

Thriving in CH OS



I don't know where the real estate market will be coming out of this COVID-19 virus situation, but I do feel as though it would be a disservice to not address how it effects our niche. I've worked incredibly hard to build a system and a coaching mechanism, as well as products that get our business as close to recession resistant as possible. Today, in the current climate, dealing with the virus and everything that comes with it, I brought to the Wicked Smart Community via [our podcast](#) a special 4 episode series on *Thriving in Chaos*. You can and should go review those episodes, as well as subscribe to the podcast feed so you don't miss any future content. That very important and timely message, as well as this bonus chapter, is to help you through these extraordinary times.

Will this be the last time we deal with this situation?

Will a similar situation occur again?

I'm the ultimate optimist, but if you look at the history books it will show you that every 80-120 years a major crisis or shift has happened. Now, unfortunately, I'm fully aware that many people in the world are hurting right now, and some of you may be among them. I understand that and we want to help. If you look around, you'll notice that some business owners are very fortunate right now to be thriving. Amazon comes to mind (they just hired over 100,000 people), as well as other online-based delivery services. There's also companies like Home Depot, Walmart, even your local pet store. In fact, as of the day I'm writing this chapter, we have two buyers who have applied for one of our rent-to-own homes and both of them work for Home Depot. They've been super busy taking on overtime and making more than they're used to.

As for our niche, we are booming right now. We want to help you help others that aren't as fortunate. Many people in the world need a sanity check to help them act boldly; to help them in this unprecedented market shift. We want to help you there as well. As our readers specifically, we want to help lead you through the current crisis (or future, if it's in our rear-view mirror as of the time of this printing) to a better tomorrow; to help you literally find a way to thrive during the chaos.

We're going to be guiding you through the best way to take control over your own life through real estate specifically and how to thrive during times of chaos. As banks clamp down on loans and raise the bar for qualifying criteria, more and more buyers and sellers need businesses like

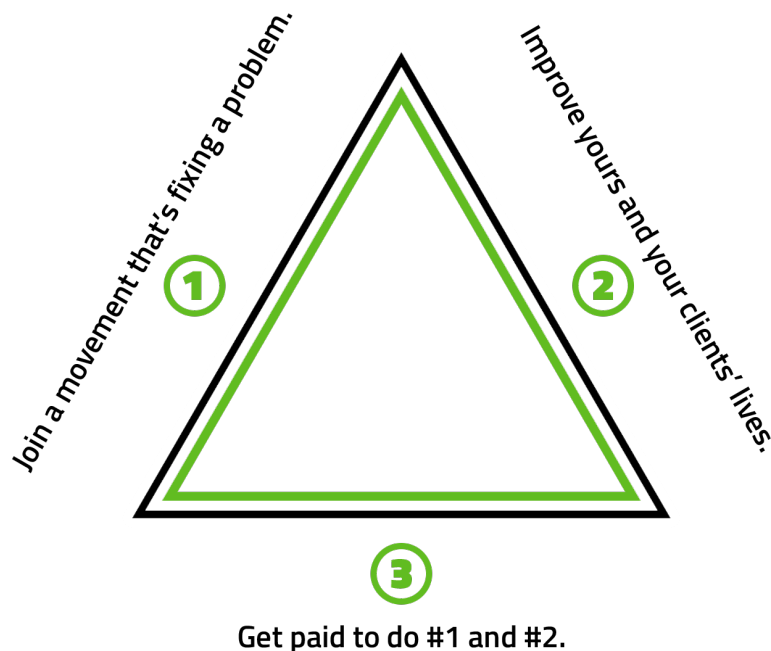
ours. This reminds me of 2012 and 2013, before things started to improve. The important thing to remember about the TERMS business is that it works well in all markets.

Now, I know for many of you this idea of just controlling your own life, or even the word “thriving,” may seem a little farfetched – it may seem a little out there. That's precisely why we wanted to include this chapter; it's to help give you specific, actionable steps to take control back and to flourish. For those of you who are fortunate enough to be thriving already or are in our Wicked Smart Community – we hope you'll pull some interesting nuggets from this chapter while feeling proud to be part of this niche!

We understand that there are different niches and a variety of extremes in the marketplace right now. There doesn't seem to be any happy medium at the moment, so we'd like to help you do two things:

- First and foremost, spread that positive energy, spread that knowledge, and spread that know-how & guidance to others who want and need it.
- Secondly, how to take that positivity and parlay the situation in order to go out and help tens of thousands of buyers and sellers.

We can do that right now. That's a super positive thing we have going on for us in this niche at the moment. This is what I call the Perfect Triangle:



We're part of a movement always and forever with our Wicked Smart Community. More than ever, we can help so many buyers and sellers and, as a result, we get paid very well to do so – it's the *Perfect Triangle*. As any long time listeners of our podcast, readers of our books, or members of the Wicked Smart Community know – we are your biggest cheerleaders. We want to give you the benefit of our experience and we want to give you a creative perspective, always.

When this chaos really started to kick in, my wife said to me, *"How will this affect your business? How is this going to affect your associates? How's it going to affect your buyers and sellers?"*

She was genuinely concerned, probably more so than me at the time. I hadn't really taken it all in yet. I don't have a crystal ball, full disclosure here, and I'm not an economist. So, let's be super clear there before we go any further. What I did say to her was more along these lines:

"I don't know yet. Let me digest it and get a feel for how things affect our buyers, our sellers, and our students. But one thing is for sure," I said to her – and I want you to hear this loud and clear, Wicked Smart Community, *"we cannot change at all what's going on, but we can most definitely react the way we choose to knowing full well that someday – whether that's a few weeks, a few months, or a year from now – things will start moving back to normal."*

Now, let's think about what I call the "center line." We can be behind the center line after this all gets over, playing catch up. We can be just at the center line getting by and being ready. Or we can be way ahead of the center line. The important part to know here is that we have that choice. We can control that. You can control that.

I then went on to remind Kim that we've been through a lot in the 34 years we've been married. I know that I'm aging myself a bit here!

We've been married since 1986 and here's what we've gone through:

- I was fired in 1991 from a company about a month after they had purchased my father's business. My kids were going on two and three years old. I had just bought our first home, literally, months before and was 100% out of a job.
- In 1993, after building a business for two years with a partner of mine where we were building single family homes, I got a call from my attorney who basically said that I had

been pushed into involuntary bankruptcy by my creditors. Now, first of all, I don't even know what that meant. Second of all, I was 26 or 27 years old and had no idea how to navigate that.

- We were all hit by September 11th like everyone else. I was stuck in Italy with Kim and we had a business to run at home, and our kids were at home.
- In 2003, I got another one of those chaotic, surprise phone calls that basically said my son was in a snowboard accident. He's in a coma. He can't be airlifted to the hospital because it's too windy, so we've had to intubate him on site and we're bringing him to the hospital. My life was flipped upside-down.
- The 2008 economic debacle flipped my life upside-down yet again.
- In 2013, when all of that was over and I started buying homes, people said that I was crazy to be buying during that time.

I could go on and on here, but I just gave you five or six major curveballs that have hit Kim and I over the years. Were any of those virus related? Nope. Not at all. But they were chaotic changes that came with challenges.

As I think back, two of those situations happened at times when I had no mentor or no one to lean on. It was a big mistake and part of the reason we are so involved with our Associates and the Wicked Smart Community – we will always be their guide through all kinds of different economic cycles and challenges. I mentioned the 80-120 year cycle earlier in this chapter. Guess what? Eventually things pass, things change, and people get through to the other side. Some of mine that I mentioned were absolutely brutal, but we got through it. And guess what? So many people overcome obstacles in a very positive fashion, way ahead of where they were beforehand, because of the choices they made, the guides that were with them, and who they surrounded themselves with.

So no, I haven't gone through this exact brand of chaos, but turmoil isn't new to me and I'm here to guide you. Our team at Smart Real Estate Coach is here to guide you. Literally, if you want a phone call with me, a private call, I want to open this up to the entire Wicked Smart Community – and I know this is going to swamp me, which I know is going to be maybe a headache, but I invite you to [email my personal assistant, Kristen](#), and schedule a call with me (just let her know that you saw this invitation in my book). Let's talk through your situation. Let's talk through your next best moves for your family, your business, your health, or anything

else you'd like to work on. If there's anything else you'd like to discuss, I'd like to give you that free strategy call.

Here's what I know: As humans, we've all heard and experienced, of course, the underlying fight or flight instincts. Though, some of you may not be aware that there's also a third, very scary instinct, and it's called freeze. The number one worst thing you can do now, I don't care what niche of real estate you're in, or if you're in a different industry altogether – the worst thing you can do right now is freeze. Many did as of the time of this writing and many probably still are; I understand that. We could have frozen too.

I'll give you a quick example: Just a couple of weeks before this chapter was completed, we had an upcoming event with hotel rooms booked, food ordered, stage ordered, cameras ordered, and everything ready to go. This virus turned it upside-down. We pivoted just as quickly as we could. Now, we're not experts in this, but we were able to pull off a completely virtual event. The Wicked Smart Community ended up loving what we presented and we had 2 ½ times the audience because virtual attendance was easier for many attendees without worrying about traveling and accommodations – win/win. But, we could have frozen. I personally know three other big businesses in real estate training who shut down their events and pushed them to later dates; a huge mistake in my opinion.

Real estate agents right now – and if you're an agent, please know that no offense is meant here – but many, in fact, all that I've interacted with have frozen. Yes, the economy may be against you. Yes, the Attorney General may be against you for going on appointments, but you can do other things. You can say, *"How can I operate in a time like this?"*

I'm very thankful that many real estate agents are calling us and referring us their sellers because they know that we can do something with them, but there is no reason to freeze.

Let's take another example and then I'll move on. Take into account our own buying and selling, and our Associates' buying and selling, we could have all frozen. Instead, we and they are thriving now more than ever – with more business and more deals coming to fruition than ever before. Why? We're asking, "How?" We're not freezing. I know it's tough. I'm not candy-coating it, but you do have choices here and there is a way. Just ask for help and ask those questions of yourself.

Now, let me pivot. If you're feeling anxious at all or have any fear or anxiety whatsoever, I want to share with you how during all of those personal curveballs, the five or six that I shared with you, how I chose to deal with them. I encourage you to act on this today. Literally, when you get done with this chapter, act on these three items. I encourage you to do that anytime you feel fear or anxiety. Not just because of COVID-19, but anything, any time in your life.

1. Let's identify the fear or anxiety. Is it an actual problem or is it some kind of insecurity? In the past, did a teacher, or a parent, a friend, brother or sister do/say something that affected you? Let's recognize what's going on in your head right now for the fear or anxiety. But then let's realize that that fear or anxiety could be complete bullshit once we dissect it. Now, you're not here to play small. You wouldn't be taking the time to read this if you were.
2. Write down, today, what's absolutely fantastic in your life right now. Just last Sunday, I did this exercise. I do it often and that's why I'm sharing it with you. I did it again this morning as I was journaling, before I even knew that I was going to go ahead and write this chapter.

In starting our virtual event, I outlined for people how positive it was going to be. I said, even though so many of the Wicked Smart Community wanted to be together, they're like family, it wasn't a complete negative that we weren't all in the same place. I reminded them that they're probably saving 30% of the time just because they don't have to travel, as well as potentially 95% of the costs. Plus, with the way we did virtual breakout rooms and encouraged face-to-face interaction, all kinds of networking and other cool shares went on.

That's what I mean by segregating what's fantastic in your life right now versus what we could have done. We could have panicked: *"Oh man, we had to cancel the hotel, what a headache. Oh man, we can't bring everyone in. Oh man, we'd better cancel the event."*

As I wrote earlier, I know there are mentors, teachers, and educators in our space that canceled events; what a big mistake. In fact, I emailed one personally that I'm sure many of you know, he's not a small name in the industry, and I said, *"I think it was a mistake cancelling your event. Let me help you understand how we did ours virtually and maybe you*

could try that approach." I don't know if his ego is going to allow him to call me back, but I reached my hand out to help him.

I'll give another example of things that can be fantastic: you have more time with family right now. My coach Jairek Robbins, Tony Robbins' son, during this chaos amongst everything else going on – he said to me, *"How are your relationship goals going?"* And he gave me seven things to focus on; absolutely amazing.

3. Look to the future, one year out, and put a date on a piece of paper right now. Then, outline your ideal outcome. You look back, everything's past us by, so what's going on in your life a year from now that's absolutely fantastic? Here's your chance to create it.

Let me give you some ideas: What kind of money is coming in? What did you create? Did you, in our niche, create three paydays? If you created those 3 paydays and you bore down for the last year, you would have created income somewhere in the range of \$75,000 per deal. What's that look like? What about your family situation? How much closer did you become? What cool things did you do when you were stuck at home? What about your health?

For me, during this time where I'm at home more, I said to my wife, *"There's never been a time where I was more focused on my health."* Thanks to Jairek, a lot of that came from him, but it was because I actually had time to do it. My schedule is completely different here at home. When I would normally be in my office, surrounded by the typical buzz of the office, I'm writing this chapter at home.

These three things that I outlined above can help break any shitty habits or offbeat, anxiety-ridden fear. You've got to do it constantly though. It's like working out; you're not going to go to the gym for just one day and say, got it, feel great, changed my stomach, changed my waistline, changed my weight. No, it's going to take time and it's going to take consistency. These three things – identifying the fear, writing down what's absolutely fantastic, and then creating your best year ever – that's what you have to do on a regular basis. As we've told our Associates, now is the time to actually double down, not to retreat or freeze.

I can remember as far back as the 1990s, when I was still a conventional real estate agent, I said to my wife, *"Every time the market retreats, for whatever reason, it's actually a great time if*

you're an entrepreneur because the weak leave scared." Now, I'm not talking about just real estate. I'm talking about any niche, industry, or business you're in. I don't care if you have a hot dog stand on the corner, you're going to lose competitors during this. It doesn't matter what business you're in. You have a choice to be the strong one and double down versus retreating.

Now, again, let me share a personal example so you don't think this is just me blabbing away and throwing ideas at you here: My accountability partner who has a chapter in this book, Stephen Woessner, a man I'm very thankful to have as part of the Wicked Smart Community and part of our life, we didn't stop doing our calls because both of us were going through chaos; no, we doubled down. I mentioned my coach, Jairek; I didn't stop coaching. I actually renewed for another six months, despite the cost. Zach, Nick, myself and the entire Smart Real Estate Coach team didn't stop coaching because this happened. We all doubled down and hired a coach who was teaching us how to do more virtually. We didn't stop hiring people because of this, either. We actually added a Brand Manager to our Marketing team and we're looking for another part-time bookkeeper.

More times than ever, you can think through how this could benefit you over how it's beaten you up. I know they're both there; we're all going through this together. Let me give you another example: Right now you can borrow from your 401k or your IRA, or someone you know can that can help you, there's an idea for you. And, as of the time of this chapter to the best of my knowledge, there's a three year payback, not as 60 day payback. I'm just pointing out more positives that can and will come from chaotic times if you look and work at it.

Money from banks and from lines of credit has never ever been cheaper. Could you perhaps, if you can't access your 401k, or IRA, or you don't have long-term investments, or you can't access your cheap credit lines or credit cards because you don't have credit, could you perhaps pull in a partner? Could you perhaps pull in someone that has an IRA, a 401k, or has good credit? Yes, you can. Yes. You can say to them, *"Look, I know of a niche in real estate and I know of a group. I know of a movement, the Smart Real Estate Coach community, the Wicked Smart Community, and they'll help me; they'll guide me. I want to jump on their island. Please help me financially and I'll give you a percentage of my profits."* That's just an idea. That's one idea on how to thrive. That's precisely what I did once in order to join a Mastermind group I wanted to be a part of, needed to be a part of, but couldn't afford.

The decisions you make in chaotic times can and will change things for you for the next decade.

Who do you want to become? Whether you're on an island by yourself, part of our community, or another community that you love; it's all okay. Just ask yourself, *"Who do I want to become this decade?"*

What you do the next few months will actually decide that.