Entrepreneurs in Finance Podcast

With your host, Kris Roglieri

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CCTG Loan Broker Trainee's Pipeline As Full As Ever

Meet Christopher, a graduate of Commercial Capital Training Group's loan broker training and business opportunity launch pad. Not only did Christopher find himself in a training seat 48 hours after discovering CCTG's finance business opportunity, but Chris's client pipeline continues to grow and return commissions and profits beyond expectations. Listen to Christopher's story as he authentically describes all of his experiences with CEO and founder of Commercial Capital Training Group, and our host, Kris Roglieri.

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Christopher Daniels of POM Capital & Funding Group

00:08

and i came across one of your ads and on

00:11

a friday and monday i was in the class i

00:13

just said hey this looks great i'm in

00:15

and i wrote it hold on hold on you

00:17

actually found us on a friday

00:19

and then the next week you were in class

00:21

yeah i called up right away so this is

00:24

this is exactly what i'm looking for

00:25

this is something i can do from home i

00:27

can help people and uh you know it it

00:29

would it's not going to be full time

00:31

exactly what i wanted well i'm

00:32

fascinated by this i i'm actually i'm

00:35

just going to hinge around here for a

00:36

couple seconds because

00:38

we have people that look at us for like

00:39

six years before they both trigger

00:42

i think our average time is about four

00:44

to five months to be honest with you

00:46

but you just did it in like 48 hours i

00:48

mean what what what was it about us that

00:51

made you feel comfortable i i read all

00:53

the i i i've been in finance my whole

00:55

life i'm a cpa by trade i've worked in

00:57

banks i work for hedge funds i work for

01:00

brokerages uh you know so i understand

01:02

the finance industry pretty well and i

01:05

looked at what you guys provide as far

01:06

as training i said this is this is

01:08

exactly what i need

01:10

there are just too many commercial home

01:11

brokers that don't have a damn clue of

01:13

what they're doing

01:16

all we're trying to do here is better

01:18

the industry for everybody

01:21

at the end of the day you can make great

01:22

money in this industry but in the end

01:24

it's all about helping people

01:27

you know people always say chris how can

01:29

i be a successful broker it's two words

01:32

hard work and dedication

01:34

if you don't like talking to people you

01:36

probably shouldn't be in this business

01:38

hey everybody welcome back to

01:39

entrepreneurs and finance on this

01:41

wonderful january day uh this will be

01:44

our second podcast of uh 2022 happy new

01:47

year everybody and before i begin don't

01:49

forget to subscribe to our youtube

01:51

channel commercial capital training

01:52

group where you could catch uh updates

01:54

on uh

01:55

and video content and future podcast

01:58

episodes on this episode i am proud to

02:01

interview christopher daniels who is the

02:04

ceo of palm capital funding services

02:08

and uh chris you know looks like here

02:11

you were a april 2020 graduate is that

02:13

correct that's correct yep a proud cct

02:16

cctg grad

02:18

all right well uh no i appreciate that

02:20

and i assume in 2020 right i mean we

02:23

were all virtual then so you you

02:25

attended our virtual class is that

02:26

correct that's correct yep okay all

02:29

right well i'm excited to interview you

02:31

um as i always decided to interview all

02:34

of graduates but particularly ones that

02:36

came out of the pandemic which was

02:38

interesting because you came into this

02:40

doing the pandemic right and started

02:42

this business doing the pandemic but

02:43

before i get to that before i get to

02:45

that tell me about your life leading up

02:48

to cctg briefly you know what what led

02:51

you what caused you to kind of search

02:52

for something and how did you find us

02:55

yeah so it's unusual i was retired from

02:57

a hedge fund after 10 and a half years

03:00

and i wasn't going to actually go back

03:01

to work i was going to just take it easy

03:02

i also am retired from the national

03:04

guard after 33 years so i i have other

03:07

income streams and uh when the pandemic

03:09

hit i just got bored i was just you know

03:12

locked in couldn't do anything couldn't

03:13

do anything i want to do couldn't go

03:14

outside the house and i said i thought

03:16

to myself okay you know what what are

03:18

people going to need help with you know

03:19

businesses are

03:20

in trouble

03:21

and i came across one of your ads and on

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a friday and monday i was in the class i

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and uh you know it it's not gonna be

03:43

full-time

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as training i said this is this is

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exactly what i need something like i

04:22

don't have to go far before i can take

04:24

it from home okay

04:27

i researched all your contacts that day

04:29

i said you know the success rate i just

04:32

said this is this is going to be some

04:33

good training you know i said i just

04:34

can't go wrong with it right i actually

04:36

signed up for the for the first package

04:38

and during this the course i went to the

04:40

uh

04:44

second level of course okay so so you

04:45

signed up for gold and then

04:47

uh at what point did you upgrade during

04:49

that week doing the training yeah before

04:50

the course ended yup ah okay all right

04:52

all right well wow that's a that's an

04:54

interesting story it's happened before

04:55

but i'm always curious what goes through

04:57

your mind uh being that you committed

04:59

that quick to someone that looks at us

05:00

for three months or three years you know

05:02

so

05:03

you were rocking and rolling so tell me

05:05

about that week tell me about that week

05:06

that you went through virtually yeah it

05:08

was the training was great and because i

05:10

set up so quick i didn't have a lot of

05:12

time to do what i call like the

05:13

pre-training you know looking into like

05:15

all the terms stuff like that so i

05:17

actually retook the course again in may

05:19

uh may of this year or may of twenty

05:21

twenty two twenty twenty i took a naple

05:23

30 days again oh okay all right all

05:25

right was that a good

05:27

time frame to get refreshed yeah because

05:29

i just went like a lot of the terms you

05:30

threw out there you know the ltv loan to

05:32

value all these things you triggered

05:33

with fire hose and you know because i

05:36

said so quick i didn't have a chance to

05:37

like get really researched the industry

05:39

that much right let's look at let me

05:41

just take 30 days to do some some self

05:43

training okay go back in and be prepared

05:46

to answer more questions and absorb more

05:49

and it worked out really well that's

05:50

awesome that's awesome and so

05:52

after that second month happened what

05:54

was your game plan like like you know

05:56

you're a military guy you always need a

05:58

plan my father was a military guy he you

06:00

know he always taught me that what was

06:02

your game plan after let's say two

06:03

months of you know training retraining

06:06

and now it's just you and the only

06:08

objective the only obstacle between you

06:10

and getting where you want is yourself

06:11

and so like what did you tell me about

06:13

that game plan so we're i was gonna

06:15

originally concentrate on sba loans i

06:18

thought that was the biggest the biggest

06:19

niche in the market there's going to be

06:20

a need out there with businesses

06:23

okay and it wasn't a mistake because

06:26

of of what i thought it was mistake

06:28

because there was so much ppe loan

06:30

action out there yeah anytime anyone

06:32

searched sba they were calling me to ask

06:34

you about the stats that pp loans

06:37

so i was getting about 10 calls a day

06:39

saying hey i applied for a pp loan can

06:42

you help me i'm like i'm not the sba so

06:44

i would i didn't want to you know not

06:46

help these people so i kept the number

06:47

of the sba up on my board and every time

06:50

someone called i just gave that number

06:52

so i had to switch my game plan up

06:53

because no one was getting through to me

06:54

for loans for the first couple of months

06:57

so i had to switch to commercial real

06:58

estate did you did you and i would ask

07:00

this if i was in your position and

07:02

people kept calling me thinking i was

07:03

the sba i mean i would just say hey i i

07:06

i got the number you could call for your

07:07

ppp loan but you have any other

07:09

financing needs i did that every time

07:13

most of the people that were calling me

07:15

were were in the the pp loan of five

07:17

thousand dollars they weren't they were

07:19

yeah players they weren't players yes

07:22

yeah

07:23

i did have i did have one guy calling me

07:25

on a pp loan okay quite hysterical um

07:29

baltimore and he tells you that he wants

07:31

to get a pp loan for his ladies okay and

07:33

i'm like okay well tell me about what

07:35

they do he goes well it's an old cash

07:37

business

07:38

okay and my ladies aren't working now

07:40

i'm like all right i got what you're

07:42

doing here okay

07:44

guys

07:46

he wanted a ppp loan for

07:48

his prostitution business wow

07:51

i'm sorry i just can't help you sorry

07:53

yeah yeah yeah yeah wow i mean we had a

07:55

lot of those too we i mean we because we

07:57

were pretty big with ppp yeah we did

07:59

this under a billion dollars worth and

08:01

it was like yeah we had some wild and

08:03

crazy things like one that comes to mind

08:05

is we had a guy

08:07

in the middle of nowhere out west um it

08:10

was like in a town of like 10 000 people

08:13

and he claimed he had this pizza

08:14

restaurant which we looked up the pizza

08:17

restaurant it was a place that was like

08:19

a little tiny hole in the wall strip

08:20

mall

08:21

and he claimed he had 50 employees and

08:24

it's like

08:25

i don't even think you could fit 10

08:26

people in there you know and because you

08:28

know try to get more ppp money so

08:30

this is funny um

08:32

okay so

08:34

so commercial real estate so tell me i

08:36

mean was that did you did you make that

08:38

one of your product concentration areas

08:41

when you left the course that you wanted

08:42

to focus on real estate i was originally

08:44

going to focus sba and then switch to

08:46

real estate because one of the things

08:47

it's it like when you when i left the

08:49

course

08:50

you talked about how to set yourself up

08:52

for you know you're making your daily

08:54

money your monthly money and then the

08:55

home runs right okay right so i was

08:58

finding that the daily money was very

09:00

distracting you know the mca loans and

09:02

stuff like that and since i i have

09:04

another income stream and didn't want to

09:05

really work the 40 hours a week i said

09:06

okay i'm just going to concentrate on

09:08

the big stuff that's what i'm going to

09:09

focus on because i can take the time in

09:11

between the deals all right i don't you

09:13

know if someone's doing this to feed

09:15

their family they got to have that you

09:17

know daily that monthly and up those big

09:19

home run type of loans out there so i

09:21

kind of dropped off the the mca world

09:24

the the receivable financing and stuff

09:26

like that um although it's very

09:27

profitable it it wasn't something i

09:29

really wanted to focus on so i kind of

09:30

like shied away from that right for the

09:33

bigger numbers so the bigger numbers

09:35

okay um and so

09:38

you know

09:39

through the pa i mean did the pandemic

09:41

treat your business meaning this

09:43

business well for you that it worked out

09:45

extremely well because

09:46

a lot of people started surfing the net

09:48

and would do zoom calls for information

09:51

as opposed to wanting to meet you in

09:52

person so allow it allowed me to attract

09:55

more clientele i think across the

09:57

country than i would have before the

09:59

pandemic well and plus i mean i remember

10:01

when the pandemic in in 2020 a lot of

10:04

banks you couldn't even walk into i mean

10:05

you had a you had to actually schedule

10:07

an appointment if you wanted to meet

10:08

somebody face to face so that that that

10:10

well a lot of banks stopped lending i

10:12

mean you know i picked up one client uh

10:14

who's doing a ben and jerry's his second

10:17

ben and jerry's store okay his first

10:19

store was very profitable he was not a

10:21

full-time owner he's a part-time owner

10:23

yeah uh so he had other income coming in

10:25

wells fargo dragged their fee with them

10:27

for three months and i was able to close

10:29

along with him in five days wow wow

10:32

um

10:34

and now

10:35

2021 so you know you're kind of coming

10:38

out of the pandemic with all these days

10:39

it seems like we're still in it with you

10:41

know the 30 variants out there but but

10:44

but you know

10:45

2020 how did 21 uh you know the start of

10:47

2021 fair for you in the last 12 months

10:50

i i haven't had any impression come into

10:52

2021 the real estate market was gonna

10:53

crash okay that was my prediction the

10:56

exact opposite happened okay especially

10:58

in some of the states like florida where

11:00

they're they're just building like crazy

11:03

right

11:04

it's it's you know it it's the amount of

11:05

billions going to florida i have one

11:07

huge development for 200 million dollars

11:09

going up in marion south carolina right

11:11

now and so it's it's the amount of the

11:13

construction that's going out there is

11:15

is insane right now i have i have a 100

11:17

million dollar condo complex in florida

11:20

i'm helping to assist with right now

11:22

it's just the the building is just you

11:24

know

11:25

insane and the big banks are aren't

11:26

lending yeah they're looking for that

11:28

second tier lenders right now yeah yeah

11:30

absolutely absolutely which by the way

11:32

i'll

11:33

i'll since we're in the course of a

11:35

natural conversation i know this is

11:36

being recorded but uh uh prime is

11:38

actually coming out with a uh a really

11:42

neat product um and we're the direct

11:43

lender to fund very large deals very

11:45

large estate deals particularly ground

11:47

up development so um

11:50

probably end of first quarter we're

11:51

going to launch it uh we already have it

11:54

in place we've already funded uh one 700

11:57

170 million dollar transaction

11:59

in uh atlanta so that's that's get

12:02

excited for that because it's okay yeah

12:03

definitely just it's going to be a

12:04

really

12:05

few and far between for those big deals

12:07

it is for sure and i definitely saw a

12:08

niche and and uh been working on it for

12:10

about a year now to get this all this

12:12

together but

12:13

outside of that um

12:15

so

12:17

yeah real estate's on fire you're not

12:19

the first graduate who has who has

12:20

professed that a lot of graduates

12:22

whereabouts are you located i i spent

12:24

half my year in new york you have my

12:26

year in florida

12:27

okay so you're you're a bird okay you

12:29

you sit in florida now okay all right i

12:32

don't blame you i wish i was i was just

12:34

in florida actually for new year's i was

12:36

in miami but uh okay um

12:39

so real estate and that that's what you

12:41

gravitate towards too tell me about

12:44

um

12:45

you know from your previous career

12:48

and what you did to now what what

12:51

translated well over and what didn't

12:53

like where did you have to readjust to

12:54

this industry compared to what you did

12:56

before

12:57

i think understanding your financial

12:58

statements transitioned really well okay

13:01

financially i could and i can also read

13:02

between the lines you know some of the

13:04

deals like with like i i have one now

13:07

you know we get these these restaurants

13:09

okay

13:10

a lot of it's all cash business

13:12

right and i i try to explain to listen

13:14

you know you got to get something your

13:15

tax return or you just you're just not

13:17

lendable

13:18

you know it's it's a it's a balancing

13:20

act do you want to do you want to beat

13:22

the government or do you want to get a

13:23

bank loan you know what i'm saying like

13:25

it's you can't have both you can't have

13:26

both yeah and so that's that's that's

13:28

the you know that's the thing the other

13:29

thing that did not translate well is is

13:32

a lot of i would say fraud but

13:35

and i want to take this honest people

13:36

they just kind of skew the truth like

13:38

you know what what's your fico score

13:40

750. we pull it out it's 6 50. i don't

13:42

know what happened it was 7 50 yesterday

13:44

you know it's like all right listen you

13:46

got to be upfront and obviously the full

13:47

situation you know or i try and help

13:49

someone

13:50

interview them for you know in the

13:51

initial interview and i find out you

13:53

know okay everything looks great and

13:55

they had a bankruptcy two years ago like

13:56

just you know you got to tell me up

13:58

front i can't help you no that's that's

14:00

good advice and i think a lot of grads

14:02

are maybe not as upfront as you uh which

14:04

is a good trait

14:05

um where they just take the borrower for

14:07

granted they take what they say is bible

14:10

and you know and then it ends up slowing

14:12

the deal down or killing the deal

14:13

because you know they things come out

14:16

where it sounds like to me you're you're

14:18

doing the proactive approach

14:20

yeah i ask problems up front yeah i

14:22

asked my clients to send me a snapshot

14:24

of their fico score this way it stops it

14:26

right there you know just take a picture

14:28

from any credit card or your experian

14:30

account just send it over to me this way

14:31

i have it in front of me so we know

14:33

exactly where you're at where you're at

14:34

yeah yeah that that that's a good

14:36

practice um

14:38

and it sounds like um i mean tell me

14:40

talk to me about your pipeline how big

14:41

is your pipeline now presently i mean

14:43

you know you got some stuff in motion

14:45

you got some good deals in there to talk

14:46

about that yeah i got so i got some you

14:48

know i'll do deals from fifty thousand

14:50

dollars to two hundred million dollars

14:52

right i i what i did was with the small

14:54

deals the small deals tend to take up

14:56

more of your time so i've actually just

14:57

added three employees okay

15:00

so what i do is i feed them deals now

15:02

and i kind of train them along and i

15:04

split 50 50 with them so i rather i

15:06

rather have you know three if if i'm

15:08

making a hundred dollars okay now i got

15:11

three guys i'm making 150 and they're

15:13

all making 50.

15:14

yeah so yeah that makes sense yeah

15:16

that's how we would work it out well and

15:17

and you know my goal is to try and just

15:19

really manage them and get them in the

15:20

bigger deals they can't heal you you

15:21

need more training for that so like one

15:23

of the big deals i have which is a

15:25

unique one it's a hundred million dollar

15:27

auto fni deal okay and it's a little

15:30

confusing but what these guys do is they

15:32

lend money to dealers car dealers okay

15:35

and they drive their warranty business

15:37

to them and they provide the insurance

15:39

product

15:41

and so it's very profitable for every

15:42

dollar spent it's 50 return on

15:44

investments and so they're looking for

15:46

tranches of 10 million

15:48

for a total of 100 million dollars they

15:50

put in 10 million dollars into the

15:51

market and then promote 10 million 10

15:53

million 10 million over four years i'll

15:55

have 100 million dollars in the market

15:56

got it that's an interesting deal very

15:58

interesting it's taken me probably four

16:00

to five months right now i'm finally

16:02

about to close the next 30 days

16:04

wow what's the potential take down for

16:06

you on that it could be between one and

16:07

two million dollars for me wow

16:09

congratulations i wish you the best of

16:11

luck to that that that's a huge win huge

16:14

win

16:14

um

16:17

you know

16:18

and and you know i know you you

16:21

purchased our higher tier package or you

16:22

upgraded i should say to platinum which

16:24

a lot of people do but how has it been

16:26

working with our team

16:28

you know great yeah the teams are great

16:31

that they're very responsive you know

16:32

they provided me a lot of great leads um

16:34

you know i couldn't be happy with them

16:36

you know i i am adding on different

16:39

marketing services now to my program to

16:41

to expand more

16:43

i want to you know grow my employee base

16:45

yeah and i think if i add more marketing

16:47

services to to that from the outside

16:49

external from ctg i could i could expand

16:51

the base and one of the big areas that

16:53

that i'm giving my employees i asked

16:55

each one to pick a specialty so i've got

16:57

one that's working in the underserved

16:59

community the veterans the the women

17:01

minority lgbtq i got one who's going to

17:03

work on cannabis okay and cannabis is

17:06

huge right now yeah a huge sector yep

17:08

hard to place because a lot you got a

17:10

lot of people living in their mom's

17:11

basement to age 40. now i think they're

17:12

going to be a cannabis grower okay and

17:14

have no assets no income sure and

17:17

they're just applying for a license you

17:19

know

17:20

but so so i get probably 50 of the

17:22

cannabis deals that come across our desk

17:24

or our dreamers you know who just think

17:26

because they're possible because their

17:27

whole life are going to be you know a

17:28

cannabis disorder in the cannabis

17:30

business right right that's like that's

17:32

like saying you you know you fill up

17:33

your car at gasoline you're going to be

17:34

in the oil and gas business yeah it's

17:36

the same

17:37

same thing yeah one guy's going to

17:39

specialize in marines and what arenas

17:42

boatyards

17:43

okay yeah yeah marinas yeah because

17:45

that's you know it with the pandemic you

17:47

know boat yards and rv dealerships they

17:50

they they've hit it big because so many

17:52

people have money to spend now if you

17:54

want to order a boat

17:56

it's a six-month wait rvs almost the

17:58

same thing so these rv dealers and boat

18:00

deals want to really expand right now

18:01

looking for capital yeah i think the

18:03

people who had money i mean you know we

18:05

we saw that in the pandemic hit when

18:07

things shut down i mean people want to

18:08

be isolated a little bit people want to

18:10

be on their boat you know it's something

18:12

you would do in the pandemic obviously

18:13

right

18:14

um so i get it well that's that's

18:16

interesting i mean you hired people so

18:18

you know

18:19

you've been at this hard and strong man

18:21

it's just yourself right i mean now you

18:23

have employees but it's just you

18:24

attended this yourself not with a

18:25

partner myself yep and uh it's so it's

18:28

it's been a great run it's funny it's

18:29

also an offshoot of this is one of my

18:31

first clients um needed a a to replace a

18:35

five million dollar loan they had with

18:36

bank of america

18:38

and uh you know we helped i helped him

18:39

with that and then he started showing me

18:41

his piece of technology developed for

18:43

his business and now i'm actually also

18:44

as part-time cfo so we're looking to

18:46

actually take that company public in the

18:48

next two to five years

18:50

wow it's been you know it's so my dream

18:52

of working part-time that has not been

18:55

fulfilled

18:55

[Laughter]

18:58

well

18:59

i mean that's a good thing i take i i i

19:01

always say listen man you know part you

19:04

could you could do this part-time but

19:06

you know

19:07

i mean i love the industry and why would

19:09

you i mean i want to do more you might

19:11

always want to do more of it so i mean

19:12

part time is fine if you have that

19:14

mindset but when i say part-time it's

19:15

weird like i start my day 8 o'clock in

19:17

the morning i don't end eight o'clock at

19:19

night but

19:20

i'm down here in florida at 12 noon you

19:22

know i'll go on to the beach for an hour

19:23

then i'll come back to work so my hours

19:25

are 12 hours a day but you know i might

19:28

go run to town for a half hour a year

19:30

broken up yeah yeah well you work out of

19:32

your home too right yes

19:34

okay all right and how's that how's that

19:36

been with your family that's been great

19:37

that's been great

19:39

it's tough teaching my kids and my wife

19:40

how do you like hey i'm on the phone

19:42

don't disturb me but i know i know i

19:45

know and how does your how does your

19:46

your your family

19:48

did your family slash your wife a pretty

19:51

appreciate that's the wrong word did

19:53

they support you with the new venture

19:54

were they a little skeptical

19:56

but my wife was the one who i pointed

19:58

out in the couch or that friday said hey

19:59

i'm thinking dudes just do it

20:01

just do it

20:03

you're me really yep she said

20:04

you need to do something just do it

20:06

yeah yeah because

20:08

i gotta tell you that's that's quite

20:11

that a different experience that a lot

20:12

of our grads do with their wives i mean

20:14

a lot of wives are like hey i'm gonna

20:15

cut your head off if it's you know like

20:17

they threaten them if it doesn't work

20:19

but i mean your wife just said she must

20:21

trust your intuition well she was

20:23

talking about for months and i should

20:24

just start my own business you know you

20:27

just do something you know do something

20:29

for yourself and start your own business

20:30

and i said this just landed at the right

20:32

time the right thought you know the

20:34

right i was in the right frame of mind

20:36

to think about it yeah it just all lined

20:39

up

20:40

you know you know you talked about well

20:42

let me ask you let me ask you two

20:43

questions and they're quite different

20:45

but what is the

20:47

thing that you absolutely love about the

20:48

business

20:49

i love helping people okay simply say my

20:52

loan size is from 50 000 to 200 million

20:55

you know do i 150 000 loans i don't okay

20:58

but i can't turn away people you know

21:00

i'm saying there's people who have

21:01

dreams you know that that i when i when

21:04

i succeed

21:05

it just gives you such a great feeling

21:07

inside sure when you do a 200 million

21:09

dollar loan okay you made your wallet

21:11

rich but the guy you deal with is

21:12

already wealthy you know so you're not

21:14

really helping him out right

21:17

right right right

21:18

what do you hate about the business what

21:20

sucks about the business the number one

21:22

thing

21:23

for somehow i've gotten on the long list

21:26

of telemarketers and i don't they they

21:28

call me literally 10 12 times a day um

21:31

sell me solar panels to upgrading my

21:34

website to talking about my google

21:36

listing to tell me my company credit

21:38

card has been expired i mean all kinds

21:40

of crazy phone calls to try and

21:42

either annoy me steal my identity or

21:45

sell me services i don't need

21:47

that's been like the worst it's

21:49

increased tenfold to open the business

21:51

well that's because i think you opened a

21:53

business right i mean that happens when

21:55

you open a business there's databases

21:57

that know okay here's a new entity that

21:59

was formed and you know you get on that

22:00

list and all that other stuff but i'm

22:02

talking about

22:03

day to day

22:04

in your day what do you hate about the

22:06

there's got to be something you hate

22:07

about the business

22:09

i really no there's nothing i hate about

22:11

something that's annoying is when a

22:12

lender can't see the value of a client

22:14

okay yeah that that's that's gets

22:16

frustrating when i know i have a good

22:18

client

22:18

okay and the lenders are like now i'm

22:20

gonna pass this one like it's like

22:23

now this is a great deal

22:25

that's a great great deal and that that

22:27

gets frustrating you know let us right

22:28

right now look there i i have more

22:30

clients than lenders right now that's

22:32

been the biggest issue is finding those

22:34

lenders that want to jump on the deals

22:36

and process them quickly

22:38

right right right yeah yeah well yeah

22:40

that's that's you know sometimes that

22:41

could be a challenge when you have

22:43

you know uh

22:44

convincing a lender of the vision or at

22:46

least your experience with the borrower

22:48

but sometimes they have a you know they

22:50

they may have an alternate viewpoint on

22:52

it that maybe you or the borrower can't

22:54

see but

22:55

the trick is matching it right

22:57

what's one thing that you know now that

22:59

you wish you would have known prior to

23:00

getting into the business is there

23:02

anything that sticks out in your head

23:03

that you wish you would have maybe a

23:05

couple mistakes that you made along the

23:07

way here in the last you know two years

23:09

when i first started it was actually you

23:12

know understanding what each lender is

23:13

going to focus on there's a lot of of

23:15

missteps

23:17

yeah you know like no we don't do that

23:18

kind of you know it's understanding that

23:20

the the lender the first lender the call

23:23

i think is that

23:24

that's that's that's just like any new

23:26

step into the business but you know and

23:28

and the lenders that especially the ones

23:29

that the cct lined up were all very

23:31

helpful like no we don't do that try

23:34

this guy you know sorry we won't you

23:35

know yeah it's just learning that type

23:38

of you know

23:39

industry what you know

23:40

like like for example when i had a real

23:42

estate deal the guy wanted to occupy 25

23:44

of the property i called an sba lender

23:46

like no it's got to be 51 owner occupied

23:49

right

23:49

it's a mistake i should have known okay

23:51

but i didn't and after that mistake i

23:53

knew i knew it from there then on out

23:56

and and that's a good point

23:58

what do you think you need to have

24:02

uh

24:03

in this business

24:05

what's one of the things you think that

24:07

attributes to your success and meaning

24:09

what you do right like it could be

24:11

anything

24:12

personality it could be it this could be

24:14

like what do you think

24:16

if you think back what makes you

24:17

successful in this business i think

24:19

never quitting you know there's this

24:21

hundred million dollar auto effing i

24:22

love that i've been at i've been told no

24:25

300 times

24:26

300 different lenders told me no

24:29

okay and i just never gave up it's

24:32

awesome you know i mean and you think

24:34

like okay after after the 100th time i

24:36

hit family offices i had hedge funds i

24:38

had lenders and i finally stumbled

24:40

across the right one and it's funny is i

24:43

actually hit them up

24:45

and it's one it's it's one of the

24:46

lenders i'm not gonna mention the name

24:48

of the podcast but it's one of the ccg

24:49

lenders i actually hit them up early on

24:51

the process of this loan and i don't

24:53

think i framed the client right ah yeah

24:57

so they said we're going to pass

24:59

and i'm dealing with them on another

25:00

large project and they said you have

25:02

anything else out there and i actually

25:04

forgot because i've been to 300

25:05

different letters i've mentioned this

25:07

project before and i framed it the right

25:09

way and said hey we're very interested

25:11

in this project

25:12

and i went back to my notes because i

25:13

keep very detailed notes of who i went

25:15

through i said uh i i already pitched

25:17

these guys this project so it's how you

25:20

frame these unique deals to to to the

25:23

lenders is how you get through the door

25:25

you know and that's that brings up an

25:27

important point about the story right i

25:29

mean a lot of times it's so important

25:30

for the broker to get the story right

25:33

because that's to your point you you you

25:35

outline the scenario but you didn't

25:37

frame it right and the lender wasn't

25:38

interested but then they

25:39

re-engaged

25:41

that's great that's great so let me ask

25:43

you just a couple of um personal

25:45

questions first of all what does palm

25:47

what does pom stand for

25:48

peace of mind

25:52

that's what made you choose that that

25:53

you know palm capital and funding

25:55

services yeah peace of mind the palm

25:56

trees my logo that came from florida

25:58

that's great

26:01

what is something that uh you know

26:03

somebody meeting you for the first time

26:05

wouldn't normally know about you like a

26:07

unique thing about yourself that you

26:09

don't really portray well

26:11

i'm a disabled veteran uh you know i i

26:14

served 33 years in the national guard

26:16

retired as a colonel i was at ground

26:17

zero

26:18

for four months wow employed to iraq and

26:22

baghdad as an instrument

26:29

a love for animals uh-huh you know

26:31

people yes i know that either you know i

26:34

love my my dogs i love

26:36

pets

26:37

or all kinds of animals

26:39

yeah well thank you for serving our

26:40

country that's awesome yeah we have a

26:42

lot of veterans that are uh that have

26:45

been through this training

26:46

um

26:48

so you're an airborne ranger is that

26:50

correct

26:51

what's that like

26:52

39 parachute jumps

26:54

it's funny is is you know i got 39

26:56

parachute jumps airborne rangers you

26:58

know scaled off mountains jumped out of

26:59

helicopters repelled that helicopters

27:02

and for some reason after 9 11 i'm now

27:03

afraid of heights in second

27:06

yeah

27:07

yeah it's just i don't know what snap

27:09

but now i'm just definitely afraid of

27:11

heights

27:13

what does it feel like to parachute out

27:14

of a plane i never

27:16

it's a it's a great feeling i i i want

27:18

to do it again one more time in my life

27:20

but it's just it's it's an incredible

27:22

feeling just floating in it because you

27:23

leave with such a noisy plane

27:25

and also it's just quiet

27:27

it's

27:28

floating down it's great

27:30

do you feel the sensation of floating

27:32

all the time or does that wear off when

27:34

you get to a certain point it's i always

27:36

wondered about that

27:37

when you get close you're floating until

27:39

you're close to the ground and actually

27:40

feel because the goal of perishing in

27:42

the military is not for soft landing

27:44

it's to get you to the ground as fast as

27:46

possible without breaking your legs

27:48

right so you don't stand up when you

27:50

come down for the parachute you get a

27:51

roll to not break your legs and so you

27:54

don't realize how fast you're moving to

27:55

get within about 50 yards of the 50

27:58

meters of the ground and also you're

27:59

like oh no here comes the ground get

28:00

ready he's gonna hurt but i mean like

28:02

when you jump out of the plane you

28:03

obviously experience free fall okay it's

28:06

your attached to a wire it's attached to

28:08

a static line and it actually snaps the

28:10

shoot out of your back

28:11

so i i don't free fall i did mask

28:14

okay all right all right i see what

28:15

you're saying i see you're saying okay

28:17

there is there is about four seconds of

28:19

free fall before your shoot opens yeah

28:21

but then you're jerk because you're

28:22

attached to the moving plane like an

28:24

umbilical cord of a baby okay and it

28:27

what it does it snaps your shoot

28:28

shootout and you get dragged by the

28:30

plane and then the the line is designed

28:32

to break at a certain weight so the line

28:35

breaks and shoot opens

28:37

wow so all right so you're not in free

28:39

fall all the time you're about four

28:41

seconds of free fall which is just

28:43

nothing and you snap back in as the

28:45

plane grabs you okay and then snaps your

28:48

open

28:49

interesting interesting ah i didn't know

28:51

that i didn't know that

28:53

if you weren't you know if you could if

28:55

you could try or

28:57

automatically transplant yourself into

28:59

another

29:01

career doesn't matter what it is without

29:03

going through all the qualifications or

29:04

education what what would you be in

29:06

another life

29:08

i like farm

29:09

i always had a vegetable garden you know

29:11

my grandfather was a farmer

29:14

um

29:15

on long island they basically got bought

29:16

out because you know the housing market

29:18

took over the farms in long island sure

29:20

but uh i always love vegetables you know

29:22

it's it's a quick turnaround you plant

29:23

in the spring you pick it in the summer

29:25

you know it's a quick satisfaction you

29:27

have a garden now you have a garden now

29:29

i'm not in florida i have one up in new

29:31

york

29:32

why would you have one in florida that's

29:34

okay i'm not here enough i leave in this

29:36

you know

29:37

all right the only thing about about

29:39

being a farmer i wouldn't like those

29:40

because

29:41

i love raising animals but i don't know

29:43

if i can take addles to a slaughterhouse

29:45

that'd be the only problem i have yeah i

29:47

know i know that would be tough that

29:49

would that would definitely be tough um

29:53

one thing i always like to give ask

29:55

graduates just to get a little

29:56

personality feel or have our viewers get

29:58

a

29:59

you know more introspective view of your

30:01

personality is if you could sit down

30:03

with anybody

30:04

uh past or present

30:07

meaning not here or here with us uh you

30:10

know and and pick their brain for two

30:12

hours who would that be

30:13

i i'd have to say i think george

30:15

washington i mean he's our first

30:17

president he fought a revolution to to

30:20

start this country right i i just want

30:22

to pick his brain and see did he ever

30:24

imagine

30:25

that the united states would grow

30:28

to where it's at to be number one in the

30:29

world to be a world leader we have our

30:31

problems obviously you see the press you

30:33

know yeah that side democrat republican

30:36

alt left all right you know provocative

30:38

anti-vex whatever but you know

30:40

there's there and i'm not going to say

30:42

nobody but there's very few people who

30:44

are starving to death in this country

30:46

okay there are people who go hungry with

30:48

meals okay there's a lot of chairs that

30:49

work with that what's one of my things i

30:51

choose is help the charities like

30:52

inherit shaping food bank in long island

30:54

you know help people eat but they're

30:56

there's you know when you talk about

30:58

you know someone who's considered poor

31:00

who has an iphone

31:02

i mean it's what a great place here

31:04

it's a day actually i saw somebody the

31:06

other day right down here because we

31:09

have uh a homeless problem down by our

31:11

office because there's a homeless

31:12

shelter a couple couple blocks down

31:17

i i i um up to the light and the guy has

31:19

an iphone and he's begging for change

31:21

it's it's insane

31:24

i mean we

31:25

we're not we have our problems but you

31:27

know

31:28

we sometimes just gotta look around the

31:29

country and just say you know how great

31:31

it is

31:32

it is how great it is you know like out

31:34

of all the pro and i think a lot of the

31:36

youth don't realize that

31:38

you know i i'm not i hate to dwell on

31:40

millennials or youth but a lot of times

31:42

they just they're

31:43

they don't get it in my opinion compare

31:46

rest of the world we really are a good

31:48

country i mean in terms of how fortunate

31:50

we are if you look at the rest of the

31:51

world you know it's vastly different

31:54

um

31:55

tell me about and one thing i wanted to

31:57

ask you when we brought up your military

31:59

experience how does how does that is

32:01

there what are the similarities between

32:03

your military training or experience

32:05

into this business like how does running

32:07

this business and

32:09

some of those traits you develop in the

32:10

military translate into this well the

32:12

military is very big on planning

32:14

executing and

32:15

never giving up and so i think you know

32:18

the way i plan my day on who i'm going

32:20

to call how i'm going to call how i'm

32:21

going to plan

32:22

okay and how i'm going to execute and

32:24

how i'm going to never give up is what

32:25

translated from the military you know

32:26

it's it's all about you know i mean the

32:28

military is big on on documentation you

32:31

know and keeping notes and understanding

32:32

where you're going and what you're

32:34

planning

32:35

that's what really has helped me well

32:36

this business that's great with my

32:38

employees you know one of them two

32:40

actually two of them are ex-military as

32:42

well one's a west point grad one's still

32:44

a captain in the national guard and i

32:46

can see a difference between them my

32:47

other employee who has a military

32:49

background you know as far as you know

32:51

planning and executing note taking not a

32:53

bad way but just i could see the

32:54

difference meaning like one

32:57

one did the formal book like the book

33:00

smart way west point but didn't actually

33:03

serve in the military like serve he

33:05

served for four years then got out and

33:07

then got it okay and then my i have free

33:09

employees and one there's no military

33:10

connection at all so the one has the

33:12

military yeah the one has no military

33:14

connection all i could see like it's you

33:15

know to get him to where i want to go

33:18

just takes a little extra step a little

33:19

extra step yeah and he's also younger

33:21

too sure sure well yeah these are the

33:24

younger people you can mold

33:25

yes he's very aggressive very good you

33:28

know i just gotta it's he's like this

33:29

energizer buddy just all around the room

33:31

i gotta get him to go straight as

33:32

opposed to left right yeah yeah yeah you

33:34

gotta guide people for sure yeah and i

33:36

will accomplish the world is going to be

33:37

successful without a doubt he's you know

33:40

he he's already got some loans he's

33:41

ready to close he's only been with me

33:42

for 30 days so he's well on his way

33:45

that's awesome congratulations with that

33:48

um

33:49

we've come to this point in the podcast

33:51

well feel free to ask me anything it

33:53

could be anything underneath the sun

33:55

personal

33:56

it could be you know anything doesn't

33:58

have to even be business-wise but uh we

34:01

call it kind of flip the script and your

34:02

chance to ask me maybe a couple of

34:04

questions sure i'll ask you one that you

34:06

asked me so what would you do if you

34:08

weren't doing this business where would

34:09

you what what job would you take

34:11

oh that's an easy one that's definitely

34:14

an easy one i would be a professional f1

34:16

race car driver

34:17

all right

34:18

i would absolutely be that yes because

34:21

i'm a big car guy i love automobiles i

34:23

love racing and um i could if i didn't i

34:26

could just plant myself and be good mind

34:28

you i'd be an f1 driver all right let's

34:30

go brandon

34:31

let's

34:32

go

34:34

uh yeah you get to travel the world and

34:36

do cool stuff and drive 200 plus miles

34:39

an hour

34:40

um what else anything else for a long

34:43

time so where is this industry going in

34:44

the next five years i mean i i have high

34:46

hopes that it's going to keep increasing

34:48

as people look for alternatively but

34:49

what's your view on where we're going

34:50

the next five years

34:52

you know my view uh you know it's funny

34:54

i just did it i just got done with

34:55

another podcast about two hours ago with

34:57

another graduate uh in 2021 but

35:00

he asked me kind of the same question

35:02

and i you know i think i mean our i

35:04

think this business is just going to get

35:06

better and better i mean i think

35:08

he asked me more specifically where do

35:10

we see certain pockets of industry going

35:12

and i said i think real estate's here to

35:14

stay um i think real estate's going to

35:16

be good you know particularly is still

35:18

on fire it's going to be on fire in a

35:20

good way um and i i kind of told him

35:23

i think that particularly the

35:24

multi-family class is exploding because

35:27

you know even if we see interest rates

35:29

rise up a little bit you know due to

35:30

inflation um that's going to cause a

35:33

certain portion of you know people that

35:35

can't afford a home because rates are

35:37

going to it's going to push them out of

35:38

affordability with rates and home

35:40

mortgages and such so

35:42

they're going to be looking to you know

35:44

have an apartment so i think

35:45

multi-family is is a huge a asset class

35:47

that keeps growing uh same thing with

35:50

fix and flips so i think real estate is

35:51

safe to bet but i think

35:53

throughout this i'm not too concerned in

35:55

four or five years of what the next

35:57

variant is i think we're all going to

35:59

learn how to how to adjust and i mean by

36:01

coming out with another vaccine i'm just

36:03

saying

36:04

at this point we've learned to live with

36:06

coven

36:07

right i think businesses have learned to

36:09

adjust with covid uh you know via

36:11

working at home alternate shifts

36:14

and um

36:16

you know and even restaurants adjusting

36:18

right i mean we we we've come across a

36:20

lot of restaurants readjusting their you

36:22

know doing going through takeout so i'm

36:24

not worried about

36:25

a health scare

36:27

too much because i think we figure that

36:28

out um you know at this point you know

36:31

the only thing that worries everybody's

36:33

is inflation right i mean how far that's

36:36

going to going to go

36:38

but with anything with any

36:40

negative that happens in the economy

36:41

there's opportunity and that's the great

36:43

thing i i'm not too worried about the

36:45

model that you have the model that we

36:46

have because there could be certain

36:48

pockets that could be affected

36:51

um due to that but you know there'll be

36:53

other pockets that open up and that's

36:55

been my experience in this business for

36:56

22 years

36:58

you know whenever something happened

36:59

even when you know the biggest one was

37:02

the crash of 08

37:03

um

37:05

yeah there were things that products

37:06

that basically vanished but there are

37:08

other products that exploded in a good

37:09

way so i'm used to it you know i'm used

37:11

to it but i think the next four or five

37:13

years are going to be a good time

37:14

particularly for people in our business

37:16

i'm not just saying that because i'm on

37:17

this podcast i truly believe that you

37:19

know

37:20

i think so too yeah yeah the restaurants

37:23

it's fine when code started there was a

37:25

new restaurant in my town i said oh

37:26

they're never going to make it i feel so

37:28

bad they spend all that money and what

37:30

they did was they built actually driving

37:31

theater in their parking lot and people

37:33

pulled in with their cars and got served

37:35

and watched the movie and that's amazing

37:38

brilliant adapted and they were one of

37:40

the first ones to put a tent up outside

37:42

and it just and they survived and

37:44

thrived in this marketplace you know i

37:47

saw a couple of luxury uh what i would

37:49

call really high class restaurants that

37:52

you know if you prior to the pandemic if

37:54

you said the word take out that you know

37:56

it's like a four-letter word yeah um and

37:58

they adjusted they they revamped their

38:01

their menu

38:03

uh their online ordering system and and

38:05

so their their food they've become great

38:08

that you take a date on or you do a very

38:10

expensive dinner they just adjusted the

38:12

takeout people ate it up people loved it

38:14

you know and they

38:15

they flourish so people and that's

38:17

another thing too right i think in the

38:18

military although i never served but my

38:21

you know my father did he was in the

38:22

marines

38:23

um

38:24

you have to learn how to adapt because

38:26

things change things don't always go as

38:28

planned right

38:29

and if you're not successful at adapting

38:31

then you're you're dead you know yeah we

38:34

saw that anyone who was able to adapt

38:35

succeeded and thrived and did not die

38:37

during the pandemic correct absolutely

38:40

absolutely

38:42

well listen you know this has been this

38:44

has been great i think um

38:46

you know i i i i commend you for uh

38:50

you know taking this business uh

38:52

uh you know seriously and it sounds like

38:54

i mean i know you're a go-getter and i

38:57

sounds like you're very successful

38:58

you're growing and i wish you nothing

39:00

but success here in the future and thank

39:01

you for taking the time out to uh in the

39:04

middle of your day here to be on this

39:05

podcast well thanks for having me

39:06

appreciate it

39:08

all right

39:08

well that wraps it up for this episode

39:10

of entrepreneurs and finance again be

39:12

sure to subscribe to our youtube channel

39:14

so you can see all future episodes

39:16

moving forward throughout the year

39:18

all right thanks chris thank you thanks

39:20

for seeing this we'll catch you on the

39:21

next one

39:24

there are just too many commercial home

39:26

brokers that don't have a damn clue of

39:28

what they're doing

39:30

all we're trying to do here is better

39:32

the industry for everybody

39:35

at the end of the day you can make great

39:37

money in this industry but in the end

39:38

it's all about helping

39:40

people you know people always say chris

39:43

how can i be a successful broker it's

39:45

two words hard work and dedication

39:48

[Music]

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*In our quest to give you the best possible content to see what life is like as a commercial loan broker and/or a lender, CCTG has created the industry’s only podcast of its kind: "Entrepreneurs In Finance" hosted by our CEO Kris Roglieri. Kris and his stellar guests dive deep into the lives of CCTG graduates or the lenders the CCTG broker graduates work with daily.
Far from stuffy, the podcast’s appeal and success rides hot on the heels of authenticity as it feels more like old friends chatting over dinner or a drink.*

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