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Joe Houghton Interview 2022-06-28

[00:00:00] **Joey Myers:** Hello and welcome to the Lead Generation Strategies Podcast. This is your host, Joey Myers of leadgenerationSEOServices.com.

[00:00:14] Today with me is Mr. Joe. Is it Hooten? Houghton? Houghton all right.

[00:00:18] I have Joe on with me and I'm going to let him give a little bit of his background and what his company does, he does a lot of stuff up there in Minnesota, the Minnesota lands.

[00:00:25] First I want to welcome to the show, Joe, we got two Joes on.

[00:00:28] **Joe Houghton:** Thanks for having me.

[00:00:30] **Joey Myers:** Talk a little bit about what you guys do, you guys do a lot of cool stuff.

Talk a little bit about what you guys do, you guys do a lot of cool stuff...

[00:00:33] **Joe Houghton:** Lately, I have been thinking to myself more as a solo entrepreneur.

[00:00:35] I like to stay busy, and I like to do it all. I have a hard time delegating, but I also like to be the kind of person that I like to hire. I really can't stand it when people cold call me. I really don't like the salesy people. Spam emails. I can't stand all of that.

[00:00:50] I have a hard time to buck the system or buck the trends as far as what they train real estate agents and marketers to do. I am a lot more focused on being the sole point of contact for my clients, but I also never stopped moving. I end up flipping houses and I'm a real estate investor.

[00:01:09] I've been dabbling in the Crypto spaces and investing in. I enjoy learning and I love learning about new things and staying current. When I have a client that's into something, I end up learning from them.

[00:01:20] The stock market is fun for me to just dabble in, and I end up really doing a lot of different things, but real estate is my passion, what I did right out of college.

[00:01:29] I've been doing it ever since. 20 years graduated from St. John's University in Minnesota. I taught tennis, was at a country club for three years through college. Right after that, I just went right after residential real estate, so an investor that's why I started getting into real estate and then I sold my mom's house.

[00:01:47] I really loved it, fell in love with it right away. I thought, I can do both at the same time. They really complement each other. Along the way, I've learned a lot of things. I got my builders license in 2016, I'm a licensed home builder general contractor. I've [00:02:00] got my appraisal trainee certificates and certified home inspector.

[00:02:05] Try to learn. That's really it. I don't do home inspections. I don't do appraisals, but I use the knowledge that I've gained through that to help add value to my clients. It's really about how can I be better than my competition.

[00:02:16] **Joey Myers:** I think that's smart and I'm the same way.

[00:02:18] I don't know if it's just the Joe thing, the Joey thing, but you tend to have that passionate curiosity and it'll take you down different rabbit holes and those rabbit holes sometimes could be fruitful.

[00:02:26] Sometimes, you get down it halfway through it and you're like, maybe this isn't the thing, but I think in the real estate world is such a broad and complex world.

[00:02:34] We'll talk about maybe a couple things before we get into like the marketing stuff with the current trends that are going on, but it helps to have somebody that has your back. Whether they're finding your home or buying, you're finding to buy home or trying to sell your home or build your home or anything like that.

[00:02:47] Having somebody there that has gone down those different rabbit holes, and can tell you a little bit better, foresee what is coming down the pike that might be an issue, right?

[00:02:57] Thanks for sharing, Joe. What I'd like to ask my real estate people, with the current rate hikes, I always like to get the advice or the opinion of what you think, because you guys are dabbling a lot of different things, not even dabbling, but full on.

[00:03:10] What do you see in maybe in the realtor side, the building side, what do you guys see in there in Minnesota with the rate hikes?

What do you see in in the realtor side, the building side, what do you guys see in there in Minnesota with the rate hikes?

[00:03:15] **Joe Houghton:** Your purchasing power, it shrinks quite frankly for every interest rate. One full point about 10% of the purchase price of the property is equivalent payments. If I was looking for a house for 500,000 and the interest rate goes up 1% now that same payment 450 is the same payment as if I had a mortgage for 500.

[00:03:34] For every point that goes up, it's a big deal. It depends. A lot of different buyers look at it differently. Someone will rush in because they think it's going to go up even more and more. Some people that don't own, that's their mindset.

[00:03:47] Now if you own a place and you have a two and a half percent interest rate, it's hard to let that place go.

[00:03:51] What I've always coached my clients to think about is all the different potential future life changes. The clients I worked with in [00:04:00] 02, 03, when I was helping them. Thankfully, I never told them the market's always going to go up or the market has never gone down over any 10-year period because things change.

[00:04:11] They had an exit strategy, or I encourage them to have an exit strategy, whether that's to rent it after they buy. A lot of first-time home buyers, if you can buy a house, get in for 3% down or 0% down, and you decide to move, if you can hold onto that house and rent it, that is one strategy for long term slow wealth building.

[00:04:31] That's how I've always looked at it. I've always wanted to own my houses that I've lived in. I'm still going after my childhood home, every time I'm in the area I drive by, see if they're out there, hey, you want to sell yet? The home that my grandma owned, and we spent so much time in, I want to buy that.

[00:04:46] I'm strange that way. I have these memories and I want to go back and revisit them. I think my passion for real estate come by it honestly, but the interest rate thing affects different people in all sorts of ways, but it's your purchasing power is really the big one.

[00:05:00] If you have investment property and you're locked in at three, three and a half percent, you're loving yourself right now.

[00:05:04] **Joey Myers:** A smart person.

[00:05:05] **Joe Houghton:** They'll go up and then they'll come down and they'll go up again. Things are going to constantly be changing, but I always hear people talk about, oh, back when I owned my first house in 72, it was a 12% interest rate and we thought that was good. Yeah, but the prices were also 30 grand, so they were kind of hand in hand.

[00:05:22] **Joey Myers:** It's relative in time.

[00:05:23] **Joe Houghton:** Exactly.

[00:05:24] **Joey Myers:** Now, what is the uniqueness?

[00:05:25] What's your company's superpower or maybe not even the company, because I know you guys do a lot of things, but what's your maybe secret ingredient or just that superpower in your company that you guys really try and cultivate.

What's your company's superpower, what are you guys good at?

[00:05:34] **Joe Houghton:** For me it's being the sole point of contact.

[00:05:37] I'm a listing specialist. When somebody calls me, they usually want advice on how to maximize their bottom line, how to put as much money in their pocket as they can, but they don't want. The people that find me online, typically they don't want the stereotypical real estate salesperson.

[00:05:53] The one that's going to tell them what they want to hear, get them all hyped up and be the full-service full price, [00:06:00] best agent. Everybody's the best agent. I don't know how many number one agents are advertised on billboards in our state, but that kind of deceptive marketing drives me nuts.

[00:06:08] Now I get it with the algorithms and with SEO, putting best and putting number one, it does help boost you up there. I'm guilty of that sometimes too. That's relative, really when people read research, read my reviews, it's repeatedly. It's honest, always reachable, fair, good value.

[00:06:28] I don't give people the advice that is going to make my life easier or help me sell their home quicker, so I get paid with doing little, I give them advice like they're my own mother. Like they're my sister. I treat people the way I want to be treated and I'm a savvy consumer.

[00:06:43] When I go to buy a car. I research everything. I'm reading so much about different strategies and how to negotiate. What to look out for, how to protect yourself, who to do business with, why and why not, and how can you save money? That's just what I try to pass on to my clients.

[00:07:00] I'd say that's the superpower, is basic and honest. They're going to get what the service for me that they read about repeatedly. It's just honest. Reachable. I like to help people weigh the pros and the cons and just spell it out to them.

[00:07:15] I can't tell them what they should do but I can tell them the pros of taking this strategy and the pitfalls of taking this strategy and bring some different strategy

options to them. I let my clients really, I try to empower them to make the best decision for themselves.

[00:07:31] **Joey Myers:** You're making recommendations, they make the decisions.

[00:07:33] **Joe Houghton:** Using my experience to really let them learn from me and not making anybody feel like they've got to transact because I've spent so many hours. I just don't look at it from a dollar standpoint. I think that's what's so different and refreshing.

[00:07:48] At least when I work with somebody, when I find that person that does that and then they are also in that top sweet spot for pricing. I'm never going to be free, but I'm never going to be [00:08:00] the most expensive, even though everybody tells me you should. You should. I can't, I won't, it's just not being true to myself. It's not right to me.

[00:08:08] **Joey Myers:** Yeah. If people go on your website, which is over at, and I'll let you get into this a little bit more toward the end.

[00:08:13] Over at MN for Minnesota property group.com and if they just put in just the about, and just read about you, you've got a lot of accolades that on the sales side, high salesmanship in the real estate world.

[00:08:25] You mentioned on the seller's side of things. Your big thing is the listing. Is getting the optimum value of the listing. Can you go into maybe the top two things that you recommend to sellers?

[00:08:36] You don't have to go into all of them because I know you got probably some proprietary stuff that you probably do, but maybe top two things for sellers or, other selling agents maybe as an advice.

Can you go into maybe the top two things that you recommend to sellers optimizing their home listing?

[00:08:46] **Joe Houghton:** For sellers, hiring the right agent is the first place to start, but what is the right agent? It's different for everybody, but what that agent tells you they're going to do and what they do can be two different things. So many of these agents are good at making the world think.

[00:09:02] That they do a ton of different things and that they spend and spend. Because you hire them, you're going to net so much more money and because of who they know and the clients they have, and when you're in the business, you realize how much of that is fake. For the most part is just embellished, and they focus on things that they think or do impress a seller, but then being an insider, that's fake. It's frustrating.

[00:09:24] So trying to help people see through that and know that you really must take another step when you're researching agents and really find out, when you Google their name, what do you find?

[00:09:33] An agent might tell you they've sold 10 homes in your neighborhood in the last year, and you look them up and they have not sold one. Doing your research and then comparing agents side by side. I think the biggest thing you can do to get your house ready is to make it look like a model home.

[00:09:49] There's a lot of different things that go into preparing your home but the biggest mistake a home seller makes is they call agents, and they ask for a comparative market analysis. Those agents, they know they're being interviewed to [00:10:00] sell the home and so they also know the seller wants to hear what they think their home is worth.

[00:10:05] The seller looks at that and they choose an agent based on, if their price aligns with the price they have in their head and they can really leave a lot of money on the table by pricing their home poorly, whether it's too high or too low.

[00:10:17] Usually they hire the agent that tells them what they want to hear and, really talks the property up and doesn't go around and point out negatives.

[00:10:24] They end up hurting themselves in the long run. I get the call when homes been on the market for a year and a half and they reduce and they say, Joe, Yeah, it didn't work out with the last agent. What do you do differently?

[00:10:35] We've got to reset because you dug yourself a big hole and it's nothing we can't get over, but we must do things usually quite a bit differently.

[00:10:43] Then, go back on the market, so markets change.

[00:10:46] **Joey Myers:** Go into that a little bit. In that case, and that would be tough because it's not like you can just reset, say if you said the home's been on the market for a year and a half. It's 360 plus five plus days that it's been on the market, and you can't just say, can't go on the MLS and just reset that number and say, oh, let's return to zero.

[00:11:02] It's going to continue to show that. If you put it back up again, you're going to see that. What's the difference in marketing a property like that, that you're having to basically pick up the broken pieces versus a newer, fresh property that you're starting at zero?

What's the difference in marketing a property that's been on the market a long term versus a fresh property?

[00:11:13] **Joe Houghton:** I try to get the sellers to picture themselves as the buyer and what's the buyer going to think when they click on and hit the history, a lot of buyers will see the history, but agents for sure will see the history. It's more built into the software that we use, but the buyer knows the history and they're going to ask why. So why is that?

[00:11:29] Let's tell the story. It's usually we started way too high in price, or we started too high, market was different, bad timing, poor marketing, poor photos, certain things that improve. If you can make improvements to the property before you put it back on, that's a big thing.

[00:11:45] Give it a different look. Not only a different agent, different company, different photos, different video, different virtual tour. If you don't have drone photos, if you don't have good property descriptions.

[00:11:56] If you're not optimized for each separate website, the Zillows [00:12:00] and homes.com and realtor.com, all those different websites, they just pull from one source.

[00:12:05] If you don't go into the backend and edit those and make those look native to that site or look for the best optimized for that site. They're showing up above your competition. Those are things I get into, but to really reset and look different and explain why didn't it sell?

[00:12:20] That's the most common question. Nobody else wanted it. Why would I pay anything close to it? There's a lot of explanations for that but give it a new look. Cut the trees down that are blocking the house from showing up in the photo. If a lot of people don't have a photo of the exterior first and here in Minnesota, the first stop people have is when the outside must be terrible or people will have listings without inside pictures, the buyer goes the inside must be trashed.

[00:12:42] You got to just have some common sense, but then you also must put yourself in the buyer's shoes and say, what are these buyers going to be asking now, sometimes they won't care about what was in the past.

[00:12:55] They are usually going to ask, and you want to have some sort of explanation, whether it was, we refinished all the floors. We had old carpet before, we replaced the carpet. You can get a lot done to a house and this is where my expertise really can help a lot of people with the remodeling.

[00:13:09] I always have a house going in one form of remodel or the other. I have one guy that works for me full time, and he's always at one of my houses doing work. I'm making these decisions as a seller, or am I going to sell this rent? Whatever comes first at the price I'm leaning towards.

[00:13:23] But getting that carpet, some people think it's going to be \$10 a square foot, maybe call it a 2000 square foot house. It's not going to cost 20,000. It could,

there's plenty of people that'll charge you that and gladly take your money, but you're not going to get necessarily the best carpet because you paid the most.

[00:13:39] It's really that's something I just can't emphasize enough. There are different companies running different promotions at different times, but if you take the big box store, like a Home Depot and you go in and you get their contractor pricing because your agent's a contractor and knows the ins and outs.

[00:13:53] I just got my client two bucks a square foot. That's with install and that's the carpet I put in my last flip. I was [00:14:00] hesitant to do it, because I usually go with the 360 upgraded carpet, but this carpet looked and felt great. I told him about it. I showed him my flip and he said, yep, I want that same color and let's do it.

[00:14:11] \$3,600 later. I mean he had a bid for 8,500 from his friend and same with painting. He had one bid for \$27,000. I couldn't believe it. The next bid was \$7,000 and the low side of that, my guys will probably come in there and do it for me.

[00:14:26] They're not going to work for him, but 2000, 2200 bucks to get the same stuff done and so there's tricks of those, tricks of the trade.

[00:14:34] **Joey Myers:** Value in that and all the experience and expertise that you have. Again, I said that at the beginning, right? You've gone down all these different rabbit holes and not just gone down them, but you've gotten certifications form or, whatever contractors' licenses and things like that.

[00:14:45] No, I think that's great. To have somebody like yourself and your agents that are backing you, whether you're selling a house or buying.

[00:14:50] Now this wouldn't be the lead generation strategies podcast without talking a little bit marketing.

[00:14:54] **Joe Houghton:** You bet.

[00:14:54] **Joey Myers:** How do clients typically find you, Joe?

[00:14:56] How do you market lead generation wise?

How do new clients typically find you, how to you market lead generation-wise?

[00:14:58] **Joe Houghton:** I played the long game on this and I'm still nowhere near where I want to be, but I started learning about search engine optimization 06, 07 and I slowly, it was slow and learn. I made so many hiring mistakes where I would hire companies that would do this for you.

[00:15:13] I think back all the money I missed, but the icing on the cake or I should say the straw that broke the camel's back was a SEO company I hired and really committed to learning what they were doing. Once I knew enough to be dangerous, I realized what they were doing wasn't helping me.

[00:15:28] It was hurting me and the tactics they were using and the metrics they were showing me, it was all designed for them to make and scale their business. I get sick when I hear people talking about scaling their business sometimes because I feel like many people scale their business in a way that's bad for the end user, for the consumer and you know why that's just bragged on and trained.

[00:15:50] I guess because the goal of so many people is to make as much money as they possibly can and that's how our society might see success. I just don't buy into that. I believe [00:16:00] wholeheartedly that if you do the right thing enough times for enough people, the money comes.

[00:16:04] Yes, we all must feed our families and that is a driver and was a driver for me early on. At the end of the day, what I want the consumer to get what they believe they're going to get. I really don't want them to be deceived.

[00:16:17] Online marketing and lead generation, it's a tricky balance, because you do have to do some things to show up on search engines that I wouldn't write the way I do on my blog post necessarily.

[00:16:29] If it weren't because I know SEO and how to be found, you must write a certain way. It is trying to balance that, because I could give the best advice and write the way I would talk maybe or the way I'd normally write but I'd never get found online. I'm weighing those, getting found online is to me the best clients I have are personal referrals, friends, and family.

[00:16:50] I enjoy it and they don't have to question or wonder if I'm trustworthy, they know my background, they know, repeatedly. We don't have to do any of that. They can take what I say and believe it without taking what I say with a grain of salt and then they may hear what I'm saying and think I'm exaggerating, but I'm not, I'm giving honest advice.

[00:17:10] The people that know that about me already, they're going to benefit from my services a lot more and so the people that study and research and find me online and realize, oh yeah, he does do good video. He does do drone photos. He does add property descriptions.

[00:17:24] He did sell eight homes in my neighborhood, or he is a relocation specialist, whatever it is, if they can find that, read about it and then, trust and verify, it's wow, it's so much more fun to work with a client like that.

[00:17:36] I just don't have the patience to deal with somebody that comes at me like, everybody else, if you've been screwed by other agents, I get it. I wouldn't want

to work with an agent ever again, partially why I got into the business too. I get that, but don't take it out on me.

[00:17:52] I'd rather not work with somebody that's just constant. Never going to trust, believe, or value what I must do. My life's too short.

[00:17:59] **Joey Myers:** I hear you there. [00:18:00]

[00:18:00] When I was doing my baseball hitting site for a long time, we started to base our things off the science side of things.

[00:18:05] So biomechanics, physics, engineering, and that was unheard of. The baseball and softball world have been in the dinosaur age for a long time. When I come along, start talking about this kind of stuff, you get people that are dumping on you, like what you're saying and they're dumping on me because of the other jokester, gurus that have been doing stuff.

[00:18:22] It's interesting. I did that whole SEO, the traditional thing, and I didn't hire anybody. I tried to really do it on my own because at the time I had the time I could do that, I could learn it. It's good.

[00:18:31] It's okay. Four to six months attraction or whatnot. But the thing was, and I fell into the same predicament, this was about a year or two ago when I came back to the SEO front, created the agency and things like that because what generally happens is they'll take keywords, they'll take three, four keyword combo, and they'll try and create an article or post using those key words.

[00:18:50] Instead of just creating the article, like you're talking about. Great information. Whether it's selling yourself, your services or just good information to help people, you're trying to fit an article around certain keyword. The problem I was running into is on that hitting side, I have 300 plus blog articles, or it's probably close to 400 now.

[00:19:06] I wrote a lot of those good articles and didn't really SEO them. Or if I did, it was very general based key words and nobody's finding me.

[00:19:15] Now we do a process where it's six levels deep. We take long tail different combinations of those fitted into a way that is readable and makes sense, but now people are finding me better.

[00:19:25] I totally get the pain on the SEO thing. I had an interview with Jeremy Brandt, who's the we buy houses guy.

[00:19:31] **Joe Houghton:** Yeah. I watched that. It was good.

[00:19:32] **Joey Myers:** Great. Oh, so you saw it.

[00:19:34] **Joe Houghton:** Yeah, good.

[00:19:35] **Joey Myers:** Great and he talked, and he said, hey, you can't put all your eggs in one basket, when it comes to marketing, you can't be all in SEO. Like you said you've seen companies that have a thousand leads in a month and then they get dinged by Google and now they're getting zero.

[00:19:48] **Joe Houghton:** It's real.

[00:19:49] **Joey Myers:** That's crazy.

[00:19:49] Okay, cool, appreciate you sharing that. That's great information. I really hope again, I did the real estate thing for a little bit, I have some friends that are agents, but now I know there's some bad ones out there that are given others a bad [00:20:00] name.

[00:20:00] So hopefully, hopefully with the market, the way it is and where it's going, that it's going to flesh some of those out as Jeremy was saying, but I want to be respectful of your time. I wanted to ask you one more thing before we asked where we can find you and all that kind of stuff.

[00:20:10] If someone were just getting started in into your industry and maybe we'll stick with just maybe the realtor side buying, selling. What advice would you give them?

If someone were just getting started in into your industry and maybe we'll stick with just maybe the realtor side buying, selling. What advice would you give them?

[00:20:18] **Joe Houghton:** Really make sure it's the right industry for you, this is a long term. There is so much work that goes into getting things to where you want them to be so that you are enjoying your career.

[00:20:29] A lot of people think, oh, I love houses. I love talking to people and meeting with people and showing people houses. That's about 1% of the job in the beginning, you're spending 99% of the time trying to figure out how to get that client to want to work with you so that you can go out and show them houses.

[00:20:46] So having the right expectations, starting off thinking, you're just going to make a ton of money and everybody's going to want to work with you because they like you, or because you're friends with them, really step back and go, I have to figure out a way to be better than the 20 other agents they know that are constantly hitting them up for business and referrals and all the people they've worked with in the past.

[00:21:06] All of the people that say I'm the best in this neighborhood and they believe it and now you've got to figure out a way to explain and to then get hired.

[00:21:14] The first question people ask is how long have you been in the business? You got to be ready for that. How to answer that? Usually, I would say the best advice for a new agent is to really make sure it's the right business for you and then join a mentor, join a team. Work with them, a lot of times the guys that the people that join my team, they want the leads.

[00:21:32] I don't want to work with a lot of people that ask about some of my listings or just randomly come across me and don't value a real estate agent. I'm done with that. If they find me, that's where I want my time to be freed up and kept for people that value and know me or have used me in the past.

[00:21:48] Those leads, stranger internet leads go to my teammates and a lot of teams operate that way. So they can cut their teeth on a buyer across town that wants to look at a hundred homes and maybe never buys, that [00:22:00] rookie agent like that, you just look at that as education, you're paying whether it's time and money, or just time upfront to build your clients out, to learn the business, to be able to add value when that person says, Hey, I'd love to work with you, what do you have to offer? Just learning.

[00:22:16] **Joey Myers:** I agree. Great advice. I think patience, you mentioned that earlier where you're playing the long game, right? That's it and when I first got started, it was all the money, I wanted to make money. I was young, I was early twenties getting out of college, just got done with baseball.

[00:22:28] I didn't know I was going to be a major leaguer. That didn't happen. So now what? Playing the long game, it's hard, I think in your twenties or thirties, whenever, if somebody new agent wanted to get out there, but I agree with you. I think they got to love it, relational.

[00:22:41] It is a long game and you're not going to get 10 clients right off the bat and you must be patient because if you're not patient, then you become desperate.

[00:22:49] **Joe Houghton:** It shows too, absolutely, and then having nights and weekends too, most of your agents established will not want to work nights and weekends. They won't want to work with, as many buyers as they can, like in the beginning so you've got to fill that void. That was how I got in, got a lot of buyers early on. Really hard to get listings the first couple years. Got a lot of buyers though.

[00:23:07] They wanted to see stuff the second hit the market and I was all up for it, and I didn't have kids. I didn't have any obligations. I dropped what I was doing, showed it to them, showed them 10 others, encouraged them to see more and more houses. Whereas certain agents are like, sign this contract.

[00:23:22] Here's what you're going to pay. Here's what you're going to need. I won't work with you if you don't do this and it's Oh man. That's not right for a buyer either. So there's a place for new agents. Just be hungry and be available and answer your phone for crying out loud. Part of why I hate spam calls is because I always answer my phone.

[00:23:37] I literally drop what I'm doing. I might be in a lot of times I'm in the middle of something important, but I answer my phone and it stops me and then it's the sales call and I just get so frustrated.

[00:23:47] That's why I won't cold call. I just won't never have. Have done the opposite essentially or not done what they teach you to do.

[00:23:53] I think that's refreshing for a lot of people.

[00:23:55] **Joey Myers:** Exactly. There's market for both ways on that. Totally agree.

[00:23:58] **Joe Houghton:** Absolutely.

[00:23:59] **Joey Myers:** Cool, Joe. All right. [00:24:00] Hey, I want to be respectful of your time. Where can people find you? Websites?

Where can people find you? Websites?

[00:24:04] **Joe Houghton:** MN property group.com is the main website.

[00:24:07] I do have a lot of different websites out there for a lot of things related to real estate and information, but that's the easiest.

[00:24:13] Most of my social handles, social media handles are at property group on Instagram, all of main ones.

[00:24:20] **Joey Myers:** All the good ones.

[00:24:20] **Joe Houghton:** Yeah,

[00:24:21] **Joey Myers:** All right, Joe. Thank you for your time today. Any other parting thought?

[00:24:23] **Joe Houghton:** Just call me if you have questions about the industry, I'm passionate about helping people choose their first career wisely because I'm lucky to have done that and it's benefited me in so many ways.

[00:24:35] It's a bummer when you go to med school, and you do all of that and you realize this isn't the career for me. Oh, my gosh. Can you imagine? I genuinely love

helping good people that come at it, from a good place, like love to help those people, somebody that just wants, and is all about just trying to.

[00:24:52] All about themselves, call somebody else. But if you're a good person and you're going to return the favor to somebody else down the road, I'd love to share, and help you.

[00:24:58] **Joey Myers:** Very cool.

[00:24:59] Thanks, Joe. Thanks for coming here today.

[00:25:01] **Joe Houghton:** All right. Have a good one. Appreciate it.

[00:25:03] **Joey Myers:** All right. Stay on really quick.