

Iron Key Real Estate Company Top Realtor Agents In Fresno & Clovis | New & Existing Homes And Houses For Sale | Find On Instagram & Facebook

Sean Soares Interview 2022-09-28

[00:00:00] **Joey Myers:** Hello and welcome to the Lead Generation Strategies Podcast. I'm your host, Joey Myers, and this podcast is brought to you by lead generation SEO services.com. Services with the S at the end of that and in EnFuegoMedia. I want to welcome Mr. Sean Soares. So first, welcome, good friend of mine. We were battling our board in the last couple years trying to get our kids back to school without masks and all that good stuff.

[00:00:34] So this is a treat, and it just so happens that Sean and his wife own a real estate company or have for a while. We'll get into that in a little bit. He's a co-founder of Iron Key Real Estate. I'm assuming co-founder because you and your wife no.

[00:00:47] **Sean Soares:** No not co-founder. Not co-founder.

[00:00:48] No. Although, see, it's, it, especially when we first started doing the marketing. A lot of people, Hey, so your brokerage. You own a business in real estate. You just work under a brokerage. We, I guess we are the owners of the Soares team group, the Soares group under Iron Key Real Estate.

[00:01:04] **Joey Myers:** Gotcha. You have it structured there in a unique way, or maybe it's not a unique way, it's a way you normally do it. Yeah, but yeah, so he's mentioned the Soares Team, so the "Soares" so like Eagle Soaring, S O A R E S. So TheSoaresTeam.com is their website.

[00:01:20] And we'll get into that a little bit more at the end. We'll let Sean go into where you can find him and all that kind of stuff. Again, thanks again for joining us and welcome to the show, Sean.

[00:01:29] **Sean Soares:** Thank you for having me. Appreciate it.

[00:01:30] **Joey Myers:** The first question, tell us what you guys' company does at a high level?

What does your company do at a high level?

[00:01:36] **Sean Soares:** We are in residential real estate. We have sold houses in the commercial side. We have had property in the landside, but basically, we're a one stop shop when it comes to real estate. Our brokerage. The iron key is amazing. They started out as a boutique. Now the number of agents that are there, quality agents there, there's a good synergy [00:02:00] that works there.

[00:02:00] We have Chelsea, it's more of the realtor, and she's second to none. She dots her eyes, crosses her T's, and I'm more of the marketing guy, lead generation, that type of stuff. When we set out to do this, it was, we want, because we have our family and that's the most important thing.

[00:02:15] And working together with the spouse, there must be clear cut lines of what you do. And that we had a hard time figuring that out, but it was like, you're going to do one thing, I'm going to do the other. And together we're going to combine and make one realtor and not have two realtors working, in conjunction with each other.

[00:02:30] Because then you have a lot of overlap. To work at a high level, it's really checking your ego and for me, especially being the man, a lot of times it's so I don't step, I don't get into her lane unless she asks me or if I do, and, she doesn't necessarily agree with what I'm saying.

[00:02:44] It's Okay, I'm just giving you my opinion and that's all that it is. Yeah. Mainly we do residential real estate.

[00:02:49] **Joey Myers:** Yeah, Sean I always refer to him as Dragon Energy. And when he says, checking his ego at the door, it's not that big ego, but Sean's a big he's got, he brings a lot of flavor to the table and knows a lot, very knowledgeable, very much a go getter is going to speak what's on his mind.

[00:03:07] Very comfortable and confident in his decisions that he asks for feedback and all that kind of good stuff, but very confident in what he's doing. Which brings a question. There are other realtors out there that are sharing the business with their spouse.

[00:03:23] So what were some of those things, those boundaries that you guys had to iron out in the beginning, Like, how'd you iron that?

What have you learned about sharing a business with your spouse?

[00:03:29] **Sean Soares:** Just basically through button heads and it got to the point where, we would be doing the same thing together and then coming up with something.

[00:03:36] I just worked on this amount of time on this and so did you, and now we wasted a lot of time. And it was like, okay, so what are we good at? Like Chelsea is

organized, she's punctual, she, like I said, dots her I's crosses her T's, and I'm more of a, cross your eyes, dots your tees, And I think outside the box I do things differently.

[00:03:56] And I love psychology. I love sports psychology. I love, when I taught for [00:04:00] a long time, looking at the dynamics of a group, a diverse group in the classroom, it's what do I bring to the table? I bring the idea and the thoughts of the community at large. When I'm sitting there trying to reach somebody and she goes up and steps into my lane, now it's Chelsea, we know what I'm good at.

[00:04:22] This is why I'm a part of the Soares Team and I know what you're good at. This is why you are the head of the Soares Team. Because I couldn't be the head of it. Because I'm so out there, but when it comes to marketing, it's okay to be out there because you're trying so many things and getting that feedback on whatever, media that you're using, and then you can Okay, now I can bring you a big idea.

[00:04:42] And then we can chip away at it,

[00:04:43] **Joey Myers:** Let's go back in time a little bit to where you got to the marketing side, where you feel like pretty good creatively and all that kind of stuff. Did you study that in college? Was that your major or did you, was that just something in high school that was developed?

[00:04:58] Were you good at Just drawing what did that come from?

Where did your creativity and/or marketing prowess come from?

[00:05:02] **Sean Soares:** I think that creating relationships is an art form and I've always liked to do art, as far as is drawing and I was more geometric shapes. I did like to do some shading, I had friends that were really good artists and seeing, and then also social media when they came out with my space and then, my space shout out.

[00:05:20] **Joey Myers:** Now you're dating us...

[00:05:22] **Sean Soares:** Right?! But I looked at the essence of my space was beautiful. You got to play a song that people got to go to your page and see the essence of you. People already knew us, that our family and friends and even a little bit bigger school community and such, they knew us, but they knew Sean, the teacher, and they knew Chelsea, the homemaker and trainer, personal trainer.

[00:05:47] So when we first started, it was like, okay, we must completely rebrand how people look at us and we must be Sean and Chelsea, the realtors who happen to be an ex [00:06:00] teacher and an ex, personal trainer, but always have that family connection. When I started looking at, like my past, I'm like, Okay, I had to go be a chameleon in sense, but I always wanted to be myself, but which side of myself can I show to this group of people?

[00:06:17] So I was never, not genuine about who I was. But I had to make sure that side would come out. It's like being a warrior in a garden. You're not going to go be a savage everywhere you go, okay, on the football field I can turn and switch my mentality and be a violent person.

[00:06:32] But then the instant. I between plays. I could go be a nice guy. I could shake your hand; I could give you a hug. I could switch it on and off like that. With marketing it's the same thing. It's if you are presenting something, what exactly are you trying to present? Like I said, when we first started, it was about painting the new picture of who we were.

[00:06:52] And then now we're getting back to, we can now start painting the real estate side in a smaller light because people know the Soares Team Real Estate. Now it goes back to who are we as, 41 and soon to be 39-year-old, members of the community. What do we like to do in the community that connects and relates and hopefully inspires other people to do the same?

[00:07:16] **Joey Myers:** Yeah. That's what's cool about you guys. You guys do a lot in the community and again, mentioned something, we were talking about the schools and going to the school board meetings and things like that. What are some of the cool little community things you guys are working on as a company to give back?

What community projects are you working on right now, outside the business of real estate?

[00:07:32] **Sean Soares:** For sure. Since we've beginning, we've always partnered with Pinedale Elementary School. We recently, my brother's old teachers, and he's a principal at Nelson Elementary School. We've partnered with Nelson too. And we just do, if they come to us with a need, we either provide what that need is, or we go into our relationships that we built in the community and provide them a resource to get [00:08:00] something done.

[00:08:00] But then I started, probably 10 years ago, I was an arm off the Pinedale Health Center. I became an arm for a nonprofit, which was My Town. Then I partnered with this girl, and we created Our Town, and then they wanted me to be more of a CEO type, the Chelsea type of the nonprofit.

[00:08:23] And I'm like, That's not my bag. I'm more of the Pied Piper. I want to go and talk to people and get people engaged and involved. Then I resigned from that one, and then I started a ministry called the Passion Project, and that's been the latest thing that I've been working on because I see the need we have for veterans.

[00:08:41] I see the need we have for people with, disabilities, special needs people, and I see that the reciprocal mentorship that those two groups can provide to each other that can help change people's lives and that's all I've ever wanted to do is help people. I don't really care about money; I don't care about possessions.

[00:09:00] It's what can I do to help people in the community and now that I've created this and it's more of, I can do what's on my heart to help people. I can give back now in that way, but I could also focus a lot more on the real estate side because now that there's synergy with those, the better we do in real estate, the more money we must fund this project over here and it just starts to work back and forth in that way.

[00:09:25] **Joey Myers:** Yeah. And that's great. Giving back, contribution, is one of the big things. I'm big fan of Tony Robbins and he talks beyond the four main emotional what is you call emotional needs or whatever it is, where you got predict, predictable, unpredictable love and connection and significance.

[00:09:41] And then the other two, that people tend to not really go into is growth and contribution. I think contribution's great, especially on the real estate side, it's all based on relationship and building that know, like, and trust factor. I think that's great.

[00:09:56] **Sean Soares:** With that, Joey, the way I look at it is [00:10:00] what are our interests? And when you look at marketing and you look at giving back, it's easier to give back to something that you are passionate about. Like we do a lot of, we fur ball Friday, and we present a bully breed from the Bully Rescue, a bully dog.

[00:10:15] That for somebody that's up for adoption. We are passionate about our animals, we have quite a few animals of our own. Passionate about fitness, we're passionate about the special needs community, about the veteran community, about, certain things that, how do we tie, and this is, I started wrestling with this early on, is I don't want to, because of our faith, I don't want to be like, oh, look at us because of what we're doing.

[00:10:40] I had a hard time, but then at the same time it's not, look at us, it's look at what is being done. And trying to inspire others to go and do something else that they're passionate about. And it doesn't matter how small it may be, you may be helping three people, but guess what?

[00:10:55] Those are three people that weren't getting help before. If we can inspire somebody to follow their passion, not just their profession, but follow your passion, now we start to change the community within that realm as well. And it makes it easier to go and give back for those things that you like, you get up every morning to, because you're passionate about it.

[00:11:12] **Joey Myers:** That's a good point. Yeah. It could be as easy as going to the shelter and feeding, on a Friday night or whatever. Just something, some people think, that's not much. But it's a lot. Like you said, three people that are being help if you're helping three people's, three people that weren't held before.

[00:11:27] Bring it back a little bit to real estate. We got the rate hike just recently. And before that, I guess March is, was when all that started. March, April. Are you

guys doing anything different? Are, is there the different, if you focus your strategy in a different way with that?

With the March rate hikes, are you guys doing anything differently?

[00:11:43] **Sean Soares:** Yeah. Because right now, my dad's an appraiser and then we talk to our lender friends, and then the re the refinance market is taking a bigger hit. The buying and selling are still out there and happening. For us it's if you look at real estate in a whole, it's okay.

[00:11:59] So [00:12:00] you have a success as a realtor where you're working so much and so hard because the market's hot and, prices are great right now for buyers and sellers, whatever. And so, it's a hot market. Then if that starts to taper off and you have more time on your hands, it's okay, let's shift that and now let's start looking to the investment side of things.

[00:12:20] So no matter what, if you're smart and you're working properly in the business, then you're going to find your way. You should never be, not be busy in a sense. And I don't mean busy as in okay, we're just taking up our time, but meaningful things. And then you look on that. If we can budget our finances properly, then when we start to dip down, then we can go and say, Okay, what community can we help?

[00:12:45] And that's when we start giving back to the community because eventually everything turns around. And if we can help uplift people there, then you have people that are saying, hey, my mom wants to sell her house. I know the market is like this, but I want to sell to you first. Then we have the opportunity to go and buy houses and actually put people into those houses that are deserving, And for me it's with the special needs community.

[00:13:05] Is if the housing market gets to a point and we're not selling much real estate and we start buying, I want to put my special needs guys into houses and teach them how to live independently. It all ties full circle into the real estate model. It's just, which side do you want to go? Do you want to go as a realtor?

[00:13:21] Do you want to go as an investor? Either one of those sides is going to be able to be beneficial for us and people that we're helping. So again, it all comes back to how can we help ourselves, provide for our family, but also help the community at large. .

[00:13:36] **Joey Myers:** Yeah. Great advice. Are, when you guys buy, are you guys looking at buying residential or you looking at buying condos or multi or when you guys are buying...?

[00:13:45] **Sean Soares:** Honestly, it would be anything. If price is right. There are some people that we've talked to that might want to team up and for me, this is one

of those things. There are a couple areas, like out of state buying is a possibility. Finding houses that are in areas of [00:14:00] growth, especially college growth.

[00:14:01] And that's just something that is a long play working on. But the short play, because I do also, I'm employed, technically, I work with my buddy Steve, and I do meaningful things like social interaction with him. We bring him, we go to Costco, we'll go to the golf course, we'll do these things.

[00:14:17] So I'm technically working as an employee of the county. But then at the same time, you build that relationship up and a lot of guys, they're not having a lot of social interactions just because of the last couple years. The situations that they're in, the jobs that they're in, they're not very meaningful to their lives in a certain sense.

[00:14:34] So on the real estate side, if we can go and buy a house and we can put these guys in here, now we teach them home ownership, even though it's not their house, but ours, we cannot allow them to take ownership in a sense, over these houses and teach them what it's like to be self-sufficient and not just Okay, you're getting this stuff taken care of.

[00:14:56] No. This is your responsibility now. This is technically our house, but we're giving you the ability to feel ownership in this house and do things around and teach them on that house. So that's where for me it's, how can we help others in doing what's financially best?

[00:15:10] And then there's other people, because the veteran community has houses like that as well. If we can start to connect these dots and allow these people, because you might have a veteran that comes over to this special needs house and hangs out there because they love being there and they love hanging out.

[00:15:24] So providing opportunities to bring people together on that real estate side is where we're really pushing for the future.

[00:15:29] **Joey Myers:** Yeah, I love that, man. I love that. Yeah. God speed to you on that, on those projects. Those are great things to be doing in this market and over these last, few years, all the stuff that these guys have been put through.

[00:15:40] I love it. This wouldn't be a Lead Generation Strategies podcast if we didn't talk about lead generation strategies. Let's talk about that. We got the right guy on the line. I know Chelsea's, she's does her thing, she's got her superpowers, but yours are in this marketing side of things.

[00:15:54] How have your lead generation strategies changed from when you guys first started, when was Sean the teacher, [00:16:00] Chelsea the personal trainer, to now, to where you guys are at? What'd you guys do before and then what are you guys doing now?

How have your lead generation strategies changed from the beginning of the business to now?

[00:16:06] **Sean Soares:** Before it was everything that we did, there were a lot of lifestyle videos.

[00:16:11] It was a lot of tying everything into real estate. There was always an undertone of real estate that was there, and then there was overtones of real estate. It was like, okay, this is who we are, but we really had to paint ourselves like real estate. Real estate. Real estate. When you look at a lot of our beginning stuff, we did some funny stuff, some goofy stuff, whatever, but, and it was a lot of trial and error.

[00:16:30] It's okay, so we really wanted to do lifestyle stuff, but at the same time it's, you can't do too much lifestyle because then people missed the messaging. We did some stuff at the beginning. We did some stuff with like solar negotiators. Some commercials, I was in a Harris Ranch commercial and when that was being done, it was all being done.

[00:16:49] People like, oh, you guys are in solar. Oh, you guys are in this. And it was like, Dang. Yeah. Luckily our faces were getting out there, but it wasn't in the proper way. But now we've gotten to the point, and I don't know if you'd noted I stepped away for a little bit because we were doing the fight for the kids and...

[00:17:04] I had to deal with some mental health issues too, that kind of can affect my person in a sense when I go out. I don't want to bring up that, like I said, I have multiple, like we all have different parts of our personality, but if the overwhelming one is like of sadness, like I don't want to go on.

[00:17:21] Put that on anybody. But, so even creating these commercials, it was hard to go out there and put up something that like, I don't really feel that way right now. Because everything must be genuine, everything that we do, it must be from the heart, it must be genuine. We have some old commercials that now that I'm feeling back in that state, I can put those out because if somebody sees me on the street, they're going to get that guy.

[00:17:42] But if they see this on a commercial or on an ad on social media, but then they get me in person and they're like, Wow, he's just a shell of a guy. Yeah. I've always had to make sure that we're tying in who we really are to what we're putting out there, but now that we're...

[00:17:57] back in full swing. We did a little [00:18:00] podcast that we're going to put out next week. Hopefully that is just us talking about this journey about me fighting and posting stuff online. And people always get a snapshot of what your real life is versus what you're putting online. You have these two different sides that aren't acting up.

[00:18:15] You have this posting like all this was positive. But then there was no real room for real estate in there. It was like rebranding ourselves, myself, especially back in the business. But since we already have this body of work that's going to be easy to put back in real estate now that people see, okay, Sean's back, now we can start tying in.

[00:18:37] And now instead of it being like focused on real estate. We have the undertones of real estate by itself. We don't have to have the overtones anymore. We can go and talk about fitness, right? And then we can say, how does it relate to real estate? And it could be easy. It's something as simple as, you know what?

[00:18:54] Chelsea wakes up at 4:30 in the morning to go to the gym because she needs the energy that she must push forward in her day in real estate. Tying in the visual of an alarm clock, waking up, getting after it, and then boom, dressed nice. Ready to start your day. A productive day. The other one, so like for me as well, working with the nonprofit and going and painting that picture of, it's not Sean is doing a nonprofit and then, oh, are you in real estate anymore? It's No, Sean, the realtor is working with this nonprofit to help people in this way.

[00:19:27] But then it's okay, so there's those two aspects and I'm in fitness too and that's fine. Because you can capture the fitness world. They're like, Oh shoot, those guys, those, they're in really good shape and they're in real estate. There's that common ground that you build and then each little thing that you do from the fitness group, how do you continue to build those common interests around fitness?

[00:19:47] And then every time one common interest, there's one common interest real estate, second, real estate third, and now you're tying all these things into a person that does fitness, that is a realtor, and you start to [00:20:00] capture the audience that way. The other one is family. We have this thing before the pandemic hit is we wanted to do; we have our little Jenga commercial that is like us around a table.

[00:20:09] Then I wanted to go a little bit bigger and us in a backyard with our friends, breaking bread around a table eating, but then we didn't want to be out there insensitive for people to look like, oh, you guys are eating you're not wearing a mask, you're not doing this. And I'm like, So I didn't want to cut off that side of people to see us as you're irresponsible.

[00:20:26] We put everything on hold. But the next phase is with friends, like in the backyard breaking bread. That's what we do. Then the next phase is going to be with our community partners. At a local restaurant, locally owned restaurant, and now we're with the community helping, and then you go, and now we do a real estate commercial because everyone has this is built now.

[00:20:45] Okay, look at their personalities. Then you bring the real estate commercial in. Now you have four commercials, right? Plus, you have all these other things that were the special needs community, the veteran community, the fitness

community, and you're weaving all these storylines in together, and you have eight different ways that you can touch on.

[00:21:04] Because now you might have somebody who loves the Bully Rescue that's also in a fitness that might be a veteran, that might have a brother that's in that has Down syndrome. You just tied in four things, plus you touched in all these other ways. They're like, wow. That is creating who we are as people and how we are involved in the community, and it brings a meaningful way to show people like we are about helping, and we do real estate, so who are they going to want to use?

[00:21:31] You tied in oh man, you go to the gym like, oh man, I need to sell my house. Boom. Oh dude, that's Sean and Chelsea. They're fit. That's cool. You start to tie as many things as you can, and then they just revolve and you start showing all these things, and you just constantly capture attention through all these different meaningful things.

[00:21:45] You know what I mean?

[00:21:46] **Joey Myers:** Now, when you say commercial, are you talking about like TV or you doing like YouTube? Like video ads?

[00:21:51] **Sean Soares:** We'll, yeah, we'll go tv. We had a contract with KC 24 and 47. Then we moved into Comcast. And [00:22:00] then using Facebook. Because Facebook is still a big one.

[00:22:03] Because you know, truth came out. But a lot of that is Twitter. I don't understand the Twitter at all. Instagram is decent just because video, you could show a video. We're using a lot more reels. And if I can convert something to a reel, then we'll put it as a real just. There's a lot more opportunity to capture with video and the attention span, So I've been really working on that.

[00:22:23] But then commercials on TV really for our generation. You're watching a football game or you're watching the golf channel and the Soares Team comes on, that's a meaningful commercial. It's Oh man, look at that. Oh, that's awesome. Look at the Soares Team, there's another touch because you have the touch on different things that we're doing and how we connect with community.

[00:22:41] Then we have the different modalities and the type of media that we're using with social media, with tv, with print, with all these things. And then you got word of. Now, there's so many tentacles that are spread out that can capture somebody in different ways, and that's the main thing that we're trying to do.

[00:22:58] But again, not just with real estate, it's with who we are as people, and we happen to be realtors. Yeah. You know what I mean? That's where it's different from the beginning.

[00:23:06] **Joey Myers:** That's a great point. Yeah. We're, it's a lifestyle. You're promoting a lifestyle, you guys' lifestyle, what you guys choose to do, what your interests are and that's capturing, connecting.

[00:23:17] Correct me if I'm wrong connecting to those people that have similar either have 1, 2, 3, or commonalities of that. Instead of really thinking about it in terms of, hey, let's do a video tour of this house, which you probably would do, but that's more of a off, like a moon of all the planets that are going around each other.

[00:23:35] It's, that's like an off, off thing. That's just a, what do they say, Features and benefits. People don't buy features; they buy benefits type of thing. So that's more of like a feature, like Yeah, this is a house that we're listing. This is the per, and you guys probably, you guys do whoever the owner is, and you got a listing.

[00:23:50] You guys almost go into. Maybe lifestyle too, like you bring that part of it in so that the buyer falls in love with the story of that previous owner's house. So that's what it sounds like. [00:24:00] Exactly. Great advice man. Because I've heard it also too, I talked to a gentleman, had, or had another realtor he owned a company's, he's going through acquisition issue was being acquired.

[00:24:09] Out in Arkansas. Bright guy, big marketing guy too. And he said that we are marketers as real. He's talking, speaking from a realtor or broker. We are marketers. We just happen to be doing real estate. Yes. And so, what you're saying is you're adding to that, piggybacking on that is we are lifestyle marketers.

[00:24:24] Yes. And we just happen to be doing real estate.

“You’re marketers that just happen to be doing real estate”

[00:24:27] **Sean Soares:** Yep. And see, and that's where the contrast from the beginning is we were just lifestyle people. And it was like, okay What now? What are you doing? What are You know what I'm saying? We had to push it out there as realtors.

[00:24:40] Yeah. But now that there's, it's so much more complex than that. And there's so many opportunities to, to reach, and that's like you said, the lifestyle type of stuff. And it's how can we connect to somebody's lifestyle? You're a hitting coach as well, and for me it's I didn't play much baseball.

[00:24:55] My brothers did. What is that connection? Even the conversation if you meet somebody and you like their energy and you're like, I could get along with this person. Joe, hey like we knew each other, but I didn't know, my brother Chad. Yeah, I played with him too big years, And then, Oh yeah.

[00:25:06] Chad's a sergeant in police right now. When there's another connection. right? Oh yeah, that's cool. Yeah. His kids go to play football at Clovis West. Oh.

There's a football connection. There's a Clovis West connection. Yep. Now you start to tie all these things in, and that's just what we do to get to know somebody.

[00:25:21] We're just trying to let people get to know. And what our passions are. And then also, but we're also very passionate about real estate. Then it's like all these things, a passion come together, and one is not more important than the other, but there's always an underlying meaning because of that's what we are.

[00:25:38] We are realtors, so people see that and everything they see. It always ties back to real estate.

[00:25:43] **Joey Myers:** And I think, I think that some people that I've talked to are maybe not the people that I've talked to on the podcast. The real estate people are, they aren't. Per se. Scared, but they talk about the newbies coming in and the newbies coming into the real estate world are afraid to [00:26:00] take a stance in something like that.

[00:26:02] Like they're afraid to say what they're interested in because they're afraid it's going to filter out some people that could be a payday for them. But that's kind of part of the game. It's a filter. Like you said, life is a filtering process. You decide your friends, you decide your spouse, you decide a lot of things based on a filtering process.

[00:26:21] There's certain things that I'm not going to do because I, it's just not in my thing,

[00:26:25] **Sean Soares:** For you as a hitting coach, somebody comes to you, a kid comes to you that needs help with their hitting, and he already knows everything and the dad's always coaching on the side.

[00:26:33] You'd be like, why'd you come to me? Is it worth it to stay in that relationship or just to say, hey, this not going to work out? Maybe you, I can refer you a couple other coaches, but for my coaching style, it's not going to work out. Same thing for us. If we went in to, and this is hard because Chelsea is so good and she gets along so well with people that, but if we did get into a relationship that might not work.

[00:26:53] We want what's best for both parties and it doesn't matter. We've even given up deals because we don't want to create any kind of controversy. It's like, why don't you just, that's fine. You if that person's going to sell, like they're already going to sell your house, but you want to buy with us, but it's not going to work out in this competitive market.

[00:27:12] You know what, why don't you just go with them? And those people that we did that with, they didn't end up getting a house, but they were very, Appreciative for what we did. And you never know what happens from that, but just doing what's right in this business and not worrying about a paycheck and not worrying about...

[00:27:29] Anything other than doing what's best for your client, your potential client that's all that matters. And it comes out in the end. But how do they know that you are that way they could either get into an agreement with you and then get into contract with you as their realtor, and then they can see how you work.

[00:27:45] Or you can show them this is who we are. Like, you can bet your bottom dollar that we're always going to be, Moral people, and we're always going to do what's best for our clients and we're not going to stray from that. If they can see that with what we do in the community, [00:28:00] you know who we are as people, you know that we're very focused and driven in what we do in our personal lives as well as our business.

[00:28:06] And they know that they know who they're getting right. When they hire us to work for them.

[00:28:10] **Joey Myers:** Great point. So last question before I let people before you let people know how to find you always find it a fascinating question is if somebody were coming in new to the real estate space agent or whatnot.

[00:28:21] I know you; we've been over at The Mug, and you've been in the middle of interviews, you, and Chelsea. So how many people do you have hired on right now?

[00:28:27] **Sean Soares:** For the brokerage itself, I'm not sure 100%, but I think we're over 50. And my Brandon will kill me. Dude, you don't even know.

[00:28:34] I don't know a lot of things Brandon, but we had just one team member. But right now, it's just Chelsea and myself. Because but again, like I said, the structure of right real estate is the nature of it. But we have collaborations with everyone in our office, there's questions or anything. We collaborate with a lot of people.

[00:28:50] **Joey Myers:** What would your advice be on somebody that's wanting to break in wanting to get hired on by the Soares Team or the brokerage or whatever? What's your advice?

What would your advice be on somebody looking to get hired on by the Soares Team?

[00:28:57] **Sean Soares:** I would say one, just study up and know as much as you can and learn from people, but also don't be afraid to spend.

[00:29:04] This is your business and if you're looking to be successful at it, you must invest in your company. It's not just going to come to you and whether you're investing with time or investing with money, or you're investing with whatever that is, but invest, and really start to understand that business doesn't come to you right away.

[00:29:24] It could take of hustling hard harp, three months. It could take three years. You could be working with a client for a year and not get him into escrow, but then at the end of that year you get him into escrow. It's just the grind of work but building relationships and investing in your business is the most important thing.

[00:29:43] **Joey Myers:** Great advice. Great advice. All right, Sean. Where can people find you? Give all the goods...

Where can people find you guys?

[00:29:47] **Sean Soares:** For sure. We're on TheSoaresTeam.com. We are The Soares Team on Facebook and Instagram. I believe it's TheSoaresTeam dot Realtors on Instagram and at Iron Key Couple [00:30:00] on Facebook.

[00:30:02] And our phone number is (559) 825-1823. Email would be Chelsea's: chelsea@ironkeyrealestate.com

[00:30:17] **Joey Myers:** Okay, cool. And there was one other question I was looking Oh, are you guys, so mostly on you, you mentioned Facebook. I know you're on Facebook quite a bit.

[00:30:25] But are you guys most, you spend a lot of time on Instagram.

[00:30:28] **Sean Soares:** Yeah. But if Facebook, Instagram is about the same and that's the thing. For our clients that know, like having exposure. We got the 10 million views on a video that we did went viral, which was awesome. But when our clients see that we have a reach and we can put have a lot of viewership to what we do, that when we post, because Instagram, it's weird because you can't post a link in the thing.

[00:30:50] If we do a, if we just list a house, we put it on Facebook as a link so people can go directly to that house and see everything about it. We're on Instagram, it's more of here's a, just listed, and then we'll have the link in the bio or or if we go pending or just sold, we let people know this is the body of work that we're doing.

[00:31:08] So people know, and some people see Oh man, we don't want to call you guys because you look too busy. It's like we're never too busy. You know what I'm saying? Like ever. We'll never be. Because it's not busy when you're helping people. It's like we just do what we can. Yeah. And it's a grind sometimes. There's work to be done at nine o'clock at night and Chelsea cuts her hours, but if she must get something done, she'll work late.

[00:31:27] So it's one of those things that the social media really gives us an opportunity just to share like, what we're doing. Here's some accomplishments that we had. Here's a, here's something that, a review that somebody wrote about, so that, that's nice, it's, those are the two easiest ways to get stuff out.

[00:31:41] **Joey Myers:** Very cool. All right, Sean, thanks for your making some time for us today and absolutely pleasure to have you on and talk, talk shop with you.

[00:31:47] **Sean Soares:** Yes, sir.

[00:31:48] **Joey Myers:** Sounds good, brother.

[00:31:49] **Sean Soares:** All right, brother.

[00:31:49] **Joey Myers:** We'll see you soon.