Entrepreneurs in Finance Podcast

With your host, Kris Roglieri

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**CCTG Loan Broker Training | Broker Support Team Roundtable**

Our ongoing support and continuous training are two of the most important points that distinguish us from other programs. We commit ourselves to coach and guide you through every commercial finance transaction that you will have until you feel comfortable. Whether that is helping you gather documentation for funding, or helping you close a transaction, we are always there at your side.

[#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)

CCTG Broker Support Team

00:08

gary what happened over there

00:10

are you weightlifting or what's going on

00:11

i think what happened the new guy just

00:13

making him hold up the microphone

00:14

yeah i saw you just rip the mic right

00:16

off

00:17

that's good it means you're working out

00:19

i mean you're dropping on the floor

00:21

yeah yeah the mic dropped there are just

00:23

too many commercial home brokers that

00:25

don't have a damn clue of what they're

00:26

doing

00:29

all we're trying to do here is better

00:30

the industry for everybody

00:32

[Music]

00:34

at the end of the day you can make great

00:35

money in this industry but in the end

00:37

it's all about helping people

00:40

you know people always say chris how can

00:42

i be a successful broker

00:44

it's two words hard work and dedication

00:47

if you don't like talking to people you

00:49

probably shouldn't be in this greatness

00:51

hey everybody welcome back to another

00:53

wonderful episode of entrepreneurs in

00:55

finance

00:55

where we talk about the daily life of

00:58

cctg graduates

00:59

and the employees that serve them and

01:02

this episode is the first of its kind uh

01:05

many people

01:06

looking into our company may ask you

01:09

know you claim you have lifetime

01:10

support you know you you have all this

01:12

support so

01:14

what is support really right we get that

01:15

question all the time

01:17

you know what does it mean when you

01:19

provide support and so

01:21

we went all out reached to the far end

01:24

of the earth to bring our team in one

01:26

place here today

01:28

and uh i have uh these wonderful

01:31

gentlemen

01:31

on on either side of me here that i'm

01:34

going to introduce

01:35

who really make up our support team so

01:38

let me introduce these fine young well

01:41

some of them are not young but

01:42

uh gentlemen that are in the room here

01:45

first and foremost

01:46

let me turn it over to mr john cosentino

01:49

probably the oldest employee of our

01:51

company here

01:52

john you want to want to explain

01:54

introduce everybody what you do and what

01:56

your role is

01:57

a second oldest longest tenure so

02:00

there's a big difference

02:00

second oldest second oldest got me beat

02:03

by one year okay we'll get the mac in a

02:04

second but um

02:06

yeah i want to explain your background

02:07

and your role with the company uh

02:09

background wise

02:10

um started my career early in commercial

02:13

real estate

02:14

uh took courses for a ccim designation

02:17

which is uh

02:19

um training specifically in the

02:20

commercial real estate industry

02:23

and then i went from there to banking i

02:26

worked for

02:27

a large regional m t bank and then

02:30

citibank for about eight years

02:32

and leaving citibank got into sba loan

02:35

origination

02:37

uh working for a company called business

02:38

loan express which is actually where you

02:40

and i met tonight uh if you remember

02:42

and uh i did a couple deals together

02:44

back when i was uh with that company so

02:46

i was originating

02:48

uh 7a loans and 504 loans for that

02:50

company

02:51

and um around 2008 to nine range when

02:55

the market um

02:56

dropped down uh that particular company

02:58

ended up going out of business

03:00

primarily because they had a libor

03:02

baseline of credit

03:03

pricing went way up so they couldn't

03:05

afford to uh

03:07

to really make money on the loans like

03:08

we were doing in the origination

03:10

and it's just the timing was right

03:11

because you were doing the commercial

03:12

capital training group thing

03:14

and uh needed help and uh you know yeah

03:17

there he was so well you know what

03:18

interesting thing about you is i always

03:19

i remember when you were

03:20

working for blx we've had i i remember

03:23

it's a long time ago

03:24

right long time ago 11 years but i

03:27

remember we had conversations where

03:28

maybe i was trying to thinking about

03:29

recruiting you over and but you were you

03:31

weren't ready yet because you were

03:33

you're still making the big bucks for

03:34

business loan express but look what

03:36

happened i was

03:37

you know market dropped out and sure

03:39

we're cranking and you're out

03:41

you're without a job in a way

03:42

[Laughter]

03:44

it's a big part of what our training's

03:45

all about it's not being focused on what

03:46

product it is yeah being diversified so

03:49

here you are i learned it well i've

03:51

actually the first time i talked to you

03:53

i was at delta sonic which is a regional

03:55

car wash

03:56

um on the phone i was about to go into

03:59

the car wash and like you know i didn't

04:00

expect you're gonna pick up or maybe you

04:02

called me i forget yeah

04:03

yeah i had to pull out of the line i

04:05

didn't go through the car wash

04:07

and i hear the driver that's the most

04:08

important car wash you never got that's

04:10

right

04:10

[Laughter]

04:12

all right well that's my background all

04:14

right and your role your role your you

04:16

know your role the company

04:17

is to well two-fold um primary role is

04:20

support and i work with uh their two

04:23

gentlemen we're about to meet

04:24

along with um a few other people of our

04:26

staff who we're not on today

04:28

to make sure that that folks get the

04:30

support they need when they leave

04:32

uh class that um you know we can help

04:35

direct them towards the lender what kind

04:36

of material they get

04:37

even in many cases uh talking directly

04:40

to their clients with them which we do

04:42

quite a bit about

04:43

yeah right of so um you know that's the

04:46

primary role and then

04:47

um as i mentioned during class you know

04:49

i run our commercial real estate product

04:51

uh which has continued to grow and we're

04:53

going to be adding uh hopefully an sba

04:55

program yeah

04:56

as you know so uh that's it but uh

04:59

been an exciting 11 years and looking

05:02

forward to 11 more

05:03

god willing you think you got 11 more in

05:05

you i think i could make that

05:08

all right yeah all right well welcome

05:10

and let me turn it around to the other

05:12

side

05:13

to um uh uh

05:16

who wants to go first well let me let me

05:18

let me bring up mac eric mac mcconnell

05:21

speaking of the oldest guy um and i

05:24

don't know there's a re i don't know if

05:25

there's a reason why

05:26

both you or we put the bald guys on the

05:28

on one side of the table but

05:31

it's a lighting thing yeah yeah but in

05:33

any event

05:34

um eric welcome to your first ever

05:37

podcast with cctg

05:38

um you're an intricate part here you

05:41

pretty much deal with everybody that

05:42

comes through here along with the rest

05:44

of the team but

05:45

why don't you introduce yourself your

05:46

background and what's your role with the

05:47

company

05:48

well i am eric mcconnell but here i'm

05:51

mac because there's so many eric's in

05:53

the company

05:53

yeah but my background i i came out of

05:57

clarkson as an accountant and i spent a

06:00

decade as

06:01

corporate controller for not-for-profit

06:04

and we

06:04

housed handicapped people and we had

06:08

contacts in real estate all over the

06:10

place we were

06:11

redeveloping a plaza we were putting

06:14

people up in big houses and

06:16

so i kind of got the bug and after a

06:19

decade

06:20

there i turned to real estate got my

06:22

real estate license

06:23

after i'd gotten my mba on that company

06:27

and uh started to

06:30

do sales and leasing then i moved into

06:33

financing real estate

06:35

um and i eventually started working for

06:36

a company out of buffalo that

06:38

represented a number of large life

06:40

companies and the cleanest the biggest

06:42

of

06:43

the deals my first quote was 40 million

06:46

hyatt and i tied tide's time sucks

06:50

right i didn't close the loan with that

06:53

guy prior to that tie

06:54

and the other guy did so i lost that

06:57

deal

06:58

and things got tough but you keep

07:01

persevering you just keep going

07:03

after that i went out on my own a little

07:06

bit

07:07

then i then i joined bank of america

07:11

eventually capital bank and

07:14

finally these these banks just kept

07:16

getting bought up and bought up

07:18

buying others and uh pushing me out

07:21

you know when you come in late as a

07:23

broker into banking you're not the first

07:25

guy

07:25

yeah they look to keep right and so um

07:29

i i got involved in insurance

07:32

and i knew this this very successful guy

07:34

i needed to chase down

07:36

i don't know who gave me the name but

07:37

this continue fella

07:40

needed some insurance well i asked him

07:43

the first time

07:44

he said you know what i'm about to start

07:46

this new job

07:47

and i think it's going to be really good

07:49

let's talk later

07:51

so persistent son of a gun than i am i

07:54

did i called him the next year

07:56

it's going really well but now i'm gonna

07:58

get married

07:59

uh okay well i'll call you later and

08:02

this next time i called him he says all

08:04

right i need it i'll take it i'll take

08:07

some insurance right now but under one

08:08

condition

08:10

you interview with my boss

08:13

and i said all right and he brought me

08:16

out here to meet you

08:17

um we were over in the 90s state street

08:20

building

08:20

um and you know there was a lot of

08:23

honesty

08:24

in that meeting i really enjoyed it one

08:27

of the things chris said was

08:29

i usually give john what he wants and he

08:31

wants you so

08:34

i came out of that with a very positive

08:36

attitude but

08:37

on the other hand all the things you

08:40

told me about the company john

08:41

from the beginning came true very

08:44

impressed with

08:45

the program that you'd put together the

08:48

seamless

08:49

integration of the finance marketing

08:50

group and the rest

08:52

i left that day knowing i was taking the

08:54

job but i didn't tell you until

08:56

you brought me back for class i think i

08:58

made it till about 10 o'clock monday

08:59

morning in class and i said

09:02

i'm gonna i'm gonna join this team yeah

09:05

and very glad i have i've been here

09:06

since october 2017

09:09

and what i do is you know monday

09:13

i'll get out of your your class you've

09:15

you've

09:16

been drinking from the fire hose for an

09:18

entire week

09:19

trying to remember what you learned on

09:20

monday and tuesday and even

09:22

saturday and all of a sudden you've got

09:26

a lead in your hand

09:27

what do i do with it what do i ask what

09:29

i need to know these are the questions

09:30

that people come to me with

09:32

right and as they develop

09:35

deeper into this and and they handle the

09:37

first call and

09:38

and other things we start to get deeper

09:40

into handling objections

09:42

and and how do we approach certain kind

09:44

of people

09:45

there's no question off limits if a

09:48

graduate

09:49

has a question that's what support is

09:52

we're here

09:53

to clear it up for him good i like to

09:55

tell him if if it's going to take you 10

09:57

minutes to figure it out

09:58

call me it'll take five yeah yeah that's

10:00

obviously the value all right

10:02

all right well yeah that's that's uh you

10:04

reminded me of that story of how you

10:06

came here i remember

10:07

you told me that a lot of it's almost

10:08

four years i know i know

10:10

four years and when you actually came

10:13

here you had all your hair and

10:14

four years later you lost it all so no

10:16

that's not that's

10:17

[Music]

10:20

um all right uh moving down the line to

10:23

the other ball the guy

10:24

gary what happened over there are you

10:26

weightlifting or what's going on i think

10:28

what happened to the new guy

10:29

just making him hold up the microphone

10:31

yeah i saw you just rip the mic

10:32

right off that's good it means you're

10:34

working out i mean you drop it on the

10:36

floor when he's done

10:37

yeah yeah mic drop um all right gary

10:41

lockwood

10:41

um gary i've known you a long time i

10:43

think it's interesting

10:45

in your journey because i've known you

10:46

with all these other firms with

10:48

least of my time in the industry and uh

10:51

you know at the end of the day you

10:52

you you ended up here i had the pleasure

10:54

of um you know the pleasure of uh

10:56

and lucky enough to get you over here so

10:58

why don't you explain your role well

11:00

first your background how you got here

11:01

and your role the company

11:03

sure and good morning everybody um i've

11:05

been much like everybody else here i've

11:06

been in commercial finance for

11:08

20 plus years i guess it's about 23

11:10

years now

11:11

started out as a commercial banker in

11:13

the new york city metropolitan area

11:15

doing everything from opening accounts

11:16

to running branches

11:18

commercial banking ending up in middle

11:20

market banking

11:22

leaving about 12 years ago like a lot of

11:24

other people did and started

11:26

brokering transactions much like john

11:28

much like

11:29

uh mac and in the sba and uh commercial

11:32

leasing end

11:34

and so in the past in the past 10 11

11:37

years i've spent an equal amount of time

11:39

actually uh owning and operating a

11:41

couple of broker shops

11:43

city metropolitan area a little bit

11:44

upstate new york and also representing a

11:46

couple of different funders

11:48

uh so we met about believe it or not

11:50

seven years ago now uh where i

11:51

represented a thunder on the platform

11:53

uh a couple years later cctg yeah yeah

11:56

yeah you you actually came in and like

11:58

you know represented that funder

11:59

part that was part of our network i was

12:01

up here every single month was a great

12:02

experience

12:03

and a little bit more than a year ago as

12:05

things were shaking out for my last

12:06

opportunity

12:07

i was talking with john about it and he

12:09

said hey listen we may have an

12:10

opportunity here

12:11

i'm glad it worked out it's been a

12:13

little bit more than a year now uh my

12:15

primary while i'm part of the support

12:16

team and do a lot of what mac and john

12:18

said we you know it's really support

12:20

a lot of it is support for the new

12:21

brokers that are coming out yeah my

12:23

responsibilities primarily

12:25

are surrounding your uh prime prime

12:27

commercial earnings working capital

12:28

programs yeah yeah

12:29

helping everybody learn how to originate

12:31

those opportunities support those

12:33

opportunities

12:34

uh and help them from beginning to end

12:36

from getting the opportunities open

12:38

yeah and i think you know you you you've

12:40

you've um

12:41

i mean primarily your your specialties

12:43

working capital merchant cash advantages

12:44

etc for the last 10 years but you have a

12:47

good all-around well-balanced uh you

12:49

know business loan

12:50

uh experience you know so that's i think

12:52

that's that's really great what you

12:53

bring to the table

12:55

um i think what's interesting in hearing

12:57

everybody introduce themselves is that

13:00

you know i think it's important for

13:01

everybody to know too

13:03

at one point in each of your careers you

13:05

guys brokered

13:06

yeah correct me if i'm wrong so yeah

13:08

it's it's not like you guys are here you

13:10

worked for a lender and all of a sudden

13:12

you i got you and you you're here now

13:13

your support

13:15

you guys know what it's like to kind of

13:17

live or die by the deal

13:18

you know what i mean which i think is

13:20

valuable and more relatable to guys

13:22

coming in here because

13:23

you know they certainly live or die by

13:26

by each deal they do

13:27

you know what i mean absolutely um so

13:31

you know and also i think what's great

13:34

is you know what people don't realize

13:35

is that we have a true team here i mean

13:37

you guys have been except you know gary

13:39

i've known you for a long time but

13:40

you're the newest out of the group

13:41

being in the you know in the last year

13:44

actually working for the company but

13:45

you've worked with our grads

13:46

years before so you know what the

13:48

training is like from the other side of

13:50

things but

13:51

you know for mac and john you guys been

13:52

here now you know a long time you know

13:54

and i think that says something for

13:56

you know what we do we don't have a lot

13:57

of turnover in terms of you know key

13:59

personnel here so

14:00

you know which is good which is good um

14:04

john talk to me about talk to me about

14:07

um

14:09

you know what's a typical day in life

14:12

on the support side um that you're used

14:15

to yeah you know um

14:17

well i'm an early riser yeah um you know

14:20

i'm the guy that

14:21

like you're old that's why that's

14:22

because i'm awesome yeah

14:24

every year i go to bed earlier and i get

14:26

up earlier yeah um

14:28

so you know generally i you know i think

14:31

we all pick up where others leave off

14:34

which is the nice thing about what we do

14:35

we all operate on different

14:37

you know time at time zones but i guess

14:39

operate in different time frames

14:41

so i'm the early guy so i'm the one that

14:43

they're getting emails from at four

14:44

o'clock in the morning

14:46

i'll be thinking i'm still up for the

14:47

night before or something but i'm just

14:49

getting up but um

14:50

so you know uh starts the day with catch

14:53

up from

14:54

what i might have missed the night

14:55

before um answering

14:57

you know emails and so forth um helping

15:01

students start their day with you know

15:03

making sure that they have the correct

15:04

information

15:06

as they get going but it's largely um

15:09

communication via email and text and and

15:12

phone calls all day obviously mac um

15:15

spends more time on the phone talking

15:16

students than i do uh and it's partly

15:19

because

15:20

you know we got some different roles

15:21

throughout the day but um

15:24

support from email perspective in terms

15:26

of answering questions

15:27

sending them documentation responses to

15:30

questions that they have

15:31

relative to you know what type of

15:33

transaction they're working on

15:34

right and then as the day advances you

15:37

start to get the phone calls you're

15:39

walking people through the kind of deals

15:40

that they're working on you know which

15:42

lender they need to go to

15:43

right um that kind of thing and then uh

15:46

throughout the day

15:47

um you know one of the things that

15:50

even though it's our own company prime

15:52

commercial lending and the real estate

15:54

loans that we're doing

15:55

it's really that product was really

15:56

created for our graduates you know so we

15:58

we reduce fees and we don't take the

16:01

origination that many lenders do so

16:03

you know although i'm working on prime

16:05

commercial lending it's really

16:07

you know it's really their product so a

16:09

lot of the day gets spent um as the

16:10

afternoon goes on

16:11

helping them you know with the deals

16:13

that they're doing with our

16:14

real estate company yeah yeah i think

16:16

that's a good point with

16:18

you know both you and gary kind of have

16:19

similar roles in that you know gary

16:21

manages to

16:22

our merchant cash advance working

16:23

capital product for prime

16:25

um as a direct lender and you do on the

16:27

real estate side but we've kind of

16:28

designed those programs what's different

16:30

about

16:31

you know we're one lender out of 50 or

16:34

60 lenders right

16:36

or even 100 if you had naclb but we've

16:38

designed those programs specifically

16:41

to to make it easy for brokers to work

16:43

with us you know yeah as we were talking

16:45

last year and talking about launching an

16:47

in-house purchase cash advance program

16:48

that was what the whole conversation was

16:50

surrounding

16:51

right um a lot of the brokers out there

16:53

have actually talked to us about

16:55

about you know supporting and launching

16:57

that type of program

16:58

that's really where the start that's

16:59

really where start was from right and uh

17:01

we've kind of just gone from there and

17:03

how we're supporting people and like

17:04

john said and like you said we're not

17:05

the only lender on the platform yeah

17:07

sure so not you know if it's not a fit

17:09

in house there's still a support

17:10

function

17:11

tell them where to go to helping the

17:13

brokers out there find the right

17:14

opportunity

17:15

right which is like john said that's

17:17

half the day right there right

17:18

right and you know i think an important

17:20

point that i'm going to bring up that

17:22

maybe people view that may be viewing

17:24

this don't understand yet and

17:26

because we get the question a lot and

17:29

back you can follow in with this when

17:30

i'm done but

17:31

what you know people always ask when

17:33

they look at us why do we provide

17:34

support we're not a franchise

17:36

so what you know what inclines us to

17:38

provide support right

17:39

you know you don't take money from you

17:41

know you're not getting kicked back

17:42

so why would you provide support how do

17:44

i know you're going to provide support

17:45

and

17:46

i think what a lot of people don't

17:47

realize until they get here on monday

17:48

doing training

17:49

and i actually you know they hear it out

17:52

of the horse's mouth and they explain it

17:53

to them but essentially

17:55

you know this business is a this

17:56

industry is a very small industry it's

17:58

very big but yet it's very small

18:00

right we all know everybody knows one

18:02

another in this industry so bad news

18:05

travels very quickly when i say bad news

18:08

you know the reason we provide support

18:11

i always say the corporate answer is

18:12

we're contractually obligated to provide

18:14

support right i mean

18:15

okay that's obvious but why do we really

18:17

provide support i don't like that answer

18:19

my

18:19

the true answer is because

18:23

we not only want to make sure we're

18:25

protecting the broker's reputation

18:27

integrity

18:28

but ours as well because if we're in the

18:30

if we get

18:31

known in the business of producing bad

18:33

brokers that don't know what the hell

18:34

they're doing

18:35

you know um our lenders wouldn't

18:38

continue to be here every month because

18:39

they're not getting productivity and

18:40

then therefore they're not a part of

18:42

cctg and therefore we don't exist

18:44

right i mean it's so it's a it's a

18:46

people don't realize that

18:47

that's the real reason we we want to

18:48

make sure not only

18:50

they're doing things correctly for

18:51

themselves so but so it doesn't reflect

18:54

bad on us right it's like

18:55

it's like producing bad children it

18:56

reflects bad on the parents if your kids

18:58

are out there doing crazy things you

18:59

know what i mean yeah

19:00

so you know mac can you i mean you

19:02

probably you know you you battle that

19:03

every day of

19:05

really trying to get these guys on the

19:06

right track and make sure they're not

19:08

doing the wrong things with the lenders

19:09

you know

19:10

yeah absolutely and to john's point i do

19:13

talk on the phone a bit more yeah

19:15

because i don't like to type

19:18

but um you know you also get in a

19:20

position where

19:22

you receive a question you don't have

19:24

enough information to answer it

19:26

right so you got to type in five words

19:28

to get 10 back

19:29

and it becomes just this daisy chain of

19:32

sentences and so i find that getting on

19:34

the phone and and being able to ask

19:36

questions drill down to the

19:38

core problem it's just the better way

19:41

for me to solve it for them

19:42

right but i agree wholeheartedly with

19:45

you

19:46

it's what i tell everybody when they

19:49

ask me the question if we don't support

19:52

you guys you go out there

19:54

you don't become a success right if you

19:57

don't become a success

19:59

you don't tell people or worse you tell

20:03

people you didn't become a success and

20:04

that crumbles our entire business model

20:07

right and so you know for me it's about

20:10

um being the championship team i i think

20:13

we possess a right

20:14

the reputation of being the best

20:17

broker training school there's no doubt

20:19

three or four that we know about

20:20

and everyone i talk to at every one of

20:23

the lenders i talk to and

20:25

and i am the guy that gets to get them

20:26

all on the phone for the classes

20:28

right um they're very impressed with how

20:31

we do it

20:32

the whole program right one of my

20:35

favorite aspects is

20:37

the integration with finance marketing

20:39

group and the ads with digital marketing

20:42

group helping on the

20:43

but just everywhere you turn in this

20:45

company there's a real estate company to

20:48

help them get loans done there's a

20:50

working capital company to help them get

20:51

work done

20:53

it's it's well designed and and i'm

20:56

just proud as hell to work with it yeah

20:58

now you see you said a good thing there

21:00

you know

21:01

you're part of it you're great to be

21:03

part of a championship team i think

21:04

what's great

21:05

is that you you um i see it all the time

21:08

because

21:09

you know you're you're um you always

21:12

when i see you

21:13

or you even call me you don't call me a

21:15

lot but when you call me

21:17

it's usually good news in that you're

21:19

excited like like you call me hey you

21:20

know so and so just close this deal

21:22

and they're happy as a pig and you

21:24

know but that must be rewarding for all

21:25

of you guys when you hear

21:27

grads closing deals and they're

21:28

successful especially one that came in

21:30

and

21:30

maybe they were struggling because some

21:32

people do struggle well let's be real

21:34

but you really is that rewarding for you

21:36

guys to see the time and effort and work

21:38

that that you put in and then ultimately

21:39

see the reward on their end

21:41

yeah i would say when you're helping

21:44

close

21:44

somebody close the first deal right out

21:46

of it they're really excited yeah

21:48

right and you know with the internal

21:50

some of the internal programs too you

21:51

keep talking to the same customer when

21:53

you get renewals so

21:54

that's really exciting too when

21:55

somebody's able to lock somebody and

21:57

have a customer for life because you

21:58

help them close it the first time

22:00

right you know we got a lot of examples

22:01

on that and you know on the support it's

22:03

funny i think i probably called john and

22:05

mack

22:05

we talk to each other too about finding

22:07

the best opportunities for the brokers

22:09

out there to fund deals like if i don't

22:10

know where to fund something i go to

22:12

john i go to mac

22:13

yeah so we're talking to each other

22:14

rather and not just talking to the

22:16

individual

22:17

funders out there too and one thing max

22:19

i talk to a lot of brokers out there and

22:21

i talk to a lot of funders

22:23

and you know what's interesting out

22:24

there is that the funders see the value

22:26

proposition that aren't on the platform

22:27

i have funders calling me constantly

22:29

they get into

22:29

to get into the platform get into the

22:31

program you get into the platform

22:32

because they seem

22:33

to be a lender well they hear about it

22:35

too they hear about from other lenders

22:36

how our brokers are

22:38

i hate to say i hate to brag but i'm

22:40

going to brag they're like

22:42

the elite right like they they get it

22:44

they know what they're doing they're not

22:46

you know they're not a joker

22:47

broker as i say i mean so they hear this

22:49

they're like where did you come from oh

22:50

and then they

22:51

they call one of you guys saying hey i

22:52

want to get into the training and

22:54

unfortunately we have to deny a lot of

22:55

them just because

22:56

you know yeah they see the value

22:57

proposition between you know ndclb and

22:59

everything else right i see it all kind

23:01

of put together and you're right there

23:03

you know when i tell people you're going

23:04

to get quality deals and quality

23:05

experiences from the people that come

23:07

through the training program

23:08

yeah and we've proved that it's not like

23:09

us is saying that i mean last 12 years

23:11

we've

23:12

we've certainly proved that yeah it's

23:14

their success is our success that's

23:16

really how it how it sums up

23:17

that's a good way to say it yeah i agree

23:19

yeah you know and it's you know you

23:20

mentioned

23:21

uh about all the lenders that call us to

23:23

get in i remember when we were starting

23:25

out you know just trying to get

23:26

lenders in yeah oh it's tough that was

23:28

my role back then too

23:31

not that it was difficult but it's just

23:33

it's it's completely different

23:34

perspective

23:35

when you know i'm working to sell us to

23:38

these people you know why do you want to

23:39

be part of this group

23:40

now now you're now you're clearing

23:42

people away because they just yeah yeah

23:44

nice nice change of perspective i enjoy

23:46

that part

23:47

yeah sure well um

23:50

so tell me what's let me just go we'll

23:52

do a quick round of around the table

23:54

what's the best part you love about your

23:56

job john

23:57

i think what we were just talking about

23:59

seeing people succeed seeing people get

24:01

checks

24:02

you know i mean we're doing the ppp

24:03

loans money's gonna be going out for

24:05

that

24:05

you know um like you said i know what

24:08

it's like to eat what i harvest

24:09

and um you know seeing people harvesting

24:12

deals and making money that's that's

24:14

what it's all about

24:15

yeah mac yeah that's number one

24:18

you know and and since it's been taken i

24:20

would add

24:21

um i've gotten a number of calls from

24:24

people who

24:25

talked about how to go and and talk to

24:28

somebody or how to present themselves

24:30

and they've come back to me and oh my

24:32

god thank you

24:33

that was amazing that that worked um

24:37

i had one say my husband is so impressed

24:39

with what you've done for me

24:41

he's sending you this gift

24:43

[Laughter]

24:51

high-ranking navy seal i was i was like

24:54

on cloud nine for

24:55

probably a month that's awesome showing

24:57

everybody yeah i remember that like ten

24:58

times

24:59

yeah it came around wow it was pretty

25:01

neat awesome

25:03

that's probably the best part just

25:05

hearing them be grateful for

25:08

giving them a career yeah good gary yeah

25:10

you know i was just going to say that

25:11

with mac you know we're

25:13

when i look at it we're helping people

25:14

launch a new company right we're right

25:16

in the beginning of helping people

25:17

launch so we're home based

25:19

right we're home base for them we're

25:20

helping them really get everything

25:22

launched and it's exciting helping

25:23

people do that

25:24

and like john said when you help

25:25

somebody close their first deal and they

25:27

get paid

25:28

for it right and they're motivated to

25:30

keep going from there i think that's the

25:31

best thing helping people close their

25:33

first deal that's the thing i like about

25:34

this right

25:35

and then helping them you know what's

25:37

funny when i get back on the phone with

25:38

them and i hear them repeat the words

25:40

that i said to their borrowers

25:42

right and it helps them be successful to

25:43

close more deals so

25:45

we see that the trainings had a positive

25:47

impact on them

25:48

yeah you know yeah i'd say that's i'd

25:49

say that's the best part that's the best

25:51

best best rewarding part yeah

25:52

and for me it's the same i mean it's the

25:54

same thing i mean it's when i hear the

25:56

story when you guys

25:56

you know call me or say hey so and so

25:58

close the chat or close the deal and

26:00

they made this they made that

26:02

you know that's uh that's rewarding and

26:04

um you know

26:05

it's uh you know i can only imagine you

26:08

guys are on the front lines

26:09

you know in terms of dealing with these

26:10

people so uh i can't imagine what that

26:13

feels i mean i know what it feels like

26:14

but you guys deal with it every day and

26:16

that must be a good feeling um you know

26:19

and the other last thing i'm going to

26:20

talk about is

26:20

just the way we provide support so it's

26:23

not i think people have a misconception

26:24

that it's just

26:25

phone or email i mean there's times

26:27

where you guys

26:28

actually get on the phone with the grad

26:31

with the client

26:32

and you guys kind of pretend to be a

26:34

part of their business right whatever

26:36

title they want to give you

26:37

partner underwriter i mean you guys

26:39

probably have worn many hats on calls

26:41

before right who am i before we before

26:43

we start this call who am i yeah who am

26:45

i

26:45

right right um tell me i don't know what

26:47

do you guys want to speak about that i

26:49

mean that's

26:51

yeah um you know i i've done it a number

26:53

of times

26:54

i i'm i'm kind of cautious in doing it

26:59

i i don't want them to ask me to get

27:02

into a phone call that i believe

27:04

they're capable of handling if i think

27:07

that they're capable of

27:08

handling it i tell them this is what's

27:10

going to happen

27:11

if i jump in on this and i believe you

27:14

can do it

27:14

but if i become a pro on the phone call

27:18

they're always going to want to talk to

27:19

me and i want them to always talk to you

27:22

so let's practice this a couple times

27:24

and see if you're ready to handle it on

27:25

your own if not

27:26

i'm there for you yeah absolutely there

27:29

for you right but if you can do it by

27:30

yourself

27:32

you've done it for yourself and i think

27:34

that's our goal yeah

27:35

absolutely absolutely

27:38

you know we talked about what are the

27:41

most rewarding parts of working

27:43

here and working with the grads but i

27:46

always like to get a fair and balanced

27:48

perspective

27:48

you know not just to to um you know

27:52

promote

27:52

uh you know um joy joy joy but

27:56

in any job and and you know there's

27:58

there's tough moments right

28:00

so what's one of the most i'll start

28:01

with you john what's one of the most

28:03

what's the most challenging aspect of of

28:06

your job that may come up

28:08

um no on a daily basis it's a good

28:10

question i mean you know

28:11

um you know we always we all like to

28:14

focus on what the positives are but

28:15

i guess you know i get um

28:19

i use the word frustrated but but maybe

28:21

it's

28:22

it's a combination of frustration and

28:24

sympathy and

28:26

and so forth but you know sometimes you

28:27

get folks that that

28:29

um are not putting forth the kind of

28:32

effort that you think they need to

28:34

you know and they they use other excuses

28:37

to procrastinate you know

28:39

i'm not making sales calls because my

28:42

website's not up yet

28:43

things of that character which we were

28:44

talking about the other day right right

28:46

um

28:46

right you know and and so just or

28:48

they're not making sales calls because

28:50

they don't know there's an image they

28:51

want to change out on their website

28:52

right

28:53

and god forbid if somebody sees a woman

28:55

on a phone

28:57

uh compared to a guy on the phone and

28:58

and therefore that's preventing them

29:00

making sales calls you know it's right

29:01

those little things that well it's a

29:04

crutch you know i mean

29:05

or it's a reason yeah yeah yeah because

29:07

i understand you're starting a new

29:08

business

29:09

and you got to go out and you got to be

29:10

everything then right right so

29:12

um i guess it's not a negative but um

29:16

you know i i want to help those people

29:18

get motivated

29:19

and not procrastinate and instead of

29:21

doing tomorrow what they can do today do

29:23

it today

29:24

and wait for that image yeah get out and

29:26

sell good good i think that's

29:28

not so much a negative but just maybe a

29:29

frustration that i have trying to make

29:31

sure people

29:32

stay on top of it and sell sell sell

29:34

yeah that's that's certainly a realistic

29:37

uh answer mac what about you

29:39

what do you think's the most challenging

29:41

in your day well you know

29:42

the people that take on this challenge

29:45

they are entrepreneurs they're

29:47

self-starters they are people who

29:50

believe in themselves and then you get

29:53

them take the course and they come away

29:54

with some knowledge and then they get on

29:56

the phone they call you and they ask you

29:57

a question

29:59

and then they start challenging your

30:00

answers and they say well no you know

30:03

maybe you should do it this way well you

30:05

know just is it done that way you can't

30:07

do it that way

30:08

so it uh it can be a challenge sometimes

30:11

to take the

30:12

the alpha attitude and because we deal

30:15

with all personality types when you deal

30:16

in a group setting right yeah

30:18

and then try to shift them over to

30:20

something that's going to be more

30:22

effective for them

30:23

right that can be difficult and uh

30:26

then you've got the people that that

30:29

just have a difficult time learning

30:31

right and and you've got to repeat to

30:33

them and and

30:34

you know you you write it down on a

30:36

piece of paper and email it to them and

30:38

and

30:39

they still don't know that we want to

30:40

know the occupancy of the building and

30:43

yeah so it's tough but you just

30:46

persevere you go through it yeah i've

30:49

got a good attitude a good

30:51

disposition to yeah to not get jacked up

30:53

on them

30:54

right yeah okay all right you know just

30:56

just something to tag off of that um

30:58

you know now that we're recording our

30:59

sessions for these folks right

31:01

right you know i mean really everybody

31:03

should go back and

31:04

and watch multiple times i think for a

31:07

training yeah

31:08

or the virtual aspect when i started

31:09

here it took me i don't know how many

31:11

times every money months before i could

31:13

tell you

31:14

which lender did what i mean it has to

31:16

have some repetition

31:17

there's a lot of lenders yeah so right

31:19

okay that's good that we

31:20

you know good that we have that ability

31:23

to do that now

31:24

yeah gary what about you yeah i would

31:25

say the challenges are to get somebody

31:27

to persevere through their first

31:29

tough deal what do i mean by that a lot

31:30

of times we're talking to people who've

31:32

worked on a deal for the first time it

31:33

falls apart at the end

31:35

and they get frustrated and they feel

31:36

like they're not going to be able to

31:37

close any additional additional

31:38

opportunities

31:39

so re-motivating people like that i'd

31:41

say some of the

31:43

bigger challenges that i have out there

31:45

because a lot of what we do on the

31:46

working capital and you know

31:47

a lot of you know deals can sometimes

31:49

fall apart sure that's going to happen

31:51

sure and you want to be able to motivate

31:53

people and say listen this is

31:54

a you know this is a speed bump it's not

31:56

a stop sign keep going

31:57

yeah there's going to be opportunities

31:59

out there you're going to have

32:00

additional deals

32:01

that you think look great that are going

32:03

to fall apart and the the ability can to

32:05

continually motivate people

32:07

to continue to work on deals you know if

32:10

they've had some

32:11

if they didn't have instant successes

32:12

and they've worked hard on something

32:14

that may

32:15

may have not closed or worked out the

32:17

way that they that they wanted him to so

32:18

just continually tell him it's

32:20

you know it's a marathon i like to tell

32:21

him listen i was a broker for a couple

32:23

of years too i've been on the other side

32:24

of that yes it happens but

32:26

you know that's why it's important to

32:29

make sure that you're working on

32:30

multiple opportunities at once

32:32

and keeping p helping keep people

32:34

motivated when sometimes things haven't

32:35

worked out the way they want to i find

32:37

that's probably one of the bigger

32:38

challenges i have

32:39

bigger challenges yeah no it's great

32:41

that you get yeah though you know we we

32:42

talk about that you know that's that's i

32:44

think that's one of the

32:45

that's one of the differences many

32:47

differences

32:49

with us compared to some of these other

32:50

companies that try to do what we do and

32:52

in that we're really really we're really

32:56

really realistic about this business and

32:58

you hear me on monday

32:59

monday morning first training um some of

33:02

the first words that come out of my

33:03

mouth in the first five minutes of

33:05

training is you're not gonna make a

33:06

million dollars in a year

33:07

you're just not you're not gonna do it

33:09

right i mean don't just get your head

33:10

out of that this is gonna be a tough

33:12

road

33:12

it's gonna you know you're gonna have to

33:14

persevere and i kind of set that

33:15

expectation of

33:17

look people have made a million dollars

33:19

but that's not the norm

33:21

you know i think there's a lot of people

33:22

out there that take like the the

33:24

exception once in a while and

33:26

try to convey it as the norm like for

33:28

the first year right or you're going to

33:29

make a million dollars in six months or

33:31

all the out there yeah you know

33:34

i mean but we talk about why do some

33:35

graduates don't do good as others

33:37

i talk about that on monday what are

33:39

some things that make graduates

33:40

not as successful what are what are some

33:42

of the actions they do and you guys all

33:43

hit on those points here

33:45

you know um you know not being motivated

33:48

not you know

33:48

not following through with what we do

33:50

not putting the work ethic

33:52

in you know it's hard work it's bottom

33:54

line it's it's it's hard work

33:55

um so it's not a deal until the money's

33:58

in the bank

33:59

it's not that money's in the bank right

34:00

if it closes it's the right

34:02

deal right money gets in the bank that's

34:04

it that's true

34:05

well um i think you know that's that's

34:07

all the time we have we actually have a

34:08

training to get to today

34:10

um i appreciate all of you uh coming in

34:13

here early mac i know this is

34:15

you know last time you woke up early was

34:17

probably on your wedding day

34:19

30 years ago i got to tell you he

34:20

complains i'm getting older and i

34:22

get up earlier i'm the other way around

34:25

um

34:26

yeah but uh no um you know from from me

34:29

to all of you guys i appreciate all the

34:31

hard work you do and and value each of

34:33

you what you contribute to this company

34:35

because uh

34:35

you know without that we wouldn't be the

34:37

company that we are today so thank you i

34:39

appreciate it everybody

34:40

thank you all right well everybody

34:41

hopefully you found that episode

34:42

enjoyable and

34:44

um you know don't forget to subscribe to

34:45

our youtube channel where you could see

34:47

more episodes that come out

34:48

on a monthly basis interviews with

34:50

employees graduates even lenders from

34:52

time to time so

34:53

hope you found that enjoyable and again

34:55

don't forget to subscribe to our youtube

34:56

channel to get the

34:57

daily updates thank you so much and

34:59

we'll see on the next one there are just

35:02

too many commercial home brokers that

35:04

don't have a damn clue of what they're

35:05

doing

35:08

all we're trying to do here is better

35:09

the industry for everybody

35:11

[Music]

35:12

at the end of the day you can make great

35:14

money in this industry but in the end

35:16

it's all about helping people

35:19

you know people always say chris how can

35:21

i be a successful broker

35:22

it's two words hard work and dedication

35:26

if you don't like talking to people you

35:28

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/>*

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