



MOM'S HOUSE HOME STUDY COURSE

CHAPTER ELEVEN

Full Certification Program Available

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Chapter Eleven

So, does how you look matter?

We'd like to think in this day and age that we're all progressive thinking and things have changed. And while that might be true in some cases, how we look does definitely matter. Keep in mind, you're working with an older generation, who's dealing with an even older generation. Remember that you're dealing with 60 and 70 year olds who are selling their 80 and 90 year old parents' houses. So, that generation does care about how you look.

Now, what I mean by that is like, am I saying you can't have long hairs and tattoos and all this? No, I'm not saying that. It's just more, when you show up to buy the house, can you do things that make you look trustworthy? And so what are some of those things?

There's one that's my favorite and I think people don't do this enough is that when you meet someone out in the field and you meet a family, there's one thing that you can do before the door even opens, it's free and everyone can do it and not very many people do.

And that is smile.

Just show them your teeth.

A smile will disarm everyone. You would be surprised at what a smile does to build trust yet people don't do it. Why? I'm not sure. You're supposed to be a likable person. Smiling sets people at ease. I don't know why people don't do it more.

When you show up on an appointment to buy a house, are you going to show up and what clothes are you going to wear? Or do you look presentable?

Do you look trustworthy?

What marketing materials are you going to have with you?

It's good for me so I'm not going to be negative about it, but when I look at my competition in St. Louis, a lot of times other investors show up, like they just got out of bed. They are dressed like a slob, they don't even have a business card with them. It's like, what was their goal today when they got to the house? Was it really to buy the house? Or was it just to throw an offer at somebody and hope they took the offer?

My goal, when I get to the house is to build rapport. I spend more time talking to them about their life and their family than I do about the house. I've been doing this for 21 years. So looking at a house, I can do that while we're doing something else, which is usually building rapport with the family. Because I find that when I'm talking to the family, I can really listen to about what their exact need is at that moment in time. And so when they're done talking about themselves, what you'll find is most people say, well, I liked that Phil guy, when really what it is is I allowed them to talk about themselves. People like the people that allow them to talk about themselves. And so I'm pretty good at conversations and getting out of them, what their true goals and needs are.

Our competition sometimes, I've been on, we call them cattle calls, where every investor in town is invited to a deal where you go to these houses and your competition walks through, they got a hoodie on, they walk through the house, they take a couple pictures. They say, "We'll call you back." And that's their whole entire strategy. It's like you spent so much time and effort to get the phone to ring, to get even called to this cattle call, to make an offer. Yet when you're there with a family, you spend absolutely no effort or time to let them know that you're trustworthy or the right person to sell to.

I've bought countless houses for less than the other guys offer all because they liked me. And that's something that you can do for free.

For some reason, our competition doesn't do it.

Reason why I bring this up is in the senior living industry, I'm going to scream it from the rooftop, ***is this is all about trust.***

If they don't trust you, they're never going to refer you to go talk to their future clients that are going to move into their community. It's a big deal when they refer to you. And so you need to be trustworthy.

Be professional and have your stuff together.

- Have your documents.
- Have your proof of funds.
- Have the contract that you're going to use.
- Have your business cards.
- Smile.
- Brush your teeth.
- Pull your pants up.
- Know what you're talking about.
- Be kind.
- And do your job the right way.

This Mom's House certification is for people that are competent.

This is not for people that are going to do this half-assed. We want the people that know how to treat people, because it's a very fulfilling job to help these families in this time of need. And the buying of the house is just like a secondary thing to this whole thing. Like we know there's money in real estate.

We've already said that these are the best leads ever.

I'm teaching you the way to be trusted in the senior living world. So that way your phone can ring with those leads like they do for me. The way you find these families is through networking. If I haven't said it enough today, the 250 communities that are in St. Louis, I don't ever just walk up to the community, walk in unannounced, put my hand out and try to build a relationship.

In 2011, when I first got into the senior living business, that's what I thought it was the way to do it. I've learned since 2011, that is definitely not the right way to go.

The way to reach these people is to network in their industry.

Just like with real estate, you could go to some sort of meetup group every single day. The senior living world has just as many meetup groups as the real estate world does. And so the good thing about that is that people love to talk about real estate. I have found that, oh, let's phone up the real estate guy. It's taken me time to build these relationships with the people. And now when they think of me, they know exactly what I do.

What's really a good indication of if you're explaining yourself right, is when you hear someone else describe who you are to someone else. That is really how you'll kind of know if your message is right - based on that. If somebody can surmise who you are, what you do eloquently and be like, yep, that's right then that's a good thing.

Now, if they say, oh, he's a realtor, you've messed up. So you want to rethink what you're saying to people. In St. Louis, there are local meetups, things called, like SRTs, which stands for senior resource task force. Those were designed because this industry, they like to network with each other. Every person has its own little Rubik's cube of the way they're going to help that family, their needs are different, each one has different wants and needs and the senior living, SRT senior resource task force are there so people like us who are in the industry can network together to try to help others.

So, find your local SRTs. (That's what they're called in St. Louis. Other groups are called the Breakthrough Coalition. These names probably won't be in your town, but that's what they are in St. Louis. And so the Breakthrough Coalition is once a quarter, a few hundred senior living people show up to these. When you get there, it's everyone that's in senior living and you. Talk about a way to network! In fact, one of the breakthroughs for the year is called speed networking. So you get to show up that day and meet 200 people in senior living at that exact moment. You better have your elevator pitch down, you better be likable, and you better have a way for them to think of you.

Because in the senior living world, every day they're dealing with people that need the service that you have, *but will they think of you when the time is right?*

And so going to things like Breakthrough, there's something called the Voice Awards, which we talked about earlier was the Ombudsman. Speaking of the Ombudsman Program, if you have been thinking about getting more into charity in your life or giving back, the Ombudsman Program is a phenomenal way for you to get ingrained in the senior living world. And there's a huge need for Ombudsman spokespeople. And that would be the person that goes in and meets with the person living there that does not have a voice.

Do you remember we talked about that 60% of people living in senior living don't have a visitor?

So if you could be that liaison between the person living there and the community, I think you could get some great joy out of that. And it would ingrain you more into this business that you've taken on, now this home study course, and I'm just showing you ways that you could get even more ingrained into the community.

Should you attend every single event for networking? Just like with anything, it's probably a waste of time to try to go to every single event. I think what you'll learn, at least what I found in my 10 years of doing this is that there's ones that you're going to get to better pay off for your time. Like the Breakthrough Coalition, some of the SRTs, you're going to learn that only after you've gone to a few of them. So I think at the beginning, your goal is to get out there and to get to be known as to what you do.

With anything in life, you're going to get out of it, what you put into it.

So I think it's going to be more networking on the front end. And once you're established and built up your relationships, then it's more just maintaining those friendships.

We said the term "20 is plenty" before.

If you can build 20 relationships in this community, you can literally be set up to do 20 to 40 deals a year without having a marketing budget. And so we know how valuable that is to us as real estate investors.

We were talking about earlier, do I just walk into the 250 communities and put my hand out and try to get to know the people and the stakeholders in the industry?

The answer is absolutely not.

Let's say you sold things to surgeons. Are you going to walk in during surgery and try to sell them your wares? No. The answer is definitely not. The great thing about the networking side is that ... We heard the story about the hot tub and these crazy stories about senior living. These people live this every day. So I've told you just a few of the stories that I know. These people know a ton of stories. And so if you think you're just going to walk into a senior living community, put your hand out and build a meaningful relationship, you're wrong. And even worse you're going to get blackballed in the industry to be like, hey, this is not the time for this. Can you come back at a later time? And even if you do get an appointment, it won't be the right way.

What I suggest, the way I found success to build meaningful relationships is to meet them offsite. Just like if you were trying to network with a teacher, you wouldn't do it while she's teaching class. If you get a chance to tour a senior living community, it is chaotic all day long. And the last thing they're trying to do is think about what you do.

When you catch them off site, like in a happy hour or a networking situation, you're going to find them a lot more jovial, a lot more wanting to talk about the industry. It doesn't hurt to have a few cocktails if that's what they like. To get behind the curtain of trust people like to do business with who they like. And so if you can go out and really get to know them and kind of see how they work, you'll learn very quickly how you can help them with their day to day job.

And so we talk a lot about, you don't want to come across as a realtor or using the word investor is a bad word.

So, let's talk about some of the objections that you might get and ways that I have found to overcome it.