KEITH:
It was never meant to be commercialized and packaged and sent to other people. I didn't do this. I didn't start it to make money. It was just my own solution to my own problem. It wasn't until a couple years into it that people start to see, dude, don't you live in Hawaii and aren't you active duty? But how do you flip that house in San Antonio, wholesale that other one in Pittsburgh? You're doing this condo conversion in Washington, BC, and then you're working on this Novation deal in San Diego.

So I've done deals in 34 states across the United States, and people are seeing me do this and they're like, this is impossible. How are you doing this?

SPEAKER 3:
Welcome back to [Exit Strategies Radio Show.] In part one, Keith Gillespie shared how he began building wealth while working full time and why success requires more than just making money. Now we're taking the conversation a step further into REI Automated systems, automation, financial discipline, and building a legacy that lasts.

CORWYN:
Let's get over into REI Automated.

Let's talk about one, what your company does, and because you guys help people build these processes and stuff, but what are some of the processes that investors should have, but also how does automation help them to focus on, quote unquote, the higher value decisions?

KEITH:
Cool. Before I tell you about what we do, let me tell you about how it came into existence. So at the time, in 2017, I got stationed in Conway Bay, which is in Hawaii. Hawaii, beautiful place to live. Unfortunately, I was never there.

I was always overseas. However, during that time that I lived there, most people don't know this, but it's actually six hours displaced from Eastern Standard Time to Hawaii Standard Time. So right now we're shooting this, it's 1.30 and over there it's 7.30 in the morning.

And so what that meant is for me, I had to be at work at six. So for me to be at work at six for PT, for physical training, I had to leave at five. For me to leave at five, I needed to wake up around four, 4.20 at the latest to get out lunch and clothes, iron, blah, blah, blah. So in order for me to call real estate deals for an hour, I needed to get up at three.

So I could call from three to four, get ready from four to five, leave at five, get there at six, PT from six to seven, shower from seven to eight, be at work on eight. That was my morning. Well, that meant getting up at three o'clock. I don't know about you, Corwyn, but I'm not a very happy camper when I get up at three o'clock. And no matter what, man, I could drink a whole pot of coffee and that doesn't affect my mood at all.

That just makes me go pee really bad. And so here I am for more than a year, I got up at three in the morning, try to call these real estate deals. I actually made myself really sick because I was going to bed around midnight, sometimes even one. And I literally for more than a year, I was getting two to three hours of sleep every single night. My body was breaking down.

You cannot do this in the Marines. You're working out every single day, you're training, you're fighting, your lack of sleep is one of the biggest killers. And so that was unsustainable for me. I stopped doing that about 15 months into doing this. I can't call after work though, because I'm getting home around 6 p.m. Well, 6 p.m. is midnight over here. I don't know if you ever called somebody at midnight, but you're not going to buy their house.

You're just going to get cussed off the phone before they hang up. And so I couldn't call before work, couldn't call after work. I'm not allowed to have my phone on me during work. Got to stick in a lockbox. My kids are growing up without me.

So what am I going to do? Well, there's 59 minutes that the government can't tell me what to do. In the civilian sector, it's called your lunch break. For us, we call it chow. For those 59 minutes, nobody can tell me what to do. So what I would do is I would make a protein shake.

I would blend it up really quick. That was my lunch every day. For four and a half years, I blended a protein shake. Why? Because I can sip it while I'm talking to somebody else and they don't know that I'm consuming my lunch. I'm not over here eating a hamburger.

And then I would go out to my car. I would put on this very set of headphones, hook it up to my laptop, and talk to sellers for 59 minutes. The problem was it's really hard to get a business off the ground in 59 minutes a day. It's extremely hard. I would darn near say that it's impossible.

And so that one hour needed to be as effective and as efficient as humanly possible so that I had the greatest likelihood of that one hour of inputs turning into eight hours of outputs, meaning I needed consistent income. I needed six figures to be able to leave my cushy job. Because think about it. You go to war. Oh, that's really bad for America.

That's great for Marines. It's job security, right? So I'm over here. I have this super set secure job. I'm always going to get paid the first and the 15th no matter what. I'm going to leave that.

I got to make sure that I have security for my wife and two kids. That's really what turned into REI Automated. It was never meant to be commercialized and packaged and sent to other people. I didn't do this. I didn't start it to make money.

It was just my own solution to my own problem. It wasn't until a couple years into it that people start to see, dude, don't you live in Hawaii and aren't you active duty? But how do you flip that house in San Antonio, wholesale that other one in Pittsburgh? You're doing this condo conversion in Washington, D.C., and then you're working on this Novation deal in San Diego. So

I've done deals in 34 states across the United States, and people are seeing me do this, and they're like, this is impossible.

How are you doing this? And so then they reached out, and that was really the birth of REI Automated. And so here's how I would explain it to you. I don't know about, you have a McDonald's right nearby you, right? No, of course. So if you went to McDonald's and you ordered a Big Mac, you came back, I ordered a Big Mac, I came back, and we were to look at it, it's going to come out looking the same smell and the same taste and say, no, I don't know about you. McDonald's gives me gas.

I don't really like their food. But their business model is brilliant because that hamburger is exactly the same no matter where you are on earth. How is that possible? It's because they have the same exact ingredients, the same exact temperature on that burger, the same amount of mayonnaise, the pickles. I don't know if you know this, but I study McDonald's. I call this the Mickey D's method, by the way.

The pickles have to be within three millimeters of diameter, no matter where it is. Everything, there's a system for it. And so I call this the Mickey D's method. No matter if it's how we talk to a seller on their first triage call, how do we determine our ARV? How do we estimate our repairs? How do we structure the deal, both the entrance strategy and the exit strategy? How do we raise private money? No matter what we do, it needs to be identical, whether Keith's doing it, Corwyn's doing it, Jamie's doing it, Mel's doing it, or Ms. K is doing it.

Every single person has an SOP. So what I started to do is I would learn how to do this job really, really, really well. And then I would record myself doing it. I would make sure that that job was refined, perfectly streamlined, and that it was repeatable by another person. Then I hire somebody to do that for me.

Or if I can automate it, automation is always my indicative of our name, REI Automated. We would try to automate as much as possible. And if it can't be automated or it shouldn't be automated, because there are things in life, believe it or not, that shouldn't be automated, AI can't do everything, then we need to delegate it. Because that's the only way for you to move up in your business and be an owner rather than an operator. So it's now been about five and a half years since I've talked to a seller or a buyer or a title company or a contractor or anybody other than a lender, really.

My team handles all of that. So now, finally, a long-winded answer to your question. I'm sorry. What does REI Automated do? We help real estate investors build and scale a profitable real estate investing business by implementing three things. We have three pillars of REI Automated.

Pillar number one is education. Pillar number two is software. And pillar number three is support. So one sentence for each of them, education. It's courses.

I have these courses that talk about marketing and sales and negotiation and raising private money and deal analysis, underwriting, hiring and training team members. There's 14 different courses that I have that you can get absolutely for free on the website. By the way, I gave you a link before this. Corwyn can share a link with you. Any one of your listeners, they can click on that link.

It's your link. It goes to my website. You can get any one of these courses absolutely for free. It's your choice. It's my gift to you.

Thanks for being a great listener to a wonderful, amazing podcast with Mr. Corwyn here. So that's pillar number one is education. Then now, what's the use of all this knowledge if you never actually execute it? That's the next natural step is now we need to implement all of this headspace knowledge and turn book smarts into street smarts. And how we do that is through software.

That's where those processes live. That's where that automation lives. And so you now move that from the education, which is theoretical knowledge, into practical application inside the software. Now we start doing deals. We start talking to buyers and sellers.

We start transacting some real estate. But real estate is wild, wild west. You know this as much as me. You're going to go out there and you're going to have somebody ask you a question you don't know the answer to. Somebody is going to throw up an objection that you don't know how to overcome.

Some contractor is going to try to steal your money. You're going to have to deal with dirty title, whatever it is. Wouldn't it be nice if you had somebody right next to you who could hold your hand, who has navigated those waters successfully themselves and helped a thousand other people navigate it as well? Yes, that's what our community does. So you can reach out and get the support that you need in order to get that deal across the finish line.

AD:

CORWYN:

So that is huge. You talk about automation, you know, as an entrepreneur, business owner, especially in today's age, if you will.

And I appreciate what you said there, because either, one of two things either, it needs to be automated. So essentially it's on autopilot. It needs to be delegated to someone else so that you can maintain the strong line of only doing the things that you need to do. And that's interesting because most times people want to be, I'd say hands-on, but we just have this mindset and mentality, Keith, and it kind of circles around that we got to do everything to make sure it's done, right? So how do you advise your investors that you work with? What tips, tricks, what personal stories? I know you got one that you share in regards to that.

KEITH:
Yeah. So a lot of times we have the age old saying, man, I've like completely eradicated it because it's just a cancerous way of thinking. But like, if it has to get done right, I've got to do it. What's that saying?

CORWYN:
Yeah, geez. I know what you're talking about. Essentially, if you want it right, you got to do it yourself.

KEITH:
Yeah, that's right. If you want it done right, you got to do it yourself. Okay. Well, I understand. And I take a biblical approach to this as well.

Let's meet people where they are. If that's your mindset, then go ahead. Do it yourself. Get really good at doing that one thing. But you have to realize when you say yes to that one thing, you're saying no to an infinite amount of other things.

So all the other areas of your business is going to suck until you figure out how to automate or delegate that to somebody else that you can focus on higher income producing activities. And so be really careful what you do yourself, because what I do is I break saying this is an old mentor of mine going all the way back maybe about 10 years from now. He said, Keith, there's $10 an hour tasks. There's $100 an hour tasks. There's $1,000 an hour tasks.

And there's $10,000 an hour tasks. He said, I will never pay somebody $10,000 an hour because it can't be done. This is taking care of your body. This is taking care of your spiritual health. This is taking care of your mental health.

This is dating your wife. I'm not going to pay somebody to date my wife. I'm going to keep her happy. There's $1,000 an hour tasks. That's like the CEO, COO, CFO, CTO.

These are C-suite executives. They get paid $1,000 an hour. Now you have $100 an hour tasks. That's maybe like a developer, a software developer. And you have these $10 an hour tasks.

That's a virtual assistant, potentially even an executive assistant. That's the things that you need to push off. And if you want to do it yourself in the beginning, fine. But you better do it quick, fast and in a hurry and figure out how do I do this properly at a good enough rate, systemize that way of doing it so that it's both efficient and effective, and then quickly pass it off to either automation or delegation, and then move up that ladder. So once you've gotten rid of all of your $10 per hour tasks, then we get rid of your $100 per hour tasks.

At this point, you're going to have five to 10 team members. I know this from experience. We've scaled four businesses in our house. So you have five to 10 team members. That's not too much to manage.

If you are an effective leader, that's about an hour to two hours per day, 10 hours per week managing those people, making sure that they're actually following up and doing a good job with the things that they've been assigned to do. Now you can focus on the things like working on yourself, reading some books, hiring a mentor, having good conversations, affiliate marketing, JV, apprenticeships, leveling up the business so that now you can hire even better talent to come work for you. So if that's your goal, then that would be my advice to you. And many people do have that mindset.

CORWYN:
She's one of the things I just heard in there is that you can't expect for people to give you education, but it'll give you an experience.

And what I mean by that, what you just talked about is the fact of these people that you bring in, whoever you bring in, they become part of your team. Their roles on your team are essentially to give you an experience so you can go get your own education. But if you bring the wrong people in, they're going to give you an education. They're going to teach you something.

KEITH:
That's exactly right.

CORWYN:
Yeah, that's what I heard. So I want to kind of shift this over to something, you're a living, you know, testimony man. You're living testimony as to what it could be and then moreover, how you can help others. So what financial habits have had the largest success with you?

KEITH:
There's two things that me and my wife actually do. One of them is tracking our net worth weekly.

And in order to track your net worth weekly, you need to be monitoring your budget daily. So if you don't have an automated form of tracking in place, you're never going to catch up at this point. You have to have an automated way that we're way past spreadsheets. So me and my wife, we have this app that we use. It's called Monarch.

I'm not saying that you have to use Monarch. Before Monarch, we use Mint and then Mint's like sold out and no longer does this sort of tracking. But we track all of our expenses. And here's what I'll tell you. America, I know you said that you had some global people, but I've been to many other countries as well.

America is probably one of the worst consumerism countries that is on the face of the planet. It's everywhere. But here we have a problem with going into debt using our credit cards in order to have something now that we shouldn't have right now that we should have in a year from now because we haven't become the person yet that we need to be in order to deserve that thing. And the fact of the matter is a lot of times we don't like to admit that. But at the end of the day, if you can't afford to have that thing, it's because you haven't saved enough or you don't make enough to have that money in the bank account for you to go do that.

And so a lot of people say, Keith, who do you like better? Do you like Financial Peace University?

CORWYN:
Dave Ramsey.

KEITH:
Are you on the side of Dave Ramsey or are you on the side of Robert Kiyosaki, which is the owner of Rich Dad Poor Dad? At the end of the day, guys, I love both of these people. And what I will tell you is both of them are right. As much as you may like one or hate the other, you should probably stay away from all consumer debt. And there is some wisdom to going out and leveraging banks' debt in order to buy assets.

Both of them teach things that I disagree with and both of them teach things that I agree with. And as a good marketing tactic, they have both waged war against the other person in order to divide the population, in order to become polarizing and push more people to them. So just know that it's a marketing tactic and they actually like each other in real life.

CORWYN:
Yeah, that sounds like Congress. Yeah, yeah, yeah.

That's right. That's priceless. I'm so sorry. So Keith, if somebody wants to begin, right, reaching out to you, what's the first steps?

KEITH:
Honestly, I would recommend clicking on the link that Corwyn can put in the show notes and go to my website. I have several courses up there that you can select from.

I'm not going to give you all of them for free because I sell this for a lot of money and it wouldn't be fair to my paying clients. However, I am willing to give you one of them for free and I'll cut you a deal if you finish one of them within a week, then you've shown me that you're willing to take the time to invest in yourself. At that point, I will invest in you and I'll give you another one for free. Those instructions are actually built into the course already. So if you finish your first course in a week, I'll give you your second course for free.

That's $1,000. These aren't crappy courses of me talking for an hour up in front of you. These are courses that took me one to two months just to build the curriculum, another one month to shoot the curriculum. They're typically going to be anywhere between 10 to 16 hours in length of everything that I know about sales, everything that I know about marketing, everything that I know about raising private money or purchasing sales agreement or whatever that topic of that course is. I give you the documents, I give you the software, I give you the everything that you need to not just know it, but also to execute it.

And so I would recommend before you even reach out to me, which you're more than welcome to reach out to me on Facebook. My last name is spelled incorrectly. My family, it's not incorrect on the show note, it's incorrect. My family messed it up because they spelled it in cursive and E's look like I's if they're undotted. So my last name is Gillespie, G-I-L-L-I-S-P-I-E, Teeth Gillespie.

You can follow me on Facebook. You can reach out to me on Facebook and I actually will respond to you. I'd love to talk to anybody here. But your first next step honestly should be go get one of those courses, learn a little bit about whatever your core constraint is, whatever is holding you back, whatever is the limiting factor, go find that course, go through that course. You will learn so much.

And then I'd love to talk about your next steps on a zoom call or whatever makes sense to you. Awesome.

CORWYN:
Before we get into legacy, you know, legacy moment and close out today's show. You've already dropped it to our listeners, but obviously I want to make sure that they get the website so they can reach out to your team and essentially, if you will, plugged in and theoretically. So if you don't mind, restate the domain for your website.

KEITH:
Yeah, www.reiautomated.io. And it's .io not .com because we are a software company and it'd be super lame if I had a .com. So it's www.reiautomated.io. I love it.

CORWYN:
I love it. Thank you so much. So question for you, you know, again, we're very big on legacy here. Word tells us leave an inheritance for your children, children, children, so forth and so on.

So when you think about the families that you've helped and even your own journey, because obviously what you're doing is for your children and children's children. What does building a legacy through real estate really mean to you?

KEITH:
I have a very opposing, a very opposing view to most people. That scripture does say to leave an inheritance to your children's children. It doesn't say to your children by your way. It says your children's children.

And so what that means to me is you need to be thinking not 50 years down the road, but you need to be thinking a hundred years down the road. So let's talk about this really quickly because what it's talking about, it also doesn't say leave wealth. It says leave an inheritance. So then let's get into the actual root word of inheritance. I'm not going to go into a huge Bible study on this, but here's what I will tell you.

Listen, what is the age of a typical son or daughter when their parent dies? You actually know?

CORWYN:
No, I don't.

KEITH:
It's around 50 to 60 years old, 50 to 60 years old. Mom or dad dies. They're typically around 80. Let me ask you a question.

If that child 50 to 60 years old is not already financially literate and then you dump $2 million on them, are they better off or worse off? Chances are you've just ruined this child. They're going to make a litany of horrible mistakes that is going to put them into actually financial ruin. Just give it three to four years. Look at NFL football players or NBA basketball players or people who win the lottery. They lose the money and they have no idea what to do with it afterwards because the money is no longer coming in.

It was just a large lump sum, maybe trickled over a two to four year career and that's it. And so success leaves clues, right? Also failure leaves clues. So we should see what has not worked in the past. We should see what has worked in the past and we should choose wisely between what has not worked and what has worked. And so in my opinion, it's way more important to leave an inheritance of how to number one, generate cash, how to number two, be a good steward of that cash when we have it by giving it away, by investing, by saving.

These are all things that are super, super important that I think is far more important than dumping a bunch of money on my kids. And so I don't believe actually in leaving a large sum of money. I do have life insurance policies. So God forbid if I were to die, we could pay off the house, the car, so on and so forth. That's it though.

Like my business would be debt free at that point, but no further. What I believe is important is training my children in a way that they will train their children again in the instruction of the Lord, right? That's what we are called to do as fathers. And so I don't believe in dumping a bunch of money. I want to teach you how to be a good human, how to love the Lord, how to love your neighbor. I would love it if they were entrepreneurs.

I'm not married to that idea. My daughter, man, she's probably going to be an attorney or something. Brilliant.

CORWYN:
What I heard, she debates you on everything, right?

KEITH:
That's what I heard. I think that's so much more important to do that.

And what that's going to do is force you then to stop chasing money and start chasing relationships with your kids.

CORWYN:
So one of the things here on the show, and here it is well beyond money, it's teaching, giving, essentially setting them up so they can continue, if that makes sense from our belief here. But Keith, I definitely appreciate that because that's what we focus on. We want to teach people how to, and then they can teach the next. And if everybody adds to, then that builds and creates its own legacy within itself because people are adding to it, whatever it is, but because they've been taught it along the way.

So I want to, for our listeners, guys, this is, we're going to give it back to you. We've had an amazing show and Keith, I want to thank you so much for taking time out. We went longer, which is great because you have such a powerful story, man. And I didn't want our listeners to not receive that. So I wanted to make sure we got it out to them.

But again, thank you so much for taking time out of your busy schedule to be here on the show with us today.

KEITH:
Absolutely. It's been such an honor. Thank you very much for having me, brother.

CORWYN:
You're welcome.

So for our listeners, guys, let me give you a takeaway. One thing we hope you guys get from today's conversation is that building wealthy real estate isn't reserved just for quote unquote, full-time investors or people that's willing to quote unquote, to take the plunge immediately. It's about making informed decisions about staying disciplined and taking consistent steps towards your financial goals. You don't have to change your entire life overnight to begin building a legacy. Sometimes it starts with learning.

Sometimes it's creating a plan and taking that very, very first step because the greatest wealth isn't built overnight. It's built one wise decision at a time. So for our listeners, guys, thank you so much for tuning in. Y'all know how I feel. You know what I say.

We always give you the two of those things, those two, and I deliver it to you this way, which is to tell you that I love you and we're going to see you guys out there in those streets.