

### Iflipuflip podcast S01E03

Welcome back to iflipuflip real estate podcast and today we are going to be talking about a title the first thing every beginner real estate investor should do. And this is for all my investors out there who are looking to get into real estate, or trying to become a real estate investor. I look back at my career here and think, what would be some of the first things I should do, or would do, in starting off my real estate career so today I want to spend the next 10 to 15 minutes talking about the 5 things I would do, these all kind of go together here, but the very first thing a beginner investor should do and I broke these down into 5 categories that I will cover with you today on today's podcast.

If I were starting over, let me go over quickly the things that I would do in starting my real estate business, the very first thing I would do is start on basically what I call my foundation, what's going to keep my business firm as tough times come, and tough times will come in all real estate investing, but what's my network going to be, what's my foundation going to be inside of real estate investing, and so that's where I'd begin in starting my career.

The ways I would do, that I've listed five different ways that I'd create this or build my foundation to allow my investing business to grow and adapt to changes in the economy as things happen inside the economy. The five things are this, the very first thing I would do is I would join a local REIA, and let me rephrase this because I see a lot of real estate beginner investors joining 'a' local REIA. If I was starting off in real estate investing I can tell you that I would not join one local REIA, I would join every local REIA and the reason is at different REIA's there are different connections, this contractor at this REIA and at another place there is a good multifamily person there and at different REIA's you have different people.

If I was starting off my real estate career the very first thing I would do is I would go join every single local REIA and I would attend these local REIA's on a consistent basis and the biggest thing I would be doing at these REIA's is networking. I think networking inside this industry, especially when you are starting off, is one of the best things you can do. Just before I made this podcast, to give you a live example, I was just talking to someone who want to start real estate investing and one of the things we were talking about is, he actually lives here where I live and I said hey, if you're trying to do it here that's easy, I can reach out and contact this person and this person and this person and I can have you up and going within a week and the reason is I have all the networking down in my area.

This foundation we're talking about is all built with your networking, it kind of goes hand in hand so at the local REIA you're going there for the main purpose of networking, you're not going there to be sold something, you're not going there to you know, maybe have you sell

something. That's not why I go to REIAs, I'm not trying to sell something or my services, I'm there to network, build relationships, real estate is a relationship business and if you want to be successful inside of real estate, you need to make sure you build the right relationships in real estate.

So number one, I'd go to all the local REIA's in my area and I would attend those for quite a while, if I was just starting off I'd attend them for the first year and be faithful to all these different REIAs. And as you go to these REIA's you'll find in some scenarios you'll enjoy a certain REIA more than another REIA, and you may find at this REIA there is nothing really happening or going on so you want to move on to another REIA that's fine but for the first 12 months I would focus on going to all the local REIA's in my area and attend as many meetings as I can because at those meetings are the key pieces that you need for your business. I'll give you an example if I say, if you're starting off today, I need a plumber can you give me your plumber and you don't have in your rolodex, or now in your cell phone, you can't reach over to your cell phone, pull up that you have three different plumbers that plumb houses, if you can't do that right now you need to start working on your networking and that's the great thing about these local REIA's.

You'll find these resources, if I say I need a framer that can do framing, a painting company, a roofing company, if you can't in a matter of picking up your phone and give me these contacts, then you've got to build this network, so go to the local REIAs. I'll give you two points, two sub points about the local REIA's. Number one, stay away from shiny object syndrome. I have spoken at well over 100 different REIA's across America and the biggest thing I see investor's falling into at these REIA's is shiny object syndrome, they think the next speaker that comes in has the nicest toy, the greatest system to find the property, do this with the property, or because it's in a beautiful notebook it's the greatest way to sell property there is.

Listen, don't get into the shiny object syndrome. You have picked what you've done inside of real estate, you're doing what you want inside of real estate, don't buy every single product or every single program that comes along just because you think it's the next best investment that's out there. In all of those different areas, and I'm not talking bad about the different gurus I myself have products and programs and CD's and DVD's that's not what I'm saying here. What I'm saying is that, I'm seeing the people that all they do is buy programs, all they do is buy more courses and more boot camps and more seminars and those people tend to be the people that never actually buy real estate.

What you need to focus on is networking at these REIA's and don't get trapped into buying the shiny object syndrome. So the first thing is stay away from shiny object syndrome when you're at all these REIA's, the second thing is stay away from the drama and in all seriousness, what I mean by this is for whatever reason in the REIA industry, which for those that are beginners and don't understand this, REIA stands for Real Estate Investor Association, you can go to Google

and look it up, REIA's in Pittsburgh or REIA's in Washington, DC and the REIA's in your area will come up so when I say REIA that's what I'm referring to.

When you go to these REIA's, for whatever reason in this industry, a lot of the REIA's don't like this REIA and this REIA doesn't like this REIA, this REIA across town hates this REIA across town and that's fine, let them do whatever they want to do but the biggest thing is don't let it affect you. Don't get caught up with well, if I attend this REIA no one will like this REIA and no one will go to that REIA because what you don't know is at that other REIA you may be missing out on a flip with 75,000 dollars in profit in it because you're afraid of drama at this local REIA because this local REIA doesn't like that local REIA.

So don't get caught up in that, I can assure you that you're sitting there listening to this podcast going, why in the world would there be any drama if there are two different REIA's? I don't know, I don't get it either I don't have an answer for it, I go to these REIA's and I've spoken to president after president after president at all these different REIA's, I've spoken at national REIA's, I've spoken to the president of the national REIA, you name it I've been to it with these REIA's. I've been to the biggest REIA's in America and unfortunately I've been to the smallest REIA's and the weird thing is, there is just a ton of drama of we hate this one and we hate this one, so just stay out of that, stay out of the drama.

Point number one here, if you're trying to get into real estate look up all the local REIA's, that's R-E-I-A REIA in your area, I would attend every single one of them and I would try and do that for a year because you will be blown away by what you learn just from being there, just from the lingo, just from what they talk about plus you have the great opportunity to network at these events, and my two sub parts under this are one, stay away from shiny object syndrome, don't buy every new product or program in the REIA there and number two, stay away from the drama, don't worry about it, don't get caught up into it, you don't have to say you also go to this REIA, you don't have to invite people from this REIA to that REIA, you just attend the different REIA's that are there and enjoy the different REIA's and network and build your business.

The second thing out these five things I would do if I was starting over my real estate career is I would look up all the meet ups. Sometimes these meet ups, and meet ups are sometime similar to a REIA but a meet up is a lot more casual atmosphere, sometimes at restaurants, sometimes at lounges or bars or whatever you want to call them, sometimes at sports bars, I would attend the local meet ups because normally there's no sales pitch there, it's just local investors coming together, networking with each other and they'd be smaller groups, sometimes I've spoke at REIA's and there would be 500 people there attending one meeting and I've been to meet ups where there's been 5 people but it doesn't matter because

sometimes those 5 people have more contacts and more information and know more about what's happening in my market than the 500 people did at this other REIA.

So again, I would just focus on going to these meet ups in my area and making the list of, and this is just the beginning ok, as you go on no, I don't attend a REIA every night or a meet up every single night, but I do go to different REIA's in my area and I do go to different meet up's in my area to stay in the market, see if I can pick up some new contacts, another whole seller maybe a private lender, another source of money coming on the market whatever it may be. But at the beginning, at least for the first 6 months I say for the next 12 months that should be your main focus, going to REIA's and meet ups to build your foundation here.

The third thing that I would do in this little 5 things that I would do as an investor, real estate beginner, is I would join Bigger Pockets. Bigger Pocket is an online forum, if you are not a member of Bigger Pockets I would join Bigger Pockets, if you are there today listening to this podcast and you join Bigger Pockets, feel free to reach out to me, I'm on there you can look me up as Andrew Cordle, my first and last name, and reach out to me as a colleague, I'd love to have you as a colleague and you can follow me there as well on Bigger Pockets, I'm on Bigger Pockets normally every single day of my life, it's just a great real estate investing forum that you can attend, you can create a profile for yourself and ask questions, thought provoking questions or if you have a personal question about this type of property, you want people to look at this type of budget or how much do you think it would cost to rehab this kitchen, it's a great place, it's a great community I would join and reach out to again, that's biggerpockets.com.

They have a free membership and I believe one for 10 dollars a month, one for 30 dollars a month but truthfully, if I was just starting off I would absolutely go with the free membership, don't pay the extra money you just don't need it. As time goes on you may want to up as you go but right now, just join as a free member, create your profile and dive in on Bigger Pockets. The great thing about Bigger Pockets is they have multiple blogs from different people so everyday day they have featured sections that have three or four different blog posts and you are able to read blog posts from all people all across America from all different kinds of viewpoints on real estate investing, it's a great way to grow your knowledge and grow your education.

The fourth thing that I would do here is I would look out for my larger regional events. So many of you throughout the year, there will be a large regional event in your area, maybe it's an Expo, maybe it's a three day kind of event that you can attend, I would look out for those regional events, even if it's not in my state, preferably it will be in your state, but even if it's not, if it's 150 miles down the road I would attend a lot of those regional events and the reason again is at the regional events, a lot of things that you'll find is that a lot of people who attend the REIA's, yes a lot of those will attend the regional events as well, but you have a lot more sponsors or vendors at these larger Expos or things like that.

I've hosted Expo's, I've went to many Expo's as attendee's and vendors, and that's definitely one of the things I would look into. I know right now there is one happening on Bigger Pockets I believe in San Francisco area this upcoming month here so, if you ever get a chance I would map out and look for all the different events that are happening in my regional areas, southeast, pacific northwest etc, I would attend those regional events and again I'm doing that because I'm looking for vendors and normally this is a good place where you can find lenders, or money if you're ever looking for money, this is a great place to find them at these large Expo's or large events like that that are regional.

The last thing I would do is you need to start figuring out who the players are in your area and by players I should say the word wholesalers. Wholesalers are a great source if you are looking for a rental properties, if you're looking for flips, if you're looking for multifamily or if you are looking to become a wholesaler yourself, I still would want to know who the wholesalers are in my area, where do they market, how legitimate are they in this market, what is they're inventory, let me start looking at they're inventory, this is something that I did as many of you know, iflipuflip, I'm a flipper, I buy, sell and fix properties, probably 7 or 8 properties going on right now that are under construction in some phase, and that's what I'd be focusing on if I was you.

I would reach out to all of these different wholesalers in my area and know who they are, and I'll tell you how I'd do that if I was you. I would create what I would call a dummy email address, I wouldn't use my personal email address, I don't even know if I'd use my company email address. I may create an email address, Yahoo, Google or Gmail that says [andrewflipshouses@gmail.com](mailto:andrewflipshouses@gmail.com). It's not an email that I use on a daily basis, I may forward that over to my personal email address or company email address, but I would create that email address that says your name flips houses, like [andrewflipshouses@gmail.com](mailto:andrewflipshouses@gmail.com). Then I would go to Craigslist and Google and on Craigslist look up every, my area, every real estate for sale, and I would try and find every single wholesaler in my area that has properties for sale.

Normally on Craigslist they will post a property, between me and you that property is not worth buying, very, very rare, in fact I can tell you that I've never bought a property off of Craigslist from a wholesaler but, it doesn't mean I haven't found a wholesaler and later on bought property from that wholesaler. So what your sort of doing is, you're going out there looking for what I will call they're marketing, they're putting a property on Craigslist that they're marketing right, so what happens is you'll go there and they'll have an email or a website that you can link back to, so I'll go to Craigslist in my area, I'll click for real estate, then I'll click real estate for sale and I'll just type in the search bar fixer upper, wholesaler, handyman special, I'll type in some of those things, I'll scroll through there and low and behold I'll find a wholesaler for my market.

I'll go to their website, from Craigslist, and normally every single wholesaler collects what they call a buyer's list and I would give them that email address [andrewflipshouses@gmail.com](mailto:andrewflipshouses@gmail.com), my dummy email address. And the reason I'm doing that is I know I'm going to get bombarded by emails from these people and I may not want to buy this house at all, but be very careful you don't burn bridges with the wholesaler so when you're first starting off, you might not be ready to buy a house right now and if you go to a wholesaler with all your information and you start talking about buying houses, you have to understand that wholesalers know most people are tire kickers, most buyers and not going to buy a property from them and you don't want to get put in that category especially if you know right now you aren't even in the market to buy a house, you're just trying to figure out real estate.

So what I'm doing here, I'm sort of protecting my reputation on the buyer's market with the wholesalers. I'm giving them an email address that they'll never be able to connect the dots that this is me on the other end, whenever I actually do make the move to go talk to this person they won't look at me and say, I've been emailing you properties for the last 8 months and you haven't bought anything, so when it comes time for me to buy and I feel comfortable to buy I will then go to this wholesaler or call this wholesaler or, put in my normal email address that I want it to go to, and I'll start contacting this wholesaler and working with him to buy a property, and they won't know for the last 18 months I've been sitting on their email list not doing anything.

Again, this is getting a bit deeper into how a wholesaler works, why they get frustrated with tire kickers remember, 90 percent of who they deal with are tire kickers and you don't ever want to get put in that boat so what I'm doing here again is just protecting your reputation. The reason I want you to do this, and I don't want you to do this with one wholesaler but for every wholesaler you can find. Number one, I want you to know the players in your area, the people who have the houses that you can buy that's number one number two, this is a great way to, like a pre test, a great way you can look at properties, research properties, look at construction numbers, look at after repair value, look at what properties sell for without any pressure, without being sold a property it's just in your email.

They email you over the property, you look at the email, look at the property, see where it's at, why is it for sale, is this a good area for me to buy, fix and sell or is this an area to buy and hold in. If I was going to buy this property do these numbers make sense or, what numbers would they have to be. This is a good time for you to look at what's the after repair value or what you'll be able to sell the property for when you do fix it up. So there are many, many things going on inside of here, I want you to set this dummy email account up and figure out all the different players in your area.

Again on this podcast, I was taught the very first thing every beginner investor should do and I broke it down to five different categories for you, I'll cover those quickly again. Number one, join all the local REIA's in your market, do not just join one join all the local REIA's in your market. Number two, I would join all the meet ups, they're a little bit smaller groups but sometimes better networking at the meet ups but I would join the meet ups in my area. Number three, I would join biggerpockets.com, which is the online community, great place to ask questions especially specific questions about a certain deal or a topic in real estate, and if you go on biggerpockets.com don't be afraid to reach out to me. Next, look out for your regional events, your Expos, your larger regional events that may be happening, larger three day events that may be happening in your area and lastly, create a dummy email to go to Craigslist to see who all the wholesalers and players are in your market.

Again, this is iflipuflip real estate podcast, I hope you enjoyed this episode and I look forward to see you on our very next iflipuflip podcast.

