Entrepreneurs in Finance Podcast

With your host, Kris Roglieri

…

PODCAST TRANSCRIPT\*

These transcripts are generated automatically via Google/Youtube. Please be aware that the automated generator can sometimes get words or phrasing wrong. It’s always best to watch/listen and to use the written transcript as a reference only.

**$480,000 in Commissions Earned in One Deal | Loan Broker Training**

On this episode: Watch & listen to Julio and Jania, Platinum graduates of CCTG, and how they closed a $40 million deal -- earning them $480,000 in commissions from one deal.

Our commercial loan broker training and quick start entrepreneur program offers two premium packages to help get your very ow finance business off the ground and up and running quickly.

[#loanbrokertraining](https://www.youtube.com/hashtag/loanbrokertraining) [#cctg](https://www.youtube.com/hashtag/cctg) [#beyourownboss](https://www.youtube.com/hashtag/beyourownboss) [#workfromhome](https://www.youtube.com/hashtag/workfromhome)

Julio and Jania Ortiz of Prime Wealth Development

00:08

the largest deal you closed was how much

00:11

how big was the largest deal this one 48

00:14

it was a 48 million dollar deal

00:16

48 million dollar deal was a residential

00:18

development in latin america correct

00:20

correct international deal and you made

00:23

480 thousand dollars

00:25

yeah congratulations

00:28

there are just too many commercial home

00:30

brokers that don't have a damn clue of

00:32

what they're doing

00:34

all we're trying to do here is better

00:36

the industry for everybody

00:37

[Music]

00:39

at the end of the day you can make great

00:41

money in this industry but in the end

00:42

it's all about helping people

00:45

you know people always say chris how can

00:48

i be a successful broker

00:49

it's two words hard work and dedication

00:53

if you don't like talking to people you

00:54

probably shouldn't be in this business

00:56

hey everybody welcome back to

00:58

entrepreneurs and finance where we

01:00

interview

01:01

uh graduates and lenders of our training

01:03

program and take a deep dive into what

01:05

they're doing and what's life like as a

01:07

cctg graduate

01:09

and today i'm very excited to interview

01:12

our second couple we've done a couple on

01:14

here before

01:15

that have come through our training as

01:17

business business partners but i'm very

01:19

excited to

01:20

interview julio and janja of prime

01:24

wealth development hey guys

01:26

hi grace how are you good good good uh

01:29

you know last time i saw you was

01:31

god a couple years ago at the conference

01:33

at our yearly conference right in miami

01:36

yes we had a very nice time i recall

01:38

very very good conference we

01:40

really really enjoyed it good yeah no

01:44

it's long time no see and uh i i

01:46

appreciate you guys coming on and kind

01:48

of

01:49

sharing your experience with us here um

01:52

you know i

01:52

for me this is great because i mean i

01:54

don't know i get to see you guys again

01:56

and and uh you know we can kind of talk

01:58

but

01:59

um i i love to interview husband and

02:01

wife teams

02:02

um i i think it's important we have a

02:04

lot of husband and wife teams that come

02:06

through here so i think

02:07

people will find this very very

02:09

insightful we've only had one others

02:11

one other uh rachel and uh the sheehan's

02:14

right yeah the sheehan's

02:15

they they were on uh but now i'm excited

02:17

to interview you guys and i think

02:19

you know reading over kind of what you

02:21

guys have done since training and

02:23

um you and i were talking a little bit

02:24

before you have couple offices

02:27

um i i i'm a little bit fascinated with

02:29

uh

02:30

your model and how you've progressed so

02:32

um

02:33

let's just start let's start off by me

02:36

asking i mean

02:37

was just was this a first business

02:40

venture for you two

02:41

together or or have you done business

02:44

ventures together before

02:50

and you guys are still together so that

02:52

means that you know

02:54

[Music]

02:56

um so tell me what life was like prior

02:59

to cctg for both of you and both you can

03:01

answer you know because i know

03:02

uh your wife has a very impressive

03:04

background as well but

03:07

we'll start with her lady ladies first

03:09

thank you well

03:10

i'm i'm kind of a sociologist

03:13

um for about 20 years now

03:17

and nothing changed for me

03:21

with frank well development and i'm

03:23

still working at

03:24

the hospital and working with julio

03:28

and this has been a whole adventure for

03:30

us

03:31

a great one and i'm i'm enjoying my

03:34

my part of the deal with julio

03:38

well yeah i mean someone needs to whip

03:40

him in shape once in a while right i

03:42

mean

03:42

someone's got to crack the whip and

03:45

right

03:46

and and it's interesting chris because

03:48

um

03:49

even though she's she's not involved in

03:51

the day-to-day

03:52

i like to smoke cigars so i i take a

03:55

cigar

03:55

a couple of nights per week and that's

03:58

the time when i sit with her

04:00

and i tell her i'm having these type of

04:02

deals and because she went with me to

04:05

the cctg

04:06

training she knows about sba's uh real

04:09

estate

04:10

um bridge loans um

04:14

and believe me she gives me very good

04:16

advice on those deals um

04:19

i'm telling her you know the roadblocks

04:21

i'm facing

04:22

so i look forward to that time when i

04:24

speak to her on

04:25

on those those nights

04:29

yeah and you know and that's why i

04:30

always encourage

04:32

uh partners or husband and wife teams or

04:35

even if the wife or husband is not

04:37

involved

04:38

to be here when we do training because

04:41

they

04:42

get a better understanding about what

04:44

what it is your inve you know what it is

04:45

your

04:46

your family is now going through right i

04:48

mean they have an understanding so

04:50

it's great that um you guys can bounce

04:52

ideas off one another

04:53

definitely definitely and and i chris

04:57

as you know i was a i've been in finance

05:00

all of my life

05:01

i was a finance director for some

05:03

multinationals like

05:05

johnson and johnson or bristol myers

05:08

square

05:09

lately with chanel the french company

05:12

and then when they crease all of the

05:13

sudden

05:14

you know these restructurings that these

05:16

multinationals do

05:18

i found myself without a job and

05:22

it was tough i i tell you um uh

05:26

thinking what i'm going to do am i going

05:28

to reinvent myself

05:30

and one decision i took was i will not

05:33

go back to the corporate world i want to

05:35

work by myself have my own company

05:39

i recall going to through internet

05:42

looking for you

05:43

for finance uh franchises

05:46

and then cctg up here and the rest is

05:49

history we went to the training

05:52

but yeah i'm coming from a financial

05:54

background

05:55

and uh but i'm extremely happy now

05:58

um

06:02

yeah so now originally you guys are well

06:04

you guys are based out of miami

06:06

is that correct that's correct that's

06:07

correct

06:09

and uh now though you are sitting in uh

06:12

probably beautiful panama correct so now

06:14

you have an office in panama

06:16

i take it we are with um

06:20

[Music]

06:22

i was living in panama but spending like

06:24

three weeks a month in miami

06:26

with this business and then after about

06:29

a year i realized

06:30

there was a huge potential for

06:33

international business

06:34

so we we opened the panam office and

06:38

right now i would say it's about 50 50

06:41

between the

06:41

the u.s and the international deals that

06:44

we're doing

06:47

we call it i'm staying at this moment

06:48

more in panama but yeah

06:50

as soon as i can go back it's

06:53

interesting it's challenging a lot of

06:54

travel

06:56

uh but it's i just love it so we're good

07:00

it's proof you could do this model from

07:01

anywhere i mean really you know it

07:03

doesn't even have to be in the united

07:04

states

07:05

definitely i i talk to my clients from

07:08

my house from the office from the

07:10

hotel room from my cell phone

07:13

yeah it's it's a great business model

07:16

yeah so

07:17

tell me about um before i get into kind

07:19

of the success you're having with it and

07:21

you have had first of all

07:22

when did you come through training do

07:23

you remember when it was

07:25

march 2019 march 2019

07:29

okay and and johnny what did you think

07:32

when he said hey

07:33

i found this company in new york and

07:37

and first of all what package did you

07:38

purchase

07:40

platinum package so when when he said

07:43

i'm going to invest you know 68 000

07:45

for this company in new york were you

07:47

like you're crazy or did you

07:50

you know overreact i remember i just

07:52

said

07:53

him are you sure about this

07:57

you sure this is not a scam uh

08:01

did you research about it um

08:04

and then she showed me your website

08:08

videos a lot of videos and that

08:14

[Music]

08:23

and then i said okay let's do it let's

08:25

do it um

08:27

now that day

08:30

he doesn't have a job and and i said

08:33

let's do this because this is going to

08:35

be good for us

08:37

i recall arriving to albany for the

08:39

training

08:41

sunday the training is on monday staying

08:44

at the hotel across the street

08:46

and the first thing we did we left the

08:48

luggage at the room

08:50

we went downstairs and we went to see

08:52

the building because

08:56

even though we were there we were like

08:58

okay let's see if these guys of course

09:00

it was

09:00

close to the building and everything

09:02

yeah but uh

09:04

yeah it was a big decision for us yes i

09:07

bet yeah you know

09:08

and that's not the first time that's

09:09

happened i've heard from graduates they

09:11

don't even go to the hotel they just

09:13

they they come from the airport and they

09:15

say take me to

09:17

our building address right and at the

09:18

time it was a different address

09:20

you know we moved a little bit down the

09:22

street now to a bigger office but

09:24

you know they said take me to 90 state

09:25

street and without even going to the

09:27

hotel they just wanted to make sure

09:30

not even out of the cab they just wanted

09:31

to make sure that like okay there is a

09:32

building with that address on it because

09:34

you know okay

09:37

rightfully so um okay so

09:40

once you found out we did have a

09:41

building you know um

09:44

tell me about what that first morning

09:46

was like monday morning

09:48

you know i i walk into the room i open

09:50

up the training i mean what were you

09:52

guys

09:52

nervous were you excited were you you

09:54

know

09:55

tell me about those emotions both of you

09:57

i i if you want to comment i think

09:59

um i think at least my my feeling i went

10:03

from

10:04

um i recall walking into the training

10:07

room

10:07

you were not there ceo and but we were

10:10

the last ones to arrive

10:12

so the room is full of people 12 maybe

10:16

some couples and you could feel

10:19

the anxiety on their face you could see

10:22

it you know

10:22

everybody was sitting like okay and what

10:26

are we doing here and then

10:29

as the week progressed at

10:32

my feeling i went from being in doubt

10:36

to being excited being confident

10:39

wanting to get home to start the the

10:42

business

10:43

so the person as i walked into the room

10:46

on monday morning

10:47

and as i walked out of the room on

10:49

friday evening

10:50

to go to the dinner i was a different

10:52

person

10:53

yeah well yeah and what about you yes

10:57

i was stressed uh as same as julio

11:01

and then i become to be

11:04

very motivated listening you on all the

11:08

guys in cctv

11:10

it was very very motivated i

11:14

started to learn with you about this

11:16

business

11:17

and uh and to really comprehend

11:21

all all you are you are saying to me

11:25

so it was i didn't i

11:28

didn't feel that i have to be a

11:30

financial

11:31

person to understand all you guys

11:35

said to us on october teach to us

11:38

in that week it was very amazing you

11:41

know it's amazing because again she's a

11:43

doctor

11:44

um nothing to do with finance and the

11:47

way she got

11:48

the concepts of all the information we

11:51

went through in that week

11:54

it's been amazing she will talk to you

11:56

about fix and flip about

11:58

sbas about nca's still two years later

12:02

so i mean i i mean this this is much

12:05

easier than being a doctor being a

12:06

doctor is hard i mean

12:08

you got to be smart to be a doctor this

12:09

you don't have to be too smart

12:11

you know so that that must have been a

12:14

a break but that's that's good to know i

12:16

mean you know someone coming from a

12:17

completely different industry like

12:19

medical

12:20

uh and your ability to comprehend what

12:22

we were talking about and you know

12:24

that's one of the things that i love as

12:25

a as a teacher

12:27

i thrive off and i love the challenge

12:32

me coming in monday and everybody's like

12:34

this yes

12:35

everybody's like this who are you

12:38

and i love uh disarming people

12:42

and not through say i'm not you know we

12:44

don't when you're here in class

12:46

we're not selling you you've already

12:47

been sold but disarming you with

12:49

uh what i call real affirmations from

12:53

you know uh talking to lenders and once

12:55

we get into the program and i see that

12:57

change

12:58

and and you could attest to this you

13:00

know the class gets friendlier with one

13:02

another

13:03

and the days go on you know because

13:05

everybody all their guards go down and

13:07

it's like okay this is a real thing you

13:08

know

13:10

choice yeah yeah we really really really

13:13

enjoyed that weekend

13:15

um every day after the

13:18

the training ended we went back to the

13:20

hotel we had dinner

13:22

and we started to work immediately we

13:24

didn't have a name

13:25

for the company so and nice discussions

13:29

how are we going to call this company

13:31

the locals

13:32

we spend about a night or two nights

13:34

discussing about the logo

13:36

she made the logo uh for

13:39

us so um yeah it was uh

13:42

it was pretty intense logo right here

13:45

yeah

13:46

yeah wow okay yeah i i i she could get a

13:49

job here

13:52

i have to replace alex

13:55

well that well very yeah no it's that's

13:57

great i mean uh you know you guys

13:59

were excited and so now you went you

14:01

went through the training

14:03

uh you guys get back home tell me about

14:07

tell me about your first couple of

14:08

months what was the first couple of

14:10

months like

14:12

after um well the first month

14:15

um we dedicated more to the

14:18

administrative part so

14:20

we were setting up the website with your

14:22

team with alex and the rest of the team

14:24

we were setting up our emails

14:28

i had to buy a printer scanner

14:32

before i had i.t people who were doing

14:34

that for me

14:35

now i had to do it for myself

14:40

looking for an office uh in in

14:43

in in miami and uh so i would say the

14:47

first month

14:48

it was more like administrative then

14:51

we started to talk to the lenders we

14:53

called or i called

14:55

most of the lenders we had met during

14:57

the training

14:58

um so getting interviews with them to

15:01

understand better their

15:03

their their loan parameters how they

15:06

work

15:08

then we started to get some leads from

15:10

the website

15:13

i am not a guy much of cold calling so i

15:16

was like

15:18

that was not my thing uh working with

15:21

the email

15:22

the campaigns i got into that preparing

15:25

those emails

15:26

so yeah then then we started to get some

15:28

calls from from the customers

15:30

but those those first small first months

15:32

were i would say

15:34

we're kind of tough yeah setting things

15:37

up

15:38

and what i mean was that you said you

15:39

don't like cold calling i don't i don't

15:41

like cold calling either i mean i don't

15:42

i don't

15:43

know anybody who likes cold calling um

15:46

but

15:47

is that part of the reason which led you

15:48

to buy the platinum package just because

15:50

it comes with leads and

15:51

a lot of other things yeah okay all

15:54

right

15:54

and something that really has

15:58

worked well for us is linkedin um

16:02

we've built a i think it's a nice

16:04

profile

16:06

i think i have over almost 15 000

16:09

contacts in linkedin

16:10

so and i've tried to make it you know

16:13

different industries lending private

16:16

equity

16:17

healthcare different industries so

16:20

to me it's been has been a good tool the

16:23

leading part

16:24

yeah um yeah that that obviously is a

16:25

feature of the platinum package um

16:29

i always ask everybody this because they

16:31

always remember it

16:32

tell me about your first deal and and

16:35

and if you can go into like

16:36

what was it uh you know and when you

16:39

closed it

16:40

how did you feel and and if you don't

16:42

mind sharing what'd you make on that

16:43

first deal

16:44

eight hundred dollars

16:48

a

17:03

flip but yeah my god i still remember it

17:07

i still called the guy

17:11

we became good friends and uh yeah i

17:14

really enjoyed it

17:16

um we've been able to get different

17:19

deals

17:19

bigger ones but that one very special

17:22

very special yeah well hey your first

17:24

deal is always a special one

17:28

and i bet you were happy too right you

17:30

know as as um

17:32

you know as a supporter of what's going

17:34

on here i mean

17:36

you know you had some pressure right

17:38

julio

17:40

you had some pressure like hey when's

17:41

the first deal going to close when's the

17:42

first deal going to close

17:44

oh i remember we spoke a lot at night

17:48

and i always ask him how is the deal

17:51

going

17:52

what the lender say how is the customer

17:55

what

17:55

weren't going to be the letter

18:06

[Music]

18:11

we were very happy because we realized

18:14

that

18:14

that this is it this is uh

18:18

like the culmination of what we begin

18:21

2019 and we can do this

18:25

and we were anxious to to go further and

18:29

close more deals and that that was very

18:32

um empowering for us

18:36

yeah i can only imagine and so did you

18:39

guys after that first deal what

18:40

what's kind of your strategy what is

18:43

your strategy been have you gravitated

18:44

towards

18:45

a certain product segment and

18:47

concentrate in that segment

18:49

yes um i i personally i

18:53

i think one of the keys to be successful

18:56

in this business you need to like

18:58

what you do you really need to love it

19:01

and

19:02

i found that we had a we have many

19:05

products

19:06

different type of products but i really

19:08

loved for

19:10

some reason real estate commercial real

19:12

estate that

19:13

that just kills me i i just love it

19:17

the whole thing the fix and flip the

19:18

bridge the constructions

19:20

the income producing and then i found

19:24

myself

19:25

studying about real estate uh

19:28

going through websites understanding

19:30

better how this works

19:32

and learning about different terms and

19:35

then

19:36

i think it was just a matter of the

19:39

business itself

19:40

i started to move into real estate uh so

19:44

i would pay the bills product of course

19:46

is the fees and flips

19:48

but i would say increase 90 percent of

19:51

our loans or our commissions

19:53

are coming out of real estate

19:57

yeah wow that's that's uh yeah i mean

19:59

you know a lot of our grads find success

20:02

uh it's a it's a pretty popular arena to

20:04

uh to to concentrate in

20:06

um so and now and excuse me for asking i

20:10

know i asked you this before but you

20:11

what month did you come in in 19

20:14

march okay so i remember

20:17

i got you know i got to see you again at

20:20

our annual

20:21

uh conference naclb conference or

20:24

sometimes we call it the reunion

20:25

conference of our grads

20:27

and um and that was in uh october i

20:29

believe

20:30

yes yes and uh you know tell me what

20:33

that was like because now you

20:35

you had like four or five months six

20:37

months into business

20:39

and now you go to this conference and

20:40

you meet all these other graduates

20:42

what was that inside was that very

20:44

helpful to you did you learn

20:45

from that yes we did definitely

20:49

um because we could see um remember we

20:52

have

20:53

we have met 10 people in the training we

20:56

have met you guys

20:57

and then now we walk into a

21:00

not 500 people 600 people

21:04

all the lenders there the different

21:07

sections

21:08

training sections so in 30 minutes

21:11

you're going to talk to one lender then

21:13

sbi lenders commercial real estate

21:16

lenders

21:17

we had a very nice time in during the

21:19

lunch uh

21:21

breakfast talking to people we got to

21:23

see many of our

21:25

people that did the training with us so

21:28

they were there

21:29

so yeah we really enjoyed it and the

21:31

place was was perfect

21:33

yeah the place was good well we're you

21:34

know we're as you know we're back in

21:36

vegas in october

21:37

uh we had to do a virtual one last year

21:40

because obviously because of covid so

21:41

we're

21:42

keeping our fingers crossed that you

21:43

know we're gonna be live again

21:45

um this year um

21:48

so i see something here on on the notes

21:51

that joe took and i got to ask you about

21:53

it

21:54

i mean 480 000.

21:59

is that accurate 480

22:02

000 and i'm going to remind you so

22:05

actually i'm going to let you do it

22:06

because

22:06

you it's it's your accomplishment uh

22:10

i have notes here that that's the the

22:12

largest deal you closed was how much

22:15

how big was the largest deal this one 48

22:18

it was a 48 million dollar deal

22:20

48 million deal was a residential

22:22

development in latin america correct

22:24

correct international deal and you made

22:26

480 thousand dollars

22:29

yeah congratulations

22:33

we've done some very good loans that one

22:35

was very special

22:37

because that one creates we did it with

22:39

the number one developer in the country

22:42

and the guy was used to local financing

22:46

but also international financing so

22:49

when we talked to the guy

22:52

you know he knew about it he knew about

22:55

uh international finance you know the

22:57

challenges there

22:58

he would tell me i have spoken to the

23:01

guy has

23:02

over 30 years of experience he's built

23:04

over

23:05

160 buildings

23:08

malls and everything how did you come

23:10

across that deal

23:12

um something that that i've

23:15

we've learned to do basically is to

23:17

develop a good referral

23:19

network so most most of

23:22

our deals again i hate cold calling or

23:28

are brought to us by this referral

23:30

network

23:32

we give them a good piece of the

23:33

commission of course

23:36

i learn from you i spend a lot of time

23:38

on training them so when they get in

23:40

front of the client

23:42

they they can explain the product and

23:45

once they they essentially broadcast

23:48

your company for you

23:49

yeah okay got it and they

23:52

you know the initial interview with the

23:54

client they can explain

23:56

up to a certain level the the process

23:59

and the products and then they tell them

24:03

if they think it's a fit then they tell

24:05

them well

24:06

we can scale you a call with julio and

24:09

uh

24:10

and then we engage the clients and

24:13

something we discuss with them is how to

24:16

spot the clients that we think are going

24:18

to be

24:19

faced you know to save time and

24:22

and and have success in what we do so

24:25

yeah it's

24:26

that's basically we've had a we have a

24:28

very good referral network uh

24:31

especially in latin america and you know

24:34

i bet you with that one as soon as it

24:35

started

24:36

right i i bet uh mrs ortiz

24:40

was asking you every night what's going

24:42

on what's going on

24:45

i mean if she was doing that with the

24:46

800 commission

24:48

i can't even imagine what she was doing

24:50

with the 480 000

24:52

commission i follow every deal

24:56

i bet you follow that one close

25:00

you can imagine chris we're sitting at

25:04

tuesday night i'm having my cigar a

25:07

glass of wine or whiskey

25:09

and then she sits down and we speak

25:11

about everything and then she starts

25:13

what's the status of a how was your day

25:16

today

25:20

and all you want to do is have and i

25:22

listen i love cigars too so i

25:24

i get it it's relaxation you just want

25:26

to have a drink and a cigar

25:28

and she's doing an excel spreadsheet of

25:31

what's going on with this deal this deal

25:34

but that's right she starts like that

25:36

like how was your day honey

25:38

and i'm like okay let's go

25:42

all but i love it yeah but but again i

25:45

enjoy talking to her because she knows

25:47

and

25:47

and i tell her you know the status of

25:50

the main deals and uh very good advice

25:54

i think it's very good when the spouse

25:56

can accompany the

25:57

the the to the training

26:01

yeah sure for sure um and and how so

26:05

that was you know that when did that

26:06

close was that 2019 or was that 2020

26:09

2020 2020 wow okay all right

26:12

um so that's that's still a you know

26:14

that's still a good uh

26:16

you know that's a win i mean you know

26:18

for

26:19

for a year that was kind of funky you

26:22

know

26:23

yeah we um

26:26

and again i think it's like anything in

26:28

life you need to

26:29

to try to spot regardless of how

26:33

difficult the situation is

26:35

but the opportunities so we found a nice

26:38

niche

26:39

of uh for instance international deals

26:42

that

26:43

we put together very good developers

26:45

with lenders who are willing to

26:47

to take the risk internationally and

26:50

it's paid off for us um

26:52

we spend a lot of time searching for

26:55

those lenders you know

26:56

making sure they understand an

26:58

international deal

27:00

it's it has its complexities and also

27:03

finding

27:04

the client that understands that it's an

27:07

international deal

27:09

it's not a local banking deal so

27:12

and once we are able to pull those get

27:14

those two guys together and see

27:16

uh yeah it's been it's been nice

27:20

that's good yeah well and i always say

27:21

you know when there's adversary advert

27:23

when you're faced with a challenge

27:26

adversary the

27:27

the people that excel the most adapt you

27:30

know the the people that

27:31

that are quick to adapt to what's going

27:34

on

27:34

and kind of switch gears you know come

27:36

out very successful on the other side

27:38

experience exactly

27:45

i don't want to say kobe has been good

27:46

for

27:55

we experienced during 2020

27:59

with kobe that doesn't stop the distance

28:03

all the contrary yeah well and i

28:07

i've said this to a lot of graduates

28:09

they i'm doing that year i got a lot of

28:11

emails of graduates saying you know gee

28:13

chris

28:14

i didn't really appreciate the model

28:16

until now because they had to sometimes

28:19

switch what they were concentrating on

28:21

based on where the opportunity was

28:23

uh due to covet affecting what they were

28:25

originally doing so and and now they

28:27

but they they they excelled but they

28:30

weren't they wouldn't have been able to

28:31

excel if they didn't have the diversity

28:33

of

28:34

products that you guys you know as you

28:36

know you guys walk out with

28:37

also the new normality

28:41

that obligates people to work at home

28:45

and at the beginning

28:48

we have to travel a lot so this

28:51

situation this comic situation doesn't

28:53

stop us to do in business because

28:55

we can do it from home here

29:06

right i mean could you imagine if you

29:08

opened up like a restaurant

29:10

or a bistro i mean that you would have

29:11

been shut down

29:14

at least here in new york state a lot

29:15

you know a lot of a lot of places went

29:17

out of business unfortunately

29:18

um oh wow that's and so it sounds like

29:21

you you navigated cover good tell me

29:23

what's on the horizon what are some

29:24

goals on the horizon for 2021 for you

29:26

both

29:28

well um budget wise

29:31

my budget is to double our our sales of

29:34

2020.

29:36

um we think i think at least that it's

29:38

going to be a mix

29:39

of still having some kobe defects of

29:42

course

29:43

but then some industries are going to

29:46

start you know picking up so

29:47

it's going to be like a mixed uh year

29:50

but i still think there's going to be

29:52

opportunities there so

29:53

so i feel we feel pretty confident on

29:56

2021.

29:57

um it's just taking advantage of the

30:00

opportunities when they are there

30:02

yeah and what do you think people that

30:04

are watching this

30:06

what would you attribute to to both of

30:08

your successes with this model

30:11

what if you could think of one thing

30:13

that you could attribute

30:14

to um you know to your success and i

30:17

don't mean oh i went through cctg

30:20

i'm not not mentioning us personal wise

30:24

uh what you know what things have you

30:27

attributed

30:28

to your success um um

30:34

topic for me was when i understood that

30:37

this is a relationship business so at

30:40

the beginning chris i was thinking

30:42

i gotta talk to 15 clients per day

30:46

and get fill out as many as

30:49

applications as i can but then i found

30:51

myself

30:52

having phone calls with the clients and

30:55

rushing

30:55

through the phone calls and really not

30:58

engaging

30:59

not not understanding the client not

31:01

understanding what they wanted

31:02

so i was writing the address of the

31:05

property the fico score you know

31:07

the normal thing but what's behind

31:11

that who's the guy what has he done

31:13

before

31:14

has he been successful in what he has

31:16

been doing and until i realized that

31:19

to me the way i see it it's like a

31:22

matchmaker i have

31:23

i really need to understand the lender

31:26

and i really need to understand the

31:28

customer so i can say okay guys

31:30

it's time for you to speak and and the

31:33

other thing is i was talking to many

31:35

lenders

31:36

trying to i was thinking whatever

31:39

customer

31:40

walks into my business i'm going to have

31:43

here

31:43

100 lenders so i just think no

31:46

at least i could not do it but now i

31:49

have

31:50

10 lenders let's say i really know the

31:52

guy

31:53

i know the secretary i know the person

31:56

who does the paperwork

31:57

i know the lawyer i really understand

32:01

what they want in terms of lending

32:04

so i spend quite a bit of my time

32:07

understanding both the lenders and those

32:10

customers

32:11

and it's been much easier much more

32:14

easier

32:15

once i understood it's a relationship

32:17

business it's not

32:19

it's not something we want to make money

32:21

but it's a relationship business

32:24

when you you close alone and then i call

32:26

i call

32:27

my clients two three months after six

32:29

months after

32:30

and you know the guy's happy or

32:35

they i cannot tell you they're like

32:37

julio you helped us

32:39

no one was helping us we were six months

32:41

in

32:42

the market and we could not find uh a

32:45

loan and you were the one who did it for

32:47

us

32:48

that is gratifying uh uh crazy so that

32:51

i think that to me that was a major

32:54

change understanding that

32:55

it's a relationship business and you

32:57

need to understand

32:58

all the players especially especially

33:01

the customer

33:02

there's a lot of history a lot of things

33:04

there

33:05

that can help you to close the deal

33:08

because you know what the guy wants well

33:10

and even

33:10

and even repeat business and what you

33:12

know if you they'll remember the person

33:14

that helped them and you stay in front

33:15

of them like you said you call your

33:16

clients six months after

33:18

we now we have some new clients and they

33:21

call us and they say like hey joe

33:24

referred to me so

33:26

i want the same music for joe and uh

33:30

that's that's great because joe you know

33:33

uh took the time to tell one of his

33:35

buddies that we could help him so yeah

33:38

it's uh once we understood that i think

33:41

our our business started to excel

33:48

an effective communication between julio

33:52

um the lenders and the clients and

33:55

i the most important for me

33:58

is in that in that communication is

34:01

listening

34:02

please listen listen and then you can

34:05

talk to the people

34:07

yeah uh and that's very important

34:09

because listening to the clients

34:11

you can

34:15

learn a lot a lot of information that

34:17

that helped julio um

34:21

bring the right lender for the client

34:24

and

34:24

and make it real success yeah so

34:28

that's that's very important for me from

34:30

my perspective

34:32

being a good listener um in order to

34:36

to help help people

34:40

that's it absolutely um yeah i think i

34:43

would agree with that i mean i think you

34:45

have to embrace

34:46

and really work on that in your business

34:49

model and you'll see

34:50

returns naturally um what's the

34:54

what's the best thing you love about

34:55

this business if you could think of

34:57

one just one aspect of the business what

35:00

do you love about it

35:02

um the same helping the people

35:06

we've done we have a person in our team

35:09

that

35:09

he's all he does is once we get a

35:11

customer

35:12

and i think the customer is not ready he

35:16

needs help financially and i see

35:18

potential that we can take that deal to

35:20

the end

35:21

i will tell the customer hey talk to

35:23

raul is the name of the person

35:26

uh a guy who came from banking he was a

35:29

banker and he will have

35:31

the spreadsheets he will even help the

35:33

customer

35:35

prepare or finalize his business plans

35:38

and all of that

35:39

is at our risk because we are not

35:41

charging them

35:42

so we are relying on my criteria to say

35:44

okay we can help this guy finish this

35:46

deal

35:47

so when i take that client through

35:51

finalizing his business plan his written

35:53

business plan

35:54

doing all the spreadsheet models and

35:57

then taking that to the lender which i

35:59

know

36:00

is going to be happy because it's a

36:02

client that has been prepared to speak

36:04

to him

36:04

and then we close that uh pizza feel

36:07

increased that

36:08

honestly again making money is great

36:12

but once once you can help the people to

36:15

do that

36:16

um it's a great feeling absolutely i

36:19

100 agree and the impact

36:23

of those some of those deals in society

36:27

oh they are it's amazing

36:31

we do one with a sport complex

36:35

that that is going to help families to

36:38

stay in their

36:40

in their state and they know they have

36:42

no need to travel

36:43

to another state they don't have to

36:46

spend spend money on that

36:49

we did one we for

36:52

social interests um housing housing

36:56

um we're taking that that deal that

36:59

han is mentioning we have not closed it

37:02

but

37:02

we will hopefully we're taking them all

37:06

in the um and the client is gonna

37:09

convert them all into a youth sports

37:12

complex

37:15

in that in that complex so when you

37:17

think about it you have a property

37:20

right now retail mall which is almost

37:22

vacant almost empty

37:24

and then in a couple of years it's going

37:26

to be full

37:27

of per month of 50 000 100 000

37:31

people families going with their kids to

37:34

play

37:35

soccer to play pickleball volleyball

37:37

basketball

37:40

they're gonna be hotels restaurants

37:43

so when you say and in this area it's

37:46

gonna help

37:47

uh six or seven states that do not have

37:50

this type of

37:53

conflicts or facilities um

37:56

you say my god i we really

38:00

we really are helping not only the

38:02

developer

38:04

we're helping the community i mean yeah

38:06

and that's a how great how great of a

38:08

feeling that is right

38:09

yeah definitely how great of a feeling

38:11

that is um

38:13

and that's you know i again i share the

38:14

same sentiment that's what this business

38:16

you can make good money but

38:17

you know it's it's it's about helping

38:19

people as i say

38:21

um what's the one thing you

38:24

hate about this business

38:28

besides besides her going through an

38:32

excel spreadsheet every night and saying

38:34

where is this

38:35

what's the one thing you don't like

38:37

about this business

38:38

paperwork applications uh

38:43

i will build some links into our website

38:46

that the client he can go in and input

38:48

his information and that's a beauty

38:51

but sometimes they print it out they

38:53

send it by pdf they don't complete it so

38:55

then we need to

38:56

input that so yeah

39:01

yeah you do have to do it um all right

39:04

so

39:05

here's here comes the part where i'm

39:06

just going to ask you some really

39:08

one-off questions

39:10

and and uh non-related to this business

39:13

just to kind of get an idea of or get

39:15

our audience a little

39:16

a little better feel of knowing who you

39:18

guys are so you ready

39:19

yeah just gonna shoot it shoot some

39:21

questions out to you um

39:24

if you were if you weren't in finance

39:26

right let's just say you will

39:27

if you could wake up one day and do

39:30

anything

39:31

as a career or be any you know be

39:33

anything you want

39:35

what would it be like you know if if you

39:38

want to be a

39:38

soccer player or you want to be a you

39:40

know whatever what would it be

39:42

as a career oh i want to be

39:46

a national geographic photographer ah

39:49

you like to take pictures

39:50

yeah it's very good i would love to be

39:53

an

39:55

stars planets so that's that's my thing

39:58

that's cool yeah you know what i share

40:00

that sentiment i i would love to be a

40:03

you know either an astronaut but the

40:04

problem with me is i can't even take a

40:06

roller coaster

40:08

without getting sick so there's no way i

40:10

would survive the training it takes

40:13

they go through some crazy training uh

40:15

to take a rocket ship

40:16

up there but uh yeah i i i like space as

40:20

well

40:21

um okay uh

40:24

what about um tell me tell me

40:27

each of you one thing in each of your

40:29

lives that someone

40:31

wouldn't normally know about you guys

40:34

like you know i mean we know you know

40:35

you're she's a doctor and you know we

40:37

know

40:38

who you are now what's one thing without

40:40

just looking at you you wouldn't

40:41

normally think

40:43

that you guys are into or a hobby or

40:45

what

40:46

yeah well i love people but i'm

40:49

extremely shy i you know

40:54

when i got the contact from joe for this

40:56

interview my god i thought about three

40:58

hours i'm like oh my god

40:59

how am i gonna do that can i talk to her

41:02

you don't seem like it

41:03

you don't i mean i would have never

41:05

guessed that yeah

41:06

i'm um very personable yeah

41:10

i would say i'm kind of good public

41:13

speaking

41:14

speaking to a lot of people but before i

41:17

speak to

41:18

a lot of people you don't want to see me

41:20

i'm a mess

41:22

like 10 minutes before i'm sweating and

41:24

nervous

41:26

how how nervous was he before this

41:28

interview

41:30

was he really nervous you asked

41:35

all right what about you what about you

41:37

what's something normally we could know

41:38

i'm crazy about lands

41:42

yes plants i have more than 200 plants

41:45

here in

41:46

here in house wow i have to wake up

41:50

one hour earlier

41:54

to be able to water my plants

41:57

and move them if i need to she talks to

42:00

them

42:10

not everybody knows about me

42:13

wow well that's great yes that's that's

42:16

phenomenal yeah

42:17

do you garden at all or just plants do

42:19

you like to garden at all

42:21

are you into that yes yes

42:26

wow okay all right and uh i guess i'll

42:29

ask both of you this

42:30

question too um you know if you could

42:32

sit down with somebody

42:34

that was living or deceased currently

42:37

living or deceased

42:38

anybody in the world that ever existed

42:41

and just sit down with them and kind of

42:43

you know for a dinner

42:45

you know pick their brain uh we'll start

42:47

with her first ladies first who would it

42:49

be

42:52

i think fdr fdr

42:55

okay i think yes yeah

42:58

i will admire him

43:02

a lot yeah

43:05

i think benjamin franklin i'm amazed

43:07

that all the things that he

43:09

he accomplished accomplished in

43:12

different

43:13

fields he was a renaissance man wasn't

43:15

he

43:17

definitely and all those ideas and

43:20

but the guy was an editor and then a

43:22

politician

43:24

and then statesman and scientists and

43:27

i'm like my god time management how how

43:30

can he

43:31

he of course it takes a special kind of

43:34

individual to do that

43:35

but i'm amazed how he could do so many

43:39

things with

43:40

with his time i would make that question

43:43

how

43:44

how did you do all of that

43:48

that is a fascinating one all right well

43:50

we've now come to that time in the

43:52

podcast where we're gonna

43:53

kind of flip the script here and you

43:55

guys could ask me any question

43:58

personal whatever i you know it's been a

44:01

couple years since i

44:02

since we've last spoken so um

44:05

now's the time and don't be shy we don't

44:08

want you to be shy ask anything you want

44:10

and i will do my best to answer it um

44:14

yeah i have a question for you basically

44:16

it's um

44:18

definitely you you have you have gotten

44:21

a lot of success you've done

44:24

a great business model it looks like you

44:28

really enjoy what you do but something

44:31

that amazes me is that whenever i see

44:33

you

44:34

you're a positive guy or at least that's

44:37

what you

44:37

communicate body language as you see

44:41

and i think how can you keep so positive

44:45

you know i know that everybody has some

44:47

down days and

44:49

all of us absolutely but in general

44:52

terms when i see the people around you

44:54

you know they're all positive because of

44:57

the leadership

44:58

so how do you keep yourself motivated to

45:01

to do all these things new things

45:04

that you're doing which require

45:08

for you to be very positive a lot of the

45:11

time

45:13

that's a great question uh you know i

45:15

think it really

45:16

it boils down to mindset i mean i think

45:20

mindset is one of the most

45:21

powerful things on this earth is is

45:24

mindset

45:25

right mindset is everything um

45:28

i'm also a big believer that if you're

45:30

passionate about something

45:32

uh and obviously comes what comes with

45:35

passion is positivity

45:36

that that spreads you know like uh

45:40

um you know that that spreads widely it

45:43

rubs off on other people if other people

45:45

see you're passionate about

45:46

either accomplishing a goal or an

45:48

objective

45:49

or doing something new and exciting that

45:52

that naturally spreads

45:54

right that those vibes if you will

45:56

spread and

45:57

you know for me um i think

46:00

and i've been asked not this i don't

46:02

know if i've been asked this question

46:04

right joe i don't think we know but but

46:06

i've been asked

46:07

similar context type questions and it

46:10

boils down to

46:11

you know number one never be complacent

46:15

yeah because because you know i i

46:18

every day think about this business

46:21

meaning all my businesses how can i

46:24

improve on this how can i do something

46:25

different how can we make the training

46:27

better

46:28

how can we make something better for our

46:30

graduates we're always thinking of ideas

46:32

and um you know complacency is the death

46:35

of a business and so when you're always

46:37

kind of trying to do something new

46:39

and sometimes they fail for sure

46:40

sometimes they fail

46:42

uh but you it it it keeps you excited

46:46

you know it keeps you excited when

46:47

you're always trying to improve upon

46:49

something and

46:50

and and for me when you have down days

46:52

i'll tell you one thing that really has

46:53

really worked for me

46:55

of course i have down days everybody

46:57

does and when i have down days sometimes

46:59

i just sit back and i think of

47:01

really low points in my life um when i

47:05

say low points just

47:06

experiences you've went through um and

47:09

and

47:10

i say gee you know what okay we lost

47:13

this

47:13

you know man the the the borrower walked

47:16

at the closing table he's not going to

47:17

close

47:18

and you kind of curse about it and

47:20

whatever and smash some papers but at

47:22

the end of the day

47:24

i always think back gee it's not as bad

47:26

as that one time

47:27

you know or not as bad as that

47:28

experience that i went through when i

47:30

was seven years old or 10 years old

47:32

at the end of the day it's not that bad

47:34

right and and so

47:35

if i think of my worst point in my life

47:38

that always gets me through the stuff

47:41

that's that we think are down days but

47:43

in

47:43

in the grand scheme of things they're

47:44

not really good idea

47:46

yeah good idea chris did you imagine

47:50

yourself doing something different

47:53

could i imagine yes uh well is it kind

47:56

of the question of if i could wake up

47:57

and do anything i want

47:58

besides this business is that kind of

48:00

the question yes i mean first of all i

48:02

love what i do

48:03

i love what i do and and i wouldn't you

48:06

know if i had to do it all over again i

48:08

would do this all over again i

48:10

absolutely love what i do uh and the

48:12

lending business and the training

48:13

business

48:14

um marketing business i i love what i do

48:17

and i love the people that are around

48:18

uh support me on that but if i could

48:21

wake up

48:22

and be and just get into something else

48:24

automatically without having to go

48:26

through the skill

48:26

training wherein it would absolutely be

48:29

a race car driver

48:31

f1 be an f1 race race uh you know like

48:34

lewis hamilton or

48:36

any of those people um but you know

48:39

those guys start at five years old uh

48:42

you know racing so i'm not there

48:44

and i never will be but it's good it's

48:46

it's you know it's

48:48

good to watch on tv okay

48:51

thank you thank you yeah absolutely

48:54

um well listen guys uh

48:58

i think that that's just about the time

48:59

we have for this part

49:01

i want to thank you both for um you know

49:04

really um uh uh being uh

49:07

big supporters of you know of our

49:09

program and you guys are very successful

49:11

in your own right

49:13

and thank you for being on this podcast

49:14

i think a lot of people will

49:16

will have some very positive takeaways

49:18

whether they're existing graduates or

49:20

future graduates so

49:21

i appreciate you sharing your time with

49:23

us and uh in

49:24

panama i'm sure the weather there is

49:28

beautiful and thank you chris thank you

49:30

for leading this

49:31

uh all these efforts for us for all the

49:34

graduates we really really appreciate

49:36

what you do

49:37

and yeah we're extremely happy anything

49:40

that we can do for cctv

49:42

we need to come down to go to albany

49:45

again and

49:46

come to office yeah yes

49:49

to see you guys maybe participate one

49:51

day in the training

49:52

that would be lovely to you know to um

49:56

to refresh some things so yeah thank you

49:58

thank you very much we'll be honored to

50:00

have you

50:01

thank you all right thank you guys all

50:04

right everybody that's it for this

50:05

episode of entrepreneurs in finance

50:07

um i hope you enjoyed this episode don't

50:09

forget to subscribe to our youtube

50:11

channel where you could see weekly and

50:13

monthly

50:13

uh new videos and podcasts that come out

50:16

and don't forget to download our app we

50:18

have a cctg app did you guys know that

50:20

did you guys know we had a cctv app

50:22

yeah that you could download off your

50:23

iphone and your android phone

50:25

so look forward to uh more good content

50:28

coming out thank you everybody

50:29

thank you bye-bye thanks bye-bye

50:33

there are just too many commercial home

50:34

brokers that don't have a damn clue of

50:36

what they're doing

50:39

all we're trying to do here is better

50:40

the industry for everybody

50:42

[Music]

50:44

at the end of the day you can make great

50:45

money in this industry but in the end

50:47

it's all about helping people

50:50

you know people always say chris how can

50:52

i be a successful broker

50:54

it's two words hard work and dedication

50:57

if you don't like talking to people you

50:59

probably shouldn't be in this business

ABOUT THE PODCAST

*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.*

*<https://commercialcapitaltraining.com/podcast/>*

##