

# Realtor Ray Ellen Pixel Properties: Top Real Estate Agents Near Fayetteville, Denton, & Little Rock Arkansas | Best Single Family & Country Homes for Sale with a Pool

## Ray Ellen Interview 2022-07-20

[00:00:00] **Joey Myers:** Hello and welcome to the Lead Generation Strategies podcast. I'm your host, Joey Myers from lead generation SEO services.com.

[00:00:14] I have on with me today is Mr. Ray Ellen. First, I want to welcome you to the show.

[00:00:19] **Ray Ellen:** Thanks, man. Thanks for having me.

[00:00:21] **Joey Myers:** Appreciate you. We talked a while back couple months or two ago, I think. I was pitching some content and distribution stuff, and then we were just getting to talking and just thought that you had some cool insights on real estate and marketing.

[00:00:32] You have both sides. You have that marketing side, plus you also have the real estate side and running the company that you run just a quick background. I'll let you go into a little bit more, but Ray, he runs Pixel Properties it's buying and selling in real estate in Arkansas.

[00:00:45] I know he just went through and maybe we can talk about that on this. He's going through acquisition merger. I'm sure that's all done now at this point if you want to talk about it but he's at PixelProperties.com.

[00:00:55] He wanted to promote his podcast at the end we'll do. But first, go into a little bit more detail Ray, about what you guys do and what your superpower is.

### What do you guys do and what is your superpower?

[00:01:03] **Ray Ellen:** I started real estate in 2006. I was marketing a whole bunch of properties for other real estate agents. I did about 49 million for other agents that year and thought, wow, I should really get my real estate license. I got licensed in January of 2007 and we had an amazing four or five months before the market just started downward.

[00:01:23] It was like somebody just turned off the water falling. I hung in there a little bit and I didn't do so hot. I did okay. But I wound up doing business brokerage and commercial real estate and things like that. Wound up owning a couple of businesses, which that's what happens if you get into business brokerage, you see some good deals and take them.

[00:01:38] In 2013, I jumped back into the residential game, and I just really focused on processes and systems. What made this client's experience fantastic and why was this one of a fantastic? I looked up after about two and a half years of that focus and just investing every single transaction into the next.

[00:01:52] I was one of the top producers in the area, so I thought, wow, I should start telling people. I put then attention into marketing [00:02:00] and I went hard into each part of marketing and then testing it, trying it, testing it, writing down what worked. Testing and trying different thumbnails and what worked.

[00:02:09] This is before the AB testing was cool, like you had to run your own AB test. I was just really focused on what works, what doesn't work, what works, what doesn't work, and then doubling down on everything that was working. I'm not totally sure, but I may have had the first listing video in the state of Arkansas.

[00:02:23] It was bad, but I was holding a phone like this with my arm cranked so that people couldn't tell that I couldn't afford a tripod or a cameraman. I did a little intro and then I showed pictures of the house and the slide thing and then I did a little outro and I set it to music and then there it was, that was the first listing video.

[00:02:42] I just did the best I could with an iPhone four, three, or something like that.

[00:02:45] **Joey Myers:** What year was that?

[00:02:45] **Ray Ellen:** Man, I want to say that was in 2014. Maybe in 15. Video started working well and then we put a lot of attention and focus into video and then, and everything we did just became more about content creation than it did anything else.

[00:02:58] I became a creator because of we were creating, and we are creating in order to get our message out and to let people know we were different. I'll end up speaking at a conference in front of 7,000 agents back in like 2017.

[00:03:10] I said that in the future, we won't be real estate companies, we'll be media companies that specialize in real estate and will be media companies that are out there doing the work on behalf of our sellers and on behalf of our buyers, and back then it was the seller's market.

[00:03:22] It was a buyer's market. We were trying to do whatever we could to market the sellers. Recently, that's flipped to a seller's market. We've been using media and content to market our buyers to potential sellers.

[00:03:33] So it's just trying to figure out the best way to serve our clients. For us, a big part of that was being creative and making that makes sense.

[00:03:43] **Joey Myers:** That's what struck me about you is that you had to almost force into the marketing side of it. Not even forced, but just, hey, this is what I see is going to work and things like that.

[00:03:51] When you were talking about the split AB testing, was that website, or was that Facebook. Where were you guys' marketing?

### **Where were you finding marketing success online?**

[00:03:55] **Ray Ellen:** We started a lot of our marketing on Facebook. Almost all of it exclusively was on Facebook [00:04:00] for years.

[00:04:00] **Joey Myers:** Because it was cheap back then.

[00:04:02] **Ray Ellen:** It was cheap, and it was working so well, we would get so much organic reach. I've taken it out since, but in our listing presentation I had a screenshot of our reach and a post about a new listing coming on the market. It got over 30,000 organic views and that's unheard of these days.

[00:04:21] Nobody does just a listing post and gets 30,000 organic views these days. So whatever changed in Facebook, totally ruined that and Facebook came more of a pay to play scheme.

[00:04:29] We started switching to other avenues then, and I've basically been a lot on Instagram. Then I help a lot of our agents create content and do what they need to do on their other platforms.

[00:04:39] **Joey Myers:** That was interesting. I had a conversation with Jeremy Brandt, the We Buy Houses guy. Interesting fellow, he's got his hands in a lot of different things. He doesn't do the buy sell as much anymore. It's not even a franchise. He said, it's just more of a lead generator where he sends leads out to different agents and they purchase and whatever.

[00:04:54] He was saying that Facebook, he was hot and heavy in Facebook and Google AdWords and things like that. He said that just with the Facebook, and this is recently within the last year, I think, is that they didn't allow now to target zip codes and he goes, I know what zip codes my ideal prospects in.

[00:05:10] He said, we can't do that anymore. He goes, it's almost better to just somebody out on foot and to just canvas certain zip codes but yeah, he was saying that was a big change.

[00:05:18] **Ray Ellen:** We used to do a lot of microtargeting. I hate to rehash the old days, but we used to do a lot of micro content for a specific neighborhood.

[00:05:24] We used to be able to target that neighborhood and the content was for that neighborhood. Apparently now that's against the fair housing, which I don't know how that would be.

[00:05:32] **Joey Myers:** Interesting. Now, last time we talked, were we into rate hikes yet?

[00:05:35] Or we were just on the verge of it? I think they were coming. Is there anything different that you guys are going to be doing or, you don't have to reveal your secret sauce or anything, but, what's your kind of broad and then maybe bring it down to the specific.

### **Are you doing anything differently marketing or business-wise with the recent rate hikes?**

[00:05:45] **Ray Ellen:** Actually, I reveal the secret sauce all the time.

[00:05:47] Part of that is the company that we're with now is just one that kind of gives and we understand that value will come back in our marketplace. I'm spending a lot of time educating clients on exactly what's happening. I guess you could say [00:06:00] reeducating, it sounds terrible, they're being told by the media, that home prices are dropping 50%.

[00:06:05] But the real interpretation of that is that 50% of listed homes are having a price reduction. That's a different sentence than the one they hear. Whenever the news says 50% price reduction. Now they think, oh, it was listed at 300 now it's when 50, that's not what's happening. It was listed at 300 and now they dropped to 299 but that's counted as a price drop.

[00:06:26] I am spending a lot of time talking to my clients about the realities of what's happening. It makes sense whenever you really think through it, all that over the last six months, someone will list a house and someone else comes in \$50,000 over than that.

[00:06:39] Okay. The next month someone lists a house based on that comp that's 50 higher and somebody comes in 30,000 over that. The next it happens again and they're already listing higher because of those previous two comps and now someone's only coming in 10,000 higher and the agent says, oh, maybe the market's about to crash.

[00:06:55] That one was only 6,000 higher compared to the 50. You're already baselining those price hikes in on the previous comps and so now we're six months down the road and pricing it at that price of what sold last month, based on these

price hikes and whatever you're expecting. Now you have a seller with an aspirational sale price that looks like it's based on comps, but that's all been inflated.

[00:07:16] If you went a little bit under that, then that's probably where it would sell and then buyers were like, oh, so thankful I didn't buy a house at the beginning of the year, because I would've had to go \$50,000 over. Now that pricings already built in so you're pricing list price, but you're like a hundred thousand over what it was.

[00:07:32] There's a lot of misunderstanding and honestly, a lot of it's on the real estate industry because we as real estate agents, we should be experts that media can come to and ask these questions and get an understanding that's different from an analyst saying 50% price drops in Austin.

[00:07:52] That's not what the analyst means, but that's what their data, they're just spitting the data out. Then you have a reporter that has a journalism degree [00:08:00] that's looking at it goes, oh, 50% price cuts they write it up and that's not what's happening. Sometimes if you look below the headlines, you see the reality in the story.

[00:08:09] Oftentimes they'll say 60,000 homes, this was an article we covered on our show last week. 60,000 contracts were cancelled. That's a 15% cancellation rate. Whoa, that sounds terrible. It's only 5% higher than the previous cancellation rate and it's in line with what's normal.

[00:08:28] You don't find that out until you're in the meat of the article. I spend a lot of time making videos and content about educating consumers and agents, because a lot of my audience is now agents and I spend a lot of time saying, okay, let's really look at what's happening so that now you can help clients decide with something that's probably one of the largest investments they'll ever make.

[00:08:47] If you're not prepared to help them make that decision, this is probably not the right job for you anymore.

[00:08:51] **Joey Myers:** I agree and if it's anything that the last five six years has taught us is to be a little bit more discerning and critical thinking of any kind of information that we're taking, whether that's the news, a newspaper or whatever that is.

[00:09:01] Given if it looks like it's clickbait or looks like it probably isn't, like you said, it's probably the real story's buried in there somewhere and you just must connect the dots. They're not very good at connecting the dots it seems.

[00:09:12] **Ray Ellen:** There's a lot of YouTubers out there that are just total hacks that are taking that information and spouting that off.

[00:09:17] One said that there's 50% price cuts in Phoenix. That's not happening at all. I called my friend who's in Phoenix and I was like, is this happening in your

market? She said, no, that guy's totally off. He's looking at one house and yes, it had price drops, but it's one listing that was stupidly overpriced. It was priced right then

[00:09:33] **Joey Myers:** It's been so inflated, and I give people the build a pool example. The average pool here would cost maybe like 60 K and I was talking to the pool guy my parents use and we've been in the market for one and I asked him, I said what is it, the normal price versus what is it over now?

[00:09:50] This was almost a year ago when I talked to him, he said it was over 15,000 over what the normal price of a pool is. 60 K if that's the normal [00:10:00] price, then you're going to be paying 75, 80 K for pool, because you got the inflation rates built in and so what happens when you get the money tightens a little bit for being able to borrow?

[00:10:09] Like you said, these jumps have been happening and they're setting a new standard, setting a new standard, setting a new standard. Then the old standard is going to be people coming down, hey, I'm not going to pay type of thing.

[00:10:17] **Ray Ellen:** One of the things that's been on my mind a lot lately is maybe not everybody should have a pool. When I was growing up going skiing was like a luxury thing. Like my parents never went skiing. We didn't have that kind of money.

[00:10:29] Now we were middle class people. We didn't have that kind of money. People had that kind of money were wealthy. The price of skiing hasn't changed in years and years.

[00:10:36] Now I go skiing, and it's I don't know anyone, I don't have friends that haven't skied in years. They'd go all the time but back in the day, that was a luxury good. That was a luxury type of vacation. I think we're through inflation.

[00:10:49] You're going to see some things that are luxury goods, become luxury goods again, and become out of the reach of the middle class and the upper middle class. That's how it was for years and years, but we've had money lately. Everyone's been rich lately. I'm wondering if that's going to come back down or are those luxury goods going to stay high?

[00:11:08] I don't know but I think you're going to see people start to change some buying habits to afford those things they really want. We think, oh, the economy's crashing. As we cry over our \$10 cup of coffee. What are we doing? Maybe it wouldn't be crashing for you if we didn't have \$10 of coffee every day.

[00:11:24] It's a luxurious thing that you have there. I think that would be a reframing and reshaping, but anytime you ask people to change their lifestyle to get something or tame something or lose weight, save money. That's a hard change.

[00:11:37] **Joey Myers:** I agree.

[00:11:38] Switching gears just a little bit, what in your background really prepared you for what you're doing today?

[00:11:42] Is there anything, is it more a school of hard knocks? Did schooling help? What helped you get here?

## **What in your background has really prepared you for what you're doing today?**

[00:11:47] **Ray Ellen:** I think there's a couple of avenues on, my dad was into self-help stuff for years. He was the sales guy.

[00:11:54] When I was probably 12, 13, I listened to the weekend seminar by  
[00:12:00] Jim Rohm.

[00:12:00] **Joey Myers:** Tony Robbins talks about him.

[00:12:02] **Ray Ellen:** Back in the day, my dad didn't pay like a couple of thousand dollars for this CD set and yeah, Tony was mentored by him or whatever. Tony used to go to his conferences.

[00:12:10] I listened to that and then I started listening to it like once a year. So those early in my development, there was some like, hey, look beyond where you are now. There's other stuff, you could be a visionary, you could change things. You could do things that make a difference.

[00:12:22] So I started investing in those kinds of things. Self-help sounds lame, but professional development, personal development stuff, reading Todd Duncan and all those guys. When I was as a teen, I was also a nerd. I started my own web design business when I was in high school.

[00:12:39] It was funny because they did a work study where you could go out like half a day, if you go to your job but I was self-employed, work study and the first report turned in, the principal was like, you can't do this. I'm like, why not? These are my clients. I'm taking care of them. He was like, okay, you could do this, but we must have testimonials now every week.

[00:12:55] So I get client testimonials, it showed him what I did for them. I was always a nerd and geek and into gadgets and gizmos and digital. If you're a content creator, that's up your alley, that's everything.

[00:13:05] Everything I have around me right now are beautiful gadgets that I love. Then there was this professional development track that kind of made me look at things differently. I think when those two kinds of combined that's pretty much the backbone of the content that I have to this day and a lot of it is figuring it out and just trying something.



[00:13:24] I'm an introvert by nature but I must extend myself out there to be on social media. I am much more comfortable in front of a camera than I am in front of an audience. Anytime I speak or something like that, I must extend myself.

[00:13:36] I think number one, getting over yourself and number two, understanding strengths that you have and just playing to whatever those strings are and kind of stay in that lane. Like you're not going to see me do too many posts or articles about design ideas.

[00:13:50] It's just, I can recognize good design. I can help a client stage. I have an eye for it, but I can't talk about it. That's not my language. That's not what I'm  
[00:14:00] best at so I just kind of stay in my lane.

[00:14:01] **Joey Myers:** It's like a art and a science, right? Like the art of it is the Tony Robbins is the Duncans, all those people out there, the visionaries and things like that. Professional development you mentioned, and there's the science of it, which is like the data, what pieces of content and where you put it and what does the image look like? They split AB testing, like all that kind of stuff.

[00:14:19] I took the same road as you. I think that's why I felt a little bit more of a connection, is having a figure it out on your own. I was a criminology major coming out of school. I played baseball my whole life and then got done with baseball and in college and was like, okay, now what?

[00:14:31] I thought I want to be FBI agent or CIA or something like that. I was like, no, I don't think I want to do that. Then I got into real estate, got my realtor's license, got hired on with an investing in real estate company, buying houses at auction and that kind of started the steam role for entrepreneurship.

[00:14:46] But you and I and others like us are figured out on your own. I think that's the fun of it

[00:14:51] **Ray Ellen:** There's a really good book. Rocket Fuel just started reading it, but it talks about the difference in a visionary and an implementer.

[00:14:56] I'm more on the visionary side of that. I'm a terrible implementer. Must push myself to implement anything, but I think there's something to be said for those that are just going to say, hey, I'm going to try to figure this out and do it. I've tried to figure it out and do it, but also analyze it.

[00:15:10] They say that their success leaves clues, right? That's the quote. In real estate success leaves books and courses and seminars and mentors. There are so many people that have done so well in real estate and wrote about it for other people to come back and follow and to come back and find there are gurus that you can listen to that have mastered it.



[00:15:33] There's companies you could partner with, that do it for you. There's not any part of real estate, that would be an excuse to not be successful in because you could hire it out. You could figure it out. Now I think if you want to get to a different level and kind of blaze your own trail, that's a different animal but it is a starting real estate.

[00:15:54] There's a lot of agents that ask me like, hey, just getting back into real estate or just starting real estate, I've [00:16:00] always heard the advice you do you, do you agree? Should I do this thing? Because this is really me and I don't. You do you when you know what you cost you.

[00:16:09] Until then you do what everyone else has done before you. Then when you've sold some houses, when you have a great understanding of the contracts, when you can reach out confidently and speak real estate to people, then find your own trail and you do you.

[00:16:25] For years I didn't have a beard. I was clean shaven. I wore a suit coat. Now I'll show up in joggers in a t-shirt and get a million-dollar listing, no big deal. But that's because that's who I am and they watch me and they're like, hey we see your stuff. If I showed up in a suit, they would be like, oh, okay so that guy we watched is not the real guy. This guy's the real guy and I don't like him.

[00:16:42] I know that there's certain people that won't call me because I don't wear a suit on stuff. I'm comfortable with that cost because I know what I make and I know my lane, I know what I wanted to do.

[00:16:49] If you're just starting out, do what everyone did before you then pick one or two things to start to master and then start to blaze your own trail.

[00:16:59] If you want or you could just follow what successful people have done before you and be extremely successful.

[00:17:05] **Joey Myers:** I agree. Especially when you're getting going in the beginning, people have already given you the cheat code, so why not just follow that.

[00:17:10] In there you'll see little nooks and crannies that you can hit, which kind of brings me to the next question, so you do a lot of stuff. For the company, you do a lot of media, you did a lot of content and all that. People find you that way.

[00:17:21] What is the better, maybe the one or two methods that you use? You warm that market up quite a bit when they come in, they're like, Hey Ray, let's do it. Let's find something or find me something.

**What are the top two marketing methods you're using that people are connecting with you on certain platforms?**

[00:17:30] **Ray Ellen:** When anyone comes to me through Instagram, it is a, would you please work with us?

[00:17:36] Would you please list my house? When someone comes to me through Google it's, we saw you. We really like you; we've read your blog post; we want to work with you. When someone comes to me through Zillow. It's like I might be working with a realtor. I'm not sure yet.

[00:17:49] The warmest reception I have is from the landing spots that I've created. I really try to create the softest landing spot on Instagram. Where someone could go there and to have an [00:18:00] understanding of what it might be like to work with me. If they like that and they want to work with me, there's plenty of ways to reach out there.

[00:18:06] Google is the one that I'm building more. We're revamping our sites since the merger and we're redoing a lot of it, removed all the old blog posts and we're putting brand new, fresh content there, but our goal is to have stories of our clients and the heroes that they are to us.

[00:18:22] Not us being heroes to them. But the heroes that they are to us and how they went through the transaction and what they did, that was right and beautiful and how it ended for them, and we would have as many stories like that as possible.

[00:18:32] Then we'll start creating some of the content that's more like lead generation-based content. Hey. Here's some information about this neighborhood or that neighborhood, by that time we have created this, what I call a soft place for people to land where they can go there and then they see a testimony and they click that testimony, and they see other testimonies in social proof that we are more than just a real estate agency.

[00:18:53] We're more than just an agent. A house is more than several bedrooms and bathrooms and square footage. Anybody can do that. A real estate agent is more than a tour guide. Here's what we're about and when we can create platforms in a relationship with a platform that says, here's what we're about, and we're about you, the client, then the client feels very comfortable transacting with us.

[00:19:14] Now that being said, we're also testing TikTok.

[00:19:17] **Joey Myers:** I was just going to ask you about that.

[00:19:18] **Ray Ellen:** We're about to do a bunch of tests on YouTube. I've been reading and setting that for a year and a half or two and so now we have a bunch of backlog content that we've shot that we're starting to edit, and that will be coming out soon.

[00:19:29] TikTok, I'm doing a 30-day challenge to do 90 videos, I'm way behind, but what I'm doing is throwing as much stuff against the wall as I can. I'm starting to see

a trend on what sticks and what doesn't stick, and when stuff sticks, then I'll start to create content that's mainly in that lane.

[00:19:45] From what I've seen, TikTokers that kind of stay in their lane, like all their content's kind of the same type, they do incredibly well. Those that just throw random stuff, don't do so well. I'm not looking to do well in this 30-day challenge. I'm more or less [00:20:00] trying to see what catches on and what sticks and what people like.

[00:20:03] **Joey Myers:** Find your path.

[00:20:04] You're trying to find your path.

[00:20:05] **Ray Ellen:** If I enjoy creating that content too, then I'll do that. But if people like a certain type of content that I just don't really enjoy and I'm just not going to do it, I'll find something else.

[00:20:12] **Joey Myers:** Generally, how many minutes or seconds are you doing for TikTok videos?

[00:20:16] Are you doing like a minute?

[00:20:18] **Ray Ellen:** We're doing longer actually. There's been some recent studies and research they're showing some of the longer Tictoks do well. A minute and a half, that's our goal for a tip. If it's a longer video, like a tour video or something like that, we could go up to three minutes.

[00:20:31] I just got 10-minute TikTok. I've never played with that, but from what I understand and what I'm hearing from other creators that are far better than I am, I've just been doing the research. They're saying that the longer TikToks, TikTok is pushing it more.

[00:20:45] It's almost as if TikTok wants to be a real competitor for YouTube, but it's basically a vertical YouTube platform.

[00:20:52] **Joey Myers:** Interesting.

[00:20:53] Before I let you go; I want to be respectful of your time. I wanted to ask you a question before we get to the where people can find you, what you want to promote.

[00:20:59] You tapped on it a little bit earlier for those that are just getting into the real estate market. What top couple things would you say, if you can sum it up, that you would give them?

**What top two pieces of advice would you give to new agents beginning their real estate careers?**

[00:21:08] **Ray Ellen:** If you're just getting into real estate and you're not a real estate expert yet, maybe you are, and you have chops from other parts of the industry or whatever, this would not be for you. But if you haven't really developed your expertise and you're looking to create content, focus on the area and the location, because if you've lived there for a long time, then you probably are way more of an expert than anyone else that's thinking of about moving there and you probably know a lot of stuff that locals don't know.

[00:21:29] Now, if you're new to the area as well, create content about the area. Allow people to discover that location with you. Think about when you read a book or watch a movie, whenever you have a character that's in a place that they grew up and that they're highly familiar with, the area is not the story.

[00:21:44] That character must be an incredible story because there's nothing discoverable or mysterious in the area that they have experienced and grown-up in. But when you take a character and you start to insert them into a story, into a place they've never been. Now [00:22:00] that is a different story, now where they are is a story.

[00:22:04] You, as a real estate agent, you could say you're a character as you're being inserted into a place you've never been before then focusing on that area and allowing other people to discover that area through you is a hugely attractive story.

[00:22:18] That people will start to follow and wonder. You'll even have locals, that'll be like, hey, I wonder if they're going to find that secret pizza joint that we all know about, and they'll start to track and maybe they'll start to drop clues and you can find stuff in comments. If you're new or new to an area, I would say focus on the area.

[00:22:34] Now, if you've been in the game a long time, you get asked questions, all the time.

[00:22:39] Those questions that you're asked most often write them down, put them in a story, put them in a video, make post about it, blog post about it because people are probably also Googling those same questions.

[00:22:51] For me, I have a tip jar and any of those questions I write them down.

[00:22:54] These are like old contracts that have cut up, but any of those I just write them down and I have 'them here. If I'm in a drought or need to know, like I must create a piece of content really quick. I wonder if I can make about, will sellers be at the closing? This was a question about a buyer. Will the sellers, will the other side of the transaction be at closing?

[00:23:10] I would do a short little video about, hey, for most closings in our area, it's going to be a split closing. Buyer's going to use their title company. It may even be the same title company, but everybody split. I'll talk about why and when that happened, it's just a real easy piece of quick content you could put out there to

educate the consumer and allow them to know that you're an expert and hopefully answer some of their questions.

[00:23:30] **Joey Myers:** I love that. Yeah. There are some unique things too, we can do with Google to find out some of those things. I used to think that SEO was just looking up, going on a Google keyword planner or something, and then putting in three keywords and it'll give you like different versions of that and things like that.

[00:23:45] It was on Google, you can go down, you can do a search term. You can scroll through the results, the top, the first page and then when you get underneath there's related searches and those related searches are searches that people are typing in, that they're searching.

[00:23:58] Sometimes, it might give you, [00:24:00] I don't know, maybe eight different ones and some they might be all similar or some of them might be different. Like they might be a different rabbit hole, different, maybe three feet away, a different rabbit hole that you can go down and then it'll give you, it'll branch out, which is cool.

[00:24:13] I love that piece of advice is taking the questions that you get, or the questions through search or whatever and you can make pieces of content. For those that are new. I think that might be scary for some to come in and say, I must do a video. I must be on video for that.

[00:24:26] **Ray Ellen:** You don't have to do any video or any content marketing at all. I've got a good friend of mine that hardly does any, he's got a billion-dollar business. Is he leaving a lot of money on the table because he is not doing that? Absolutely. Absolutely.

[00:24:37] You must be comfortable with leaving that kind of money out there. You must be comfortable with looking your friends and family in the face and saying, yeah, I didn't earn that much this year, so I can't do it, but I could have shot a couple of videos and gotten over my own fear and maybe we could have sent you to college.

[00:24:48] **Joey Myers:** Like you said, success leaves clues.

[00:24:50] Cool Ray. Hey, I want to be respectful of your time. Where can people find you? Go ahead. I know you wanted to promote the podcast, all that. So go ahead.

## Where can people find you Ray?

[00:24:57] **Ray Ellen:** I'm on Instagram.

[00:24:58] That's the best place to find something and be with me everywhere. So, razorback, I'm an Arkansas alum so Razorbacks, that's where that name comes from.

[00:25:05] **Joey Myers:** I love it.

[00:25:06] **Ray Ellen:** So, R a Y Z O R B a C K, the handle stuck since college man then I don't feel like I want to change it either.

[00:25:12] There's a link tree in there. That's got a whole bunch of stuff. We're starting a YouTube formula book club, first day is tomorrow to do an overview. We've got the podcast going every week. It's about 12 o'clock central and we just cover new stories, live dive into the headlines, what's happening. What's being said.

[00:25:27] That's our bread and butter. That's what we'd love to.

[00:25:29] **Joey Myers:** I like that. I completely encourage people to go out and at least, follow you and listen to what you're doing, because like I said, I get on a lot of calls with real estate agents and things, and some are in the business.

[00:25:39] There's not a marketing side to them, might be a little new, like you said, maybe they think it's not their lane, so they don't even go at it. But I feel like you really tackle that or tackling that's never really a destination, but a journey.

[00:25:50] Like you said, you're throwing a 90-day challenge. You're throwing as much as you can up on the board and TikTok to see which one's work. Then you find those, it probably might be only five of those 90 videos are [00:26:00] 10, but those are big and then you just do more videos just like that.

[00:26:02] You build a following and all that. Keep up the great work, man. Appreciate you coming on to the podcast and maybe we can do a take two at some point.

[00:26:09] **Ray Ellen:** Yeah, my pleasure. Thanks for having me.

[00:26:11] **Joey Myers:** All right, stay on Ray really quick. Let me stop the recording.