Entrepreneurs in Finance Podcast

With your host, Kris Roglieri

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**Turning Leads Into Clients and How Loan Broker Training Helped**

Meet Luciano, a loan broker training graduate of the CCTG Program. Hear how Luciano and the company we launched for him has been growing since he first completed training right before the pandemic. Furthermore, hear how the leads his business is generating are turning into lucrative commissions in the alternative lending space.

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Luciano Cuneo of LMC Alternative Business Capital

00:08

you know at the beginning um i

00:11

right off you know the course

00:13

i i got

00:15

some clients

00:17

that have a company and they need a

00:19

working capital so we did immediately on

00:22

on february

00:24

at the end of the month i did uh

00:28

1.2 million working financing and then a

00:30

2 million to the same company

00:33

uh providing

00:34

you know working financing with the

00:36

revenues right so that was a nice nice

00:39

income

00:40

right off the bat right like

00:43

within 30 days you actually got a deal

00:45

closed after training is that correct

00:47

yes immediately immediately immediately

00:49

i i got the support of you know all the

00:51

of the people there ccg and they helped

00:55

me all the way and i did this you know i

00:57

used to and what did you make of that do

00:59

you remember

01:00

yes yeah it was a i made like

01:03

like 35 000

01:06

35 000. yeah yeah 35 000.

01:10

30

01:11

yeah

01:13

there are just too many commercial home

01:15

brokers that don't have a damn clue of

01:17

what they're doing

01:20

all we're trying to do here is better

01:21

the industry for everybody

01:24

at the end of the day you can make great

01:26

money in this industry but in the end

01:28

it's all about helping people

01:31

you know people always say chris how can

01:33

i be a successful broker it's two words

01:35

hard work and dedication

01:37

[Music]

01:38

if you don't like talking to people you

01:40

probably shouldn't be in this business

01:41

hey everybody welcome back to

01:43

entrepreneurs and finance where we

01:44

explore the daily lives of cctv

01:47

graduates and lenders and uh cctg staff

01:50

as well um on this episode i am very

01:54

excited to interview luciano

01:58

from lmc alternative capital hi luciano

02:02

hi chris how are you thank you for

02:04

having me

02:05

absolutely how are you where what part

02:07

of the country are you in

02:09

uh

02:09

south florida

02:11

you're in south florida okay all right

02:13

south florida great weather right now

02:16

not too too warm

02:17

beautiful weather this is the best time

02:19

for me in the year

02:21

when it's not too warm

02:23

don't rub it in because we got 20

02:25

degrees here and snow you know

02:29

um

02:30

it's good to see you my friend uh

02:33

what

02:34

now if you could remind me what what uh

02:36

year slash month did you come through

02:38

cctg do you remember right right right

02:41

before that the coffee came uh you know

02:44

i mean we heard about that covey that

02:46

was a at the beginning of 2020

02:49

uh

02:50

actually uh january i had a class at

02:52

january 2020 or february

02:56

i think february it was

02:58

yeah i started february and i think

03:00

that was the last

03:02

class in person uh that you were hosting

03:07

uh i think yeah so i was lucky that i

03:10

got to go

03:12

because you know in person you know it

03:14

was it was great yeah

03:17

you know what's funny is i remember i

03:19

was in italy i i took a trip to italy uh

03:21

bologna

03:23

uh and you and i are fellow italians uh

03:26

although you could hear your accident

03:27

more than mine but in any event um i was

03:30

in italy in january and i remember there

03:32

was a whole thing about there was a ship

03:35

quarantined off of the coast of italy

03:37

that had people had corona but it was

03:39

before anybody really knew really what

03:41

corona was

03:43

and then i came back to the united

03:44

states

03:45

that and that class and we had the class

03:48

and then two months later everything

03:49

shut down

03:50

so i probably brought back corona to the

03:52

united states nobody knows

03:54

maybe maybe italy

03:56

you know italy

03:58

i think in the north of italy started in

04:00

a like in a stadium in a soccer field

04:03

right something like that i think

04:05

started

04:06

yeah

04:07

okay

04:08

so

04:09

tell me about your experience going

04:11

through class you were you were here in

04:13

person what was that experience like was

04:15

it were you overwhelmed was it uh

04:18

describe your emotions right yeah no i

04:20

was very excited about uh taking the you

04:24

know that course i i did a lot of

04:26

research i i read and saw a lot of

04:30

interviews and

04:32

and people that went through that class

04:34

before so it took me

04:36

a lot of research and thinking

04:39

because i wanted to choose the best of

04:41

the best out there and

04:43

and i'm glad that i i did that and i

04:45

chose the best for the best so and i'm

04:48

very happy

04:50

to have all that knowledge that i

04:51

received there uh you know and all the

04:54

support that i have because one of one

04:56

of the things that

04:58

it makes me feel good is is that i have

05:01

a tool

05:02

you know knowledge and um and i have um

05:05

[Music]

05:07

a um

05:08

a platform that i can use a

05:12

you know to have a good profession and

05:14

life without a

05:16

counting on on having an employer you

05:19

know you know

05:21

you know hire me and pay me a salary so

05:24

it's a way make me feel comfortable good

05:27

you know and at my age

05:29

usually all my friends you know they are

05:32

retiring

05:33

because i mean after in my age you

05:35

retire nobody wants to pay you you know

05:38

and then you have to see what you do but

05:40

in my case i still if if that gives me

05:43

you know help you know i can continue

05:46

doing this you know for 20 years no

05:48

problem without defending anybody and it

05:50

looks like you i mean you operate

05:52

decided you've chosen to operate this

05:53

out of your own home correct

05:55

yes yes i i chose to operate in my home

05:59

uh

06:00

well i have we i i have then i'll tell

06:03

you a little bit you know what i used to

06:04

do and i still do

06:06

yeah so

06:07

what i do now complements very well you

06:10

know

06:11

yes my profession what did you do prior

06:13

to cctg well i've been a wealth advisor

06:17

for

06:19

25 years

06:21

financial advisor so i've been advising

06:23

consulting

06:25

uh i think i work for banks uh private

06:28

banks and also broker dealers big broker

06:30

dealers

06:33

and then

06:34

i i decided to

06:37

to do this business also because i i

06:39

thought commercial financing was

06:40

something that was different

06:43

and something that

06:45

i could do very well because instead of

06:47

you know asking for money i i can

06:50

provide financing provide money so i

06:52

thought it was you know a lot different

06:55

but i i still do my wealth advisory i i

06:58

got independent i i we run a family

07:01

office

07:02

uh i i have italian parents but most of

07:06

of they immigrate to peru

07:08

and

07:09

you know most of my clients are from

07:11

peru

07:12

and we have the family office but also

07:13

now i have the commercial financing

07:16

division

07:17

right

07:18

so it's great it's great you know i have

07:21

now different sources and i can provide

07:23

a more

07:25

consolidated

07:26

you know services to to the clients yeah

07:29

so that's interesting so we've we've had

07:31

people from your background come through

07:32

training wealth advisors etc but

07:35

and i think i think you all do kind of

07:37

do the try to do the same thing which is

07:39

i think is a great add-on you know you

07:42

you already advise clientele

07:44

but now you're going to that clientele

07:46

saying hey if you need any type of

07:47

business or real estate financing i can

07:50

help you with that too is that correct

07:52

that's that's correct that's correct

07:53

because most of the clients

07:55

that we manage their liquid assets let's

07:57

say right

07:59

all of them they have a real estate real

08:02

estate is the biggest investment for

08:04

most of the people right so so i can

08:07

provide financing

08:09

for the real estate

08:10

projects interesting so

08:13

okay so so you went through training

08:15

which you you said was very good for you

08:17

and and then tell me about

08:20

you know what what products did you

08:22

choose to concentrate in do you have a

08:24

particular niche yeah well at the

08:27

beginning you know we we got all those

08:29

all the products that they were new for

08:32

me uh

08:33

different products you know asset-based

08:35

lending

08:36

we have a factory supply chain financing

08:39

i saw also

08:43

you know real estate

08:45

financing short term long term

08:48

and

08:49

also i saw a working capital meet

08:53

so

08:54

at the beginning i wanted to do a little

08:56

bit of everything or i wasn't sure which

08:58

way to go and of course at the end you

09:01

know i chose myself to do real estate

09:04

financing i think is

09:06

is i mean

09:08

i i love it i think it's a great

09:11

industry

09:12

always been and will be you know so

09:15

but

09:16

but i i but even though you know at the

09:19

beginning um i

09:21

right off you know the the course uh i i

09:24

got uh

09:25

some

09:26

clients

09:27

that have a company and they need a

09:29

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09:32

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within 30 days you actually got a deal

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closed after training is that correct

09:57

yes immediately immediately immediately

10:00

i i got the support of you know all the

10:02

of the people there ccg and they helped

10:05

me all the way and i did this you know i

10:08

and what did you make of that do you

10:09

remember

10:10

yes yeah it was a i made like

10:14

like thirty five thousand dollars

10:24

i didn't ask you this what package did

10:26

you purchase from us the gold or

10:28

platinum or which no platinum but yes

10:32

yes yes for the marketing

10:35

that must have felt good you you you

10:38

know you you invested 60 you know 68 000

10:41

roughly and then in 30 days you got half

10:43

the money back which

10:44

is it's not typical in 30 days

10:48

i'm going to say that

10:49

but you actually did it in 30 days wow

10:51

yes yes that was great i

10:54

got half of the money back

10:56

in 30 days and but also it demonstrated

10:59

i had that tool

11:00

to be able to produce money right right

11:03

and that's that's the best feeling you

11:04

know to be able to

11:06

to have the tools and the platform to

11:08

produce money on your own

11:11

on your own terms right and you know

11:14

that that's a most important thing for

11:16

me

11:18

um

11:19

and it's just you and the business

11:20

correct

11:22

yes okay all right you didn't have any

11:24

partners or anything like that

11:26

no not for the commercial finance you

11:28

know yeah okay

11:31

what do you like about the business the

11:32

best compared to

11:34

compared to what you did before what do

11:36

you like about this business

11:39

right um

11:41

well i what i like about the businesses

11:44

is that

11:45

the

11:46

people you know companies

11:48

they reach out to me

11:51

and then when i

11:53

i'm able to provide the financing to

11:55

them

11:56

you know they're they're so happy you

11:58

know they're so thankful that that i

12:01

provided that to them right

12:03

and at the same time i'm making money

12:06

uh doing something good for them

12:08

right um so that that's the way i like

12:11

the most

12:12

about the business yes and um

12:16

and of course now i'm focusing more on

12:19

real estate financing

12:21

and real estate

12:22

is

12:23

is is very exciting i mean that that

12:25

industry is very exciting and when

12:27

you're in the financing part

12:29

is

12:30

even better right yeah absolutely and a

12:33

lot of activity do you find most of your

12:35

deals come from your local area or are

12:37

you doing deals all over the country

12:39

no i i'm doing a i'm starting to i'm all

12:43

over the country really because i'm

12:45

using the the you know the marketing

12:47

that the cct provides so i have access

12:50

to

12:51

to leads that they come from all over

12:53

right for example i closed in

12:56

november

12:57

uh in october i closed a deal

13:01

in chicago

13:02

you know that was one of those leads

13:04

that came over you know this guy has a

13:07

lot of experience he had a building of

13:10

four units and he wanted to refinance to

13:13

a better rate he had like a seven

13:14

percent rate so i got him to a long-term

13:18

rental

13:19

for 30 years at 4.15

13:22

for example right and i'm also cash out

13:24

i present cash

13:26

and i charge you know two percent

13:28

me

13:29

of a piece

13:31

and and so what so he that that lead you

13:35

got that lead from us is that correct

13:37

yes i got a list from from the

13:40

marketing group the of your group of

13:43

your company

13:44

and and tell me about that deal like so

13:47

it was a it was a real estate deal

13:49

um and it was it a refi or an

13:51

acquisition

13:52

it was it was a refi a cash out

13:56

really

13:57

it was a refi cash yes and how

13:59

how big was that transaction it was uh

14:03

562 thousand dollars

14:06

about half a million yes

14:08

right a little more almost closer to 600

14:12

so i made like 12 000 in there yeah so

14:14

i'm going to ask you what what what was

14:16

your about

14:17

a little less than 12 000 i i made that

14:20

yeah yeah and and um

14:23

how long did that take you to close

14:25

from from point when you got the lead to

14:27

when you actually received the

14:28

commission

14:30

yeah

14:31

it took

14:33

it took like uh

14:34

three weeks

14:36

to close three weeks so close yeah three

14:39

weeks to close

14:41

that's right that's right that's right

14:43

um

14:44

yeah

14:45

yeah good good so it was it was it was

14:47

it was pretty good you know and now i'm

14:50

working for a couple on

14:52

in this guy a lot of experience in

14:55

atlanta georgia he's originally from

14:57

miami so he wants to come back and visit

14:59

me because he's happy about this deal

15:01

the

15:02

work

15:03

you know we're closing er this is a fix

15:06

and flip

15:08

that this guy owns like three million

15:10

dollars of properties and and he's

15:12

that's what he does

15:14

all the time so

15:15

we're working on on on on a purchase and

15:18

rehab for this this is gonna be

15:22

571 000

15:24

wow between you know the whole amount

15:26

right purchase rehab

15:28

all that and where'd you get that

15:31

also from the from the

15:33

marketing group yeah well it's funny

15:35

because somebody just came in here i

15:37

want you to say hi you could thank him

15:39

for all those leads come here alex

15:41

hi alex how are you

15:43

how you doing how you doing hey nice to

15:45

see you great great great great i'll be

15:47

talking this week but it's good to hear

15:49

these success stories for sure so

15:52

thank you alex thank you very much a

15:54

half a million dollar deal from one of

15:55

our leads a real estate deal oh nice

15:57

good good that's right that's right

16:00

yeah

16:01

yes yes and we're going to have a call

16:03

with alex friday

16:06

to you know to projection for next year

16:08

you know

16:09

you know to increase the revenue even

16:11

more yeah good to see you and uh

16:14

looking good you guys you're looking

16:15

good we want to see you at naclb as well

16:18

and winning those awards so

16:20

yeah

16:21

great thank you yes i'm looking forward

16:23

to it

16:24

all right yeah we have to convince alex

16:26

to shave his beard because it keeps

16:27

getting longer every day

16:29

i'm keep telling him to do clean cut but

16:31

he's not he's not listening to me

16:33

anyway um he wanted to say hi

16:35

so

16:36

yeah so okay so and so let me ask you

16:38

this it sounds like you're doing very

16:40

well you're you're you know you're

16:42

you're you're rolling here after more

16:44

than a year what's one thing you don't

16:46

like about the business like what's one

16:48

thing that you didn't know that you

16:49

didn't anticipate before getting into

16:51

business that because right in every

16:53

business we do we have to love doing it

16:55

but there are negative like there are

16:57

things that annoy us so what's i guess

16:59

what annoys you the most about the

17:00

business

17:02

no the the the thing is that uh

17:05

there is a lot of uh you know market

17:08

people you know offering loans you know

17:10

everywhere

17:12

uh

17:12

right that maybe they are not too

17:14

professional

17:16

um yeah so that's a little bit you know

17:19

people trying to

17:22

to offer something that they

17:23

they're not prepared to right right so

17:26

they're not serious

17:28

right right right yeah so yeah that this

17:31

industry

17:32

i mean

17:33

it would be great you know if it could

17:35

be

17:36

a

17:37

you know used by you know

17:39

more prof you know all professional

17:42

people right yes prepare to be well

17:45

prepared well trained

17:46

like you know

17:48

that from from you guys yeah so yeah

17:51

and we talk about this in class but do

17:53

you find that the longer you're in this

17:54

business the better you're able to

17:56

determine very quickly whether a

17:58

borrower is serious or not

18:01

yes yes

18:02

yeah yeah that's very important you know

18:04

because

18:06

time is money you know you have to

18:08

identify very quickly

18:10

the people that you talk to

18:12

immediately right

18:15

that's for sure very important yeah good

18:17

good good good yeah no that's that's

18:19

good

18:20

so let me ask you uh you know there's a

18:22

there's a um

18:24

um

18:25

you know a couple of questions in doing

18:27

this doing this uh

18:29

uh podcast that i asked that i'll just

18:31

ask you kind of uh

18:33

off off topic right so off off topic of

18:35

financing just to so our viewers get to

18:38

get to know you a little better and and

18:40

we have a lot of people that watch this

18:42

both existing graduates that watched us

18:44

and you know people looking into us but

18:46

um so they're always curious to know the

18:48

personality behind the uh the name and

18:50

the company but

18:51

a question i'll ask is look if you could

18:53

meet with some if you could have dinner

18:55

with somebody dead or alive so somebody

18:57

in the in the past or somebody in the

18:59

present it could be one person where you

19:01

can have two three hours of their time

19:03

who would it be anybody my gran my

19:06

grandfather your grandfather my

19:07

grandfather from my father yes because

19:10

he he passed away when i was 11

19:13

years old the italian immigrant that

19:15

went to peru and he was very successful

19:18

he worked and he was 13 years old in

19:20

italy he immigrated to peru he worked in

19:23

in a like a bodega you know

19:26

he and he created one of the largest

19:30

bakeries you know those type daily

19:32

bakeries in lima like two they were very

19:34

famous and he

19:36

bought with that he bought a lot of

19:38

properties all over lima

19:40

and i would like to be able to you know

19:42

sit with him and

19:44

explain to me you know he's thinking you

19:46

know

19:47

maybe that's where you got your business

19:49

acumen from you're great maybe

19:51

[Music]

19:54

okay all right

19:55

what's one thing that uh

19:58

uh you know

19:59

what's one thing by just meeting you we

20:01

wouldn't really

20:02

realize about you and that could be like

20:04

a hobby that you're into or

20:06

you know something that we wouldn't

20:08

normally know about luciano

20:10

well well i used to be a tennis player

20:13

i played yes i played

20:16

since i was juniors i was a top junior

20:19

playing in peru and

20:21

then i went to play college tennis i

20:23

went to the u.s to texas i played

20:25

college 10 and a full scholarship wow

20:28

and i traveled to europe to play

20:30

tournaments and all that and then i

20:32

played davis cup for peru

20:34

and i won my match against the country

20:36

in south america so

20:38

yeah tennis was one of my my team you

20:41

know

20:42

do you still play tennis yes i play with

20:44

my friends that we used to play we play

20:46

here we train with people from my age

20:48

but good level good level

20:51

yeah

20:52

and i use it for business too let me ask

20:54

you this have you ever walked on a court

20:56

with a bunch of young bucks playing and

20:58

and say hey let me get a match with you

21:00

and then

21:01

all of a sudden you just beat the crap

21:03

out of them yes yeah

21:06

[Laughter]

21:10

you know did you go to naclb this past

21:12

couple months no unfortunately i

21:14

couldn't i couldn't go i wanted to go

21:15

but for personal reason i couldn't go uh

21:18

but

21:19

i'm looking forward to going next year

21:21

yeah well we're there back next year but

21:22

the reason i asked was because i got to

21:24

know sugar ray leonard who was our

21:26

keynote speaker pretty good

21:28

and uh now that's all he what the main

21:30

sport that he plays for for recreation

21:33

for fun is tennis he's an oh really

21:35

player yeah

21:37

probably he plays pretty good

21:39

probably

21:41

who's the best tennis player in history

21:42

in your mind well for me

21:46

you know for me i always remember in my

21:48

time at bjorn borg that's

21:50

the swedish guy right beyond borg i

21:52

don't know you heard of him

21:55

at that time you know those players were

21:57

my idols right the umburg or guillermo

22:00

villas from argentina

22:02

number one in the world

22:04

those guys now of course

22:06

today we have amazing players like

22:08

djokovic

22:10

he could be one of the best in the world

22:11

but um

22:13

yeah

22:14

joko is nadal and all those guys but the

22:16

tennis has changed yeah a lot you know

22:18

it's a more powerful different racket i

22:21

think the racket right it's more power

22:23

it's a different game yeah i used to

22:26

like watching john mcenroe when he used

22:28

to complain and yell at the referees

22:31

that was fast yeah

22:32

john mcerry from the northeast you're

22:34

from you know

22:36

john mcenroe i remember he passed away

22:39

vidas geralitis

22:42

all those guys from from new york

22:44

yeah they all yell at everybody we

22:46

yelled at yeah they they were you know

22:48

but we like they look like bad guys you

22:50

know on the court but they were nice

22:53

outside the court yeah yeah that's

22:55

that's the way

22:56

um

22:58

well

22:59

let me ask you this um

23:01

what are your plans for the future now i

23:03

mean like where do you want to take your

23:04

business do you have any aspirations for

23:06

the next couple years with your business

23:08

yes i i would like to to

23:11

be part of my my family office that

23:14

we're running

23:15

an important division of the family

23:17

office

23:18

and i wanna you know bring

23:22

big projects

23:24

you know for example

23:26

i meet the different people last night i

23:28

was invited in miami beach now that the

23:30

art base all is on

23:32

yes a lot of things going on

23:34

i mean the family office

23:36

a

23:37

you know network and i was invited by

23:40

you know an italian guy that lives in

23:42

panama is the sixth richest guy in

23:45

in central america he's italian but

23:48

married with a panaminian and and you

23:51

know i i he has a lot of projects so i

23:54

would like to use i already spoke to him

23:56

about our commercial finance business to

23:59

be able to provide financing to this

24:00

project

24:01

okay well yeah no i want to take it to i

24:04

mean i'm excited about you know that

24:07

that big business that you can do with

24:09

this right yeah very good and and

24:11

as you know

24:13

you never know who you're who you know

24:15

or standing next to who somebody else

24:17

knows i mean you know a a big deal could

24:20

only be one you know one person away

24:22

that you know that knows somebody or

24:24

you know it's uh you know you gotta you

24:26

gotta network yourself you know that yes

24:28

yes yes

24:30

yeah

24:30

well now comes the time where you could

24:32

ask me anything so is there anything you

24:34

want to ask me it could be personal it

24:36

could be off topic is there one thing

24:38

that you want to ask me and i promise

24:40

i'll i'll uh i'll answer any question no

24:42

matter

24:44

how scandalous

24:45

no i mean i mean i know i heard about

24:48

your story you know i i always admire

24:51

you know people that have been

24:53

successful

24:54

in business

24:55

uh in the in the right way

24:58

and

24:59

and i know your story i know you started

25:01

your company i think in the supply chain

25:04

factory in business

25:06

and and you i think you sold you sold

25:09

that the business

25:10

and then you create your own

25:12

company

25:15

but

25:17

yes you know it would be great to i like

25:19

to you know to to to see how you did it

25:23

right to understand how you did it

25:25

because it's a way to

25:27

to absorb you know the the good things

25:29

you know yeah

25:31

so yeah you know that's a i mean there's

25:34

a there's a there's not one aspect where

25:37

i can say here's how i did it it was a

25:39

culmination of things obviously

25:41

um that i think everybody knows

25:43

you know hard work dedication

25:46

um you know not giving up uh you know

25:49

even though as you know in this bit even

25:51

in the loan brokerage business

25:53

you can there's times where you may want

25:55

to give up or you get frustrated

25:57

and us as italians we tend to yell at

25:59

people when we get frustrated

26:01

which at least i admit it um but you

26:04

know

26:05

you have to just stay the course and you

26:06

have to just you know keep don't give up

26:09

you know um and always have that goal in

26:12

mind and that's that's an attitude that

26:13

i've always

26:14

carried through with me um no matter

26:16

what business i've started

26:19

so right right now there's nothing like

26:20

having your own business

26:22

and don't depend on anybody even even i

26:24

tell you i work for banks yeah i'm i'm

26:28

broker dealers big broker dealers and

26:30

at the end of the day you know they

26:32

expect you to work for them

26:34

to make money for them not for the

26:37

correct and that's why i'm independent i

26:40

have my own family office i integrated

26:42

commercial financing like i told you but

26:46

now i work for my client

26:48

i have a benefit of my client not for

26:50

the bank not for the broker dealer

26:53

uh i don't need to you know to sell you

26:55

know the products they want you to sell

26:57

right

26:58

so you know i i i'm an advocate against

27:03

them so i i work for my clients for the

27:05

families right well that's what i like

27:07

to do and your efforts your work efforts

27:10

only benefit the client and yourself

27:12

it's not like you said it's not

27:13

benefiting somebody else no no no that's

27:16

right right exactly exactly right right

27:18

right right well i mean it's listen it

27:20

sounds like you're it sounds like you're

27:22

you're doing very well i take it you're

27:24

happy

27:25

right yes i'm happy yes i cannot

27:27

complain yeah yeah

27:30

and even if even you know i think

27:32

everybody in miami is happy no i mean

27:34

the weather is perfect i don't know yes

27:37

i i i was in a meeting last night with a

27:40

lot of family office

27:42

owners

27:44

one of them was the grandson of forbes

27:46

the magazine forbes was there in the

27:48

table

27:49

and they all live in florida and the

27:51

other guys you know they they are happy

27:54

to live in miami they love miami they

27:56

really

27:57

there's more fun better weather that's

27:59

what they say right so i don't know i

28:02

don't know how in other parts of the us

28:04

but i think yeah i i think i think

28:06

you're right i mean

28:08

every time i go down to south florida i

28:10

i think i'm happier so

28:12

i have to agree with that i'd have to

28:14

agree with that

28:15

um

28:16

well

28:17

um

28:19

anything else you want to ask before we

28:21

wrap up i think this is good

28:23

yes yes no it's great

28:25

it's good it's very good i'm looking

28:27

forward to grow the business

28:29

um i'm very happy i'm very glad that i

28:32

met you guys and i learned this

28:35

different part of the financial industry

28:37

which is exciting and very interesting i

28:39

think

28:40

yeah so that's a good point so you kind

28:42

of knew about finances already just

28:44

based on your background

28:46

and your in-depth background but

28:48

after you came here you learned a whole

28:49

another side that you really didn't

28:52

it's a different side of the business

28:54

totally different side

28:56

yeah even even now other wealth advisors

29:00

they come up to me

29:02

to you know asking me if i can provide

29:04

financing for their clients right

29:06

so because they don't do that

29:09

they don't do that and they don't have

29:10

access to what we have access

29:13

to that they lend the you know the the

29:15

good private lenders that we have access

29:19

that's a huge refugee really

29:22

yes i mean

29:23

that's our asset that's our asset that

29:25

we have that's that is the asset you

29:27

have i talk about that what's the

29:29

reception when you tell a former

29:31

colleague or a wealth advisor what you

29:33

can do for their clients are they very

29:35

receptive to that

29:37

yes very receptive because they don't

29:39

have what i have right they don't know

29:41

what i have i i i

29:43

i can provide yes

29:46

can you provide me financially for this

29:47

yes

29:48

we can

29:50

so

29:50

um yes they they are like

29:53

they wish they can do what i'm doing of

29:55

course i don't tell them

29:56

more information because i don't want

29:58

more competition

29:59

right you don't you want to see cctv no

30:02

i don't tell anyone

30:04

about cctv no

30:07

not not to them right oh i know

30:10

i know

30:12

yeah yeah

30:13

all right

30:14

but

30:15

yeah but very excited very happy you

30:17

know and the support the support that i

30:20

have is great very professional

30:22

appreciate it every time you know every

30:24

time i need something you know i i call

30:27

i'm

30:28

very receptive you know i got a support

30:31

yeah we try hard

30:33

we certainly certainly try hard yeah

30:35

um okay well

30:37

um i think that just about wraps it up

30:40

uh luciano i wanna i wanna really uh

30:42

thank you for taking the time out of

30:44

your busy day

30:45

to uh to be on this and uh you know i

30:47

think we've

30:49

it helps like i said it helps people um

30:51

get to know a little bit about the day

30:53

in life of what it's like to you know

30:55

post cctv training

30:58

even graduates that watch this to get

31:00

some tidbits from you know uh other

31:02

people out there of what they're doing

31:04

and

31:05

you know and and how they're doing it so

31:07

i i appreciate it i appreciate your time

31:09

no i'm i'm

31:10

[Music]

31:11

i'm so glad you know to be with you here

31:14

and and to be able to talk to you

31:16

and to the people that are listening

31:18

absolutely next time i'm in south

31:20

florida we'll uh we'll get together

31:21

maybe yes yes for sure

31:26

you don't play tennis no i'm not playing

31:27

tennis because i'm smart enough to know

31:29

that i'm not going to be hustled by you

31:31

because i know you'll beat me so

31:33

oh no tennis

31:35

we play doubles we can play double wait

31:37

all right all right long as i'm on your

31:39

team

31:39

okay

31:41

okay all right

31:43

well thank you luciano um so all right

31:46

everybody that wraps it up for this

31:48

episode of entrepreneurs in finance um

31:50

luciano with lmc alternative capital

31:53

um you'll catch us on the next one look

31:55

out for

31:56

future episodes and don't forget to

31:57

subscribe to our youtube channel

31:59

commercial capital training group to

32:00

okay it's a lot of

32:02

other episodes we'll do thank you

32:04

luciano bye

32:05

all right take care bye-bye

32:08

there are just too many commercial home

32:10

brokers that don't have a damn clue of

32:12

what they're doing

32:15

all we're trying to do here is better

32:16

the industry for everybody

32:19

at the end of the day you can make great

32:21

money in this industry but in the end

32:23

it's all about helping people

32:26

you know people always say chris how can

32:28

i be a successful broker it's two words

32:30

hard work and dedication

32:32

[Music]

ABOUT THE PODCAST

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