier to make offers knowing that you can close on those deals as well.

## **Speaker 3, Speaker 2**

So Tim can attest to that.

**Speaker 3**

He got together his 500,000 and he's been out beating the streets. He's got two more. He's closing on coming up here in the next couple of weeks.

**Speaker 2**

Oh, nice. Yeah. All in Rockford. Chaffee. Oh, there you go. Yeah, Rockford's been my biggest market and that's where I've been getting my, most of my leads from and all, all the properties that we've bought so far were all probate, you know, inheritance situations and wanting to get rid of the properties fast.

**Speaker 5**

So it's worked out well.

**Speaker 2**

Awesome. So for some of you that don't know, Rockford is in Illinois and Tim actually lives in Wisconsin. So he's doing a cross border out of state investing, but it's only, it's only 12 miles from my house. So that's how close it is. There you go. Awesome. All right. What else we got Crystal? We're quickly running out of time here.

**Speaker 3, Speaker 2**

Any we're down to our last minute.

**Speaker 3**

So, but Timothy put a question in here. that I think we can answer pretty quickly and that is, you mentioned that the investment is secured by the property. Are you saying that you should have or find one private lender per property? And how do you pay them back monthly or annually? So, no, Timothy, we're not saying one private lender per property.



What we are saying is that when we, when we secure them, but to the real estate, to the property, they get a lien and they're in their lien holder position. So you could have, you won't, but you could have 20 lenders on there if you wanted. They're just gonna be lined up as lien holder 1234. The way that, that looks is when the liens on the property who gets paid 1st, 1st lien holder, et cetera, et cetera, we secure them.

The reason it's so secure is we keep an equity cushion. So no matter how many lenders are on there, it's only 75% loan to value. So that way we know everybody can get taken care of. Right, Tim Timothy, you know, we don't wanna, we're not gonna put them all on there and then, you know, over leverage the property and when it gets to lien holder, 10, lien holder, 10 can't get paid, that's not gonna happen. So, so that's how you do it. And then in terms of how you pay them, you pay them based on

what they want to be paid. So if they want to be paid annually, you pay them annually. If they want to be paid quarterly, pay them quarterly if they want to be paid monthly. So it's a relationship like we were talking about earlier, it's all about relationship and it's all about trust and it's just outlined in the

document. So if the lender says, well, I don't really need the payments. You know, pay me, pay me at the end of the contract, pay me at the end of the deal. Then that's what you do.

### **Speaker 3, Speaker 2**

If there's somebody who wants a monthly payment, you give them a monthly payment, just make sure that if you're doing annual payments that you have that money set aside to make those payments, right?

### **Speaker 2**

So that when those annual, it's like taxes, some people forget sometimes that they gotta pay taxes and, you know, Uncle Sam comes calling, they're like, I got, I don't have any money to pay my taxes. Well, this isn't a tax, it's, you know, it's interest on a loan that you're borrowing to do a deal. So, just make sure that you have that money set aside or we'll have that money set aside, to make those payments, when they come due.

Right. Absolutely awesome. So, with that, we are going to wrap up the call, our next call. well, we have a call every month, the 2nd and 4th Wednesday of every month. this, in December, the holidays are always strange. So I know we'll have one on December 13th is the second Wednesday and then as far as the fourth, I'm not sure, if Jay's going to postpone that or not because of, it's right in the smack dab in the middle of the holiday between Christmas and New Year.

What I can say though is that again, if you're not out talking with people about your private money lending program or about your real estate business, then you need to get out and talk to them. especially during the holidays. This is the perfect time to get out and say, hey, what are you doing? What have you been up to, what's going on this year and tell people how excited you are about what's happening in your life and in your business and how you have this great opportunity that you

can go out and share with a bunch of people, right? So you need to be doing that because that's gonna plant the seeds for your success and it's gonna plant the seeds for people to be on the lookout for other people that might need your services and you know, to be wanting to work with you as well. So final comments, Crystal and then we'll wrap this up.

### **Speaker 3**

Absolutely. I, I just want to echo what chaffy was saying and that is make sure that you're taking action so that we love that you're on here asking questions, getting information. You're part of the Private Money Academy. So you're getting all those nice trainings that are in there, but nothing is useful if you don't take action. So make sure you get out there and you take action. and this is the best time to be raising private money because you're around more people than you

normally would ever be around and you need to share this opportunity because without you, they're not gonna know what's available to them. So please make sure that you do that again. Thank you so much to me. Time, the greatest commodity and the fact that you've chosen to spend time with us really means a great deal to us from our hearts. We're, we're just so blessed and thankful. So, thank you for allowing us to be part of your journey.

### **Speaker 3, Speaker 2**

And we thank you for being part of ours.

### **Speaker 2**

Absolutely. Thank you again for coming on the call. As Crystal said, please take action. You know, if you are part of the private Money Academy, realize that you get a new lesson every week for, I think the first seven or eight weeks. and there are some real powerful trainings in the private Money Academy. If you've been part of it for a long time, you should have that access to all of it.

If you don't have Jay's book, Get Jay's book, keep yourself educated and then take action on what you learn, take good notes, write it down and then implement, implement and implement because that's what's gonna get results. do business now. And you know, one of my best sayings that I've that somebody ever taught me is do what other people are not willing to do so that you can do what other people are not able to do. Right. And a lot of times people are not willing to go out there and

talk about what they're doing during the holidays because they just want to chill back and have a drink and do nothing. And those people that are willing to do that and go out there and do it are able to do things that those people, the other people are not able to do, you know in the rest of their life for the rest of her

life. So get out there take action and we will see you on the next call or we will chat with you on the Facebook group. So, thank you again and we will see you all later. Bye for now.

### **Speaker 3**

Bye for now.