



Issue #1

Good Life Monthly

Real Estate Good Life: How to Build A Lovable Business without Cold-Calling or Door-Knocking.

If I said to you that I wanted to change the world - you'd laugh at me, roll your eyes, put your guard up, become skeptical. But if you agreed with me that changing the world starts by changing the life of one person, and then a second person, and then a third, and a fourth, and a fifth. And by changing the world of those five people, it, by proximity changed the life of each of their immediate families or an additional two, three, and four people. Now we're up to 15 to 20 lives changed.

What is truly possible when your goal is to change the world? Laughed off at first. Until you're able to change the first life. If your plan is to cure the global climate crisis, what is the first step. Maybe create the world's best electronic automobile? Develop roofing shingles that power an entire household? Dig a tunnel under the second most populous city in America. A tunnel that will shuttle millions of people back and forth every day, thus eliminating the burning of fossil fuels in millions of cars per day. Sound familiar? All three of these world changing plans are being executed by one man, Elon Musk.

What if I changed my thinking? What if I reprogrammed myself? Instead of always thinking about more ways to sell houses - I thought of more ways to help people change the world. And by narrowing that focus to helping change the world of one person. And by narrowing that focus by helping change the world of a very specific type of person - a real estate agent. What is possible?

The answer is: Anything.

Anything is possible. Not everything. Anything.

In life, you can have anything you want. But you cannot have everything. When I decided to bring back visible abs after decades of absence, I convinced myself that anything was possible.

In understanding that and believing that anything was possible - I also had to accept the reality that everything is not. Visible abs, yes. Visible abs with reckless boozing, late-night White Castle followed by McDonald's breakfast... equals no visible abs. It was my choice. I chose visible abs.

For instance, if you knew for a fact that heaven existed. If you knew this fact beyond a reasonable doubt. And you knew the path to get there - would you help people? Or just keep that information to yourself? But with helping people - you are going to be attacked, doubted, mocked, and harrassed. Would you still do it? Would you still help people?

This question, in a sense, has been my struggle. Until now. I've fought the programming that was driven into my skull by our school system. The programming that accidentally occurs from our parents. From our friends. From our family. From the media. From the Monster inside (more on the Monster later).

The programming we have been dialed into is so deep and so effective that most never recognize it's existence. For instance, we are so concerned with what others think of us that we're willing to buy things for the sole purpose of impressing "others". I know guys with Rolex watches who have trouble making their house payment. I know people driving BMW's, Mercedes, and Land Rovers that cannot afford to pay for their child's college education. And these are not bad people. They are good people. The programming is so effective and so embedded in us that we cannot see the forest through the trees.

I've dabbled in this ideology for a few years now. I've shared the philosophies I'm about to share with you with a handful of people. The resistance encountered is startling. So much so, that until this very moment I've kept these thoughts and feelings under wraps.

The other problem of course has been me. Because of the programming received during my lifetime coupled with the intentional programming received voluntarily - I have been blinded to the bigger meaning. I've been blinded to the bigger purpose of what I'm meant to accomplish.

To be more specific, I grew up somewhere between lower middle and middle class. When I got married, my Bride and I spent the first couple of years broke. The programming I volunteered for was: How do I make money? Followed by: How do I make more money?

And for the most part I became fairly good at making the money.

The downside to this particular programming is that up until this very moment - every idea I've had, every marketing concept developed for my business, every consideration has been around this question: Will this make me more money?

This question led me to the brink of leaving my own company. The company I founded with my Bride with blood, sweat, and tears. I was seconds away from leaving this company to join EXP Realty. All for one very specific soul crushing reason: More money.

I'll get into the story and the details of the EXP rabbit hole later in a future newsletter. And how the story I told myself was that I was moving to EXP to accomplish one more step closer to freedom and the ability to make all the agents on my team rich. But the reality was, when you strip off all the excuses and or reasons - the reality was, I was joining only for the money. More money.

Now don't get me wrong having money far outweighs having no money. I've been in both places. With and without, money. We will discuss money in great detail in upcoming newsletters. So don't get the wrong idea. If you need more money this newsletter is for you. If you need more purpose this newsletter is for you. If you want to change the world this newsletter is for you.

How to change the world.

If my plan is to change the world. What is the plan? It's simple, really. All I have to do is change your world. Better your world. Make a lasting difference in your life. You will then change the world of your spouse, your children, maybe your cousin, and your best friend. The change becomes exponential.

My contention for many years has been: Real estate sales is the greatest small business opportunity in the world.

With this contention we can change the world. How? First, we solve any money problems you have. In our society money is a big deal. Money feeds people. Money educates people. Money liberates people.

Solving your money problems opens the door to all possibilities. We must have the doors wide open if we're going to change the world. If you are distracted by the "need" for money - you cannot change the world. I know this first hand. This has been my life for as far back as I can remember. All the way back to my first thoughts about money.

We have to also wipe clean the programming that money is for buying "things". You've heard the expression: We buy things we don't need, with money we don't have, to impress people we don't even know.

What was the first thing I did when I started to make money? I spent the money. I drove a BMW, had a Corvette convertible in the garage, and a second home on a golf course in southwest Florida.

This is the part of the newsletter where you decide to go all-in or you bail and stop reading. I wanted to get this idea out there at the beginning of the newsletter so that you didn't have to wait for the punchline. A punchline you may not be ready for at this stage of your life.

Here it is, if you want my help in changing your world we are going to talk a lot about money. However, we are going to use money for helping others and freedom only. We are not going to use money for shiny "things". Things like fancy cars, expensive watches, and mansions. The very things we are programmed to spend our money on cannot be part of the plan to change the world.

Our goal with the money is to be **debt free** and **financially independent**.

This is our goal because it is the **ONLY** way to change the world. If we are not debt free and financially independent, our programming will always channel us back to making more money - only for the sake of making more

money. If we cannot leave behind the consumerism we cannot change the world.

Now, before you burn this newsletter - let me explain something. We still get to live the Good Life. We still get to live a Modestly Glamorous lifestyle. We still get to have amazing experiences and go on amazing vacations and eat at amazing restaurants. We just have to focus the plan to include the impervious mindset.

We must become impervious to buying things for the sake of buying things. We cannot spend a minute keeping up with the Joneses. We are setting a new standard for the Joneses. We are building the blueprint to change the world. A world that eliminates the obsession with money for money's sake.

“Ok, Bart I’m still with you? But what does this starry eyed mumbo jumbo have to do with building a Lovable real estate business?”

To answer your question directly: You cannot build a lovable business by doing things you hate or cannot sustain. Cold calling and door knocking is not lovable and cannot be sustained. Unless perhaps you are a sociopath.

A lovable business is forged on one thing: Relationships.

In this newsletter, you’ll hear me talk about building a moat around your business and a financial moat around your family.

The only way to build a moat around your business is through relationships. Genuine, authentic, vulnerable, trusting relationships. The only way.

You don’t build relationships harassing people, pestering people, bugging people, tricking people, or begging people. Therefore, cold calling, door knocking, telemarketing, and trespassing cannot be part of your plan to change the world.

Sure these dark methods work. Sure these soul crushing methods work. But they cannot be sustained. Impossible.

We cannot build genuine trusting long-term relationships with bait and switch advertising. We cannot - trick - people into giving us their contact information. Relationships are a two way street. We must enter them with full disclosure and consent.

Zillow is trying to separate us from our commission dollars. OpenDoor is trying to kill us off. Redfin is trying to commoditize us. Knock is trying to knock us off (couldn't help it!), Purplebricks is trying to lower our commissions. There will always be some company - some technology coming after us. Coming after our hard earned money.

The only way to protect ourselves. The only way to build a moat around our business is to build, foster, and nurture relationships. We are in the relationship business.

The only long-term foolproof way to build relationships is by being ourselves. By being true to our principles. By being willing to stand up for what is right and what we believe in. By sharing our message. By protecting others. By playing the long game in everything we do. Consistency over time always prevails. Just look at Warren Buffet, Jeff Bezos, Bill Gates, Steve Jobs - they all played the long game.

In digging and building your moat you must utilize the One Thing that nobody else has. The one thing that nobody else can copy. The one thing that is your secret weapon against door knockers, cold callers, and Zillow. That one thing that you have that nobody else has... is you. Your voice, your mind, your story, your beliefs, your principles, your desire to change the world.

In this newsletter we'll explore how to double down on the one thing that separates you from everyone else on this planet. We'll discuss how to reprogram your mindset for money. How to eliminate your desire to buy more things for the sake of buying more things. We'll discuss how to build a lovable business without trespassing and telemarketing. A lovable business. A lovable business built on the foundation of You.

This is how we change the world.