

EPISODE 227

[INTRODUCTION]

[00:00:30]

FT: Welcome back to So Money everyone. Happy Wednesday! Thanks for joining me. I'm your host, Farnoosh Torabi. Today we've got a real honest to goodness, rags to riches story. Several years ago, my guest J. Massey, he encountered a series of life altering events. His wife was pregnant at the time, she had a serious illness, and at the same time he was in an accident that left him with a punctured lung that prevented him from being able to work, and their family home was foreclosed upon. J quickly realized that he needed to make changes to survive, like basic survival. So he immersed himself into intensive real estate investor training.

A friend turned to him and said, "I have an idea for you." And normally when a friend says that we are skeptical, but in this case it really worked out for J. He followed his advice and the rest is history. He's become a very successful real estate investor, has amassed an impressive portfolio of over 300 units of residential and commercial properties as well as private notes and mortgages. Today, in addition to his extensive real estate work, J runs a training series that is available for others to learn how to turn their financial lives around, give speeches, and has authored the book called "Cash Flow Diary: 10 Steps to Creating Wealth in Any Economy."

From J we learn how to make money in real estate without ever needing to work with a bank. J started out with a credit score that was basically nonexistent, like below 400. And to this day he doesn't even know what his credit score is because he says he doesn't need it for what he is doing with real estate, which can be hard to believe. But he talks about how that's the case. Why when you think you have a money problem, what you really have is an idea problem - I love that. And what he would do, what J would do with a \$100 million lottery winning - it might surprise you, it involves Black Friday.

Please welcome J. Massey.

[00:02:35]

[INTERVIEW]

FT: J. Massey, welcome to So Money. I can't wait to unleash your story. Welcome to the show.

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JM: [Laughs] Thank you, I'm glad to be here.

[00:02:46]

FT: You have a real rags to riches story, and I want you to start there with the rags. Start with the rags and tell us where were you when you decided that you needed to change your life, and what gave you the emotional willpower to get back and pick yourself up and be stronger, because I mean I know, I want you to talk about your story. I know your story, but I want you to hear it from your voice where the struggles began and then the transition. But I might stop you because what I really wanna know is, how does someone who gets so broken, climbs back up? Like what's the emotional characteristic that you need to really get yourself to a better place?

So take us back to the before, and then tell us the after.

[00:03:33]

JM: Sure, sure. And at the end of the day, in my opinion, the "riches" as you say, they don't matter without the "rags". So I think the rags are part of the reason that the riches are even present. And we all have rags of many different forms. And I hope that whomever is listening, I'm talking to you right now, there's at least one of you out there that needs to hear what I'm about to share so that you can hopefully develop the desire, the courage. Dare I say, the gumption to go out there to actually step into the greatness that I think you were born to be.

So a few years ago I was a financial planner, and insurance guy. That's what I was doing. My wife by trade is a recruiter. And we were trying to start a family, all that type of stuff, but we had a miscarriage. And that part wasn't obviously so great and then we got pregnant again and we were all kinds of excited. However, she has a condition known as hyperemesis, and most

people don't know what that is. It means that when she's pregnant there's something as simple as water or bread, she cannot consume - she can't eat or drink.

And that put us into a completely different mindset and situation because now literally I'm waiting for that phone call, is my wife going to be alive today? So that was very stressful, which made it hard to function as a financial planner. And so what we did, I started selling our personal possessions on eBay from her hospital room. They did what I still call an "oil lube and filter change on her". I don't really know the technical name of the procedure! And at the end of the day we've been able to have a number of kids.

But here's the thing: while we were going through that, I'm not able to work as a self-employed financial planner, she's unable to work in bed-ridden, can't eat or drink. Money starts going out the door and we have to find another way to make ends meet. And a friend says to me one day, he's like, "Hey I got a solution for you." And I'm like, "Okay, what could it possibly be?" And he says, "You should become a real estate investor," which did not make any sense. We had a credit score of 398, we could barely put \$75 together, and it was just one of those moments where I made a key decision - we made a key decision.

We said, "What we didn't have, we weren't gonna let what we didn't have stop us from moving forward. And it began to open up doors. Just learning techniques to buy and sell property, using none of our money and credit, learning to raise capital, was kind of the whole thing. But at the end of the day, if you've seen two movies out there, if you've seen Cinderella Man, and/or The Pursuit of Happiness - if you've seen both of them, you pretty much know my life story, between the Chris Gardner and James Braddock, you've got it together.

But both of those gentlemen in that movie were fighting for the same thing. You ask what, where does that emotional power come from? It simply, if you've ever stared your children in the face, and they've ever asked you, "Hey Daddy, what's for dinner?" And you not have an answer. If you've ever walked through the door and seen your wife crying cause there's an eviction notice and you know that the the police are coming. If you've ever had to make a decision: electricity or food? Or you knew if you didn't do something about it, if you didn't sell something, if you didn't figure out something, you weren't going to eat - that's where it comes from. I was fighting for food. I wasn't trying to improve life, I was trying to have one.

And at the end of the day, my best thinking is what created that situation. And it was up to me to realize that our best thinking - if that was the result of my best, I mean if you think about it, I've not met a person who woke up in the morning and has ever said, "I'm aiming straight for the bottom." No one ever says that. You've never said that.

[00:07:26]

FT: Right. No.

[00:07:28]

JM: And so your best ideas have resulted in what you currently call this experience of life, and if you're not satisfied with it, there's only one person to blame or to choose to take responsibility for it, and that's what we did.

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FT: What year was this? I wonder if you could repeat this success today? I have a feeling this was maybe at a time when real estate investing was something that was more accessible because of the way that the industry was managed. You know, people could get loans for 0% down. They could get a mortgage with a really low credit score. You can't do that today! So how much of your success was also thanks to the timing of it all?

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JM: [Chuckles] I think a lot of it was to the success of timing. And I'll tell you the timing in just a minute, but cause we've all heard "you gotta be in the right place at the right time", but you also have to be the right person. So the time, you know, since you mentioned these things, was during the economic crisis in the meltdown. We did our first deal June 18th, 2008 and it was not too long thereafter where the crisis hit full storm. So I think the timing was perfect. There weren't loans available because of that, so it didn't really matter if you had a great credit score or not. It's learning the skill sets that give you the ability to operate outside the credit system, and we've

done 10's of millions of dollars worth of real estate transactions in many different states in the United States. And we've never used a bank.

Still have not used a bank, because we have these techniques that allow us to be able to transact real estate without the need for a bank.

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FT: Can you share one example?

[00:09:07]

JM: Sure, sure.

[00:09:08]

FT: I'd love to learn a couple of these. Yeah, just to sort of sidebar here. What's one or two really interesting techniques that you could teach us?

[00:09:14]

JM: Here's a very, very simple one. Anybody can do this, so long as you have Craig's List. If you've got Craig's List in your area, or something like it. And I'm going to use a car as the example: if you go to your local Craig's List right now, type in the words under the for sell - somebody is selling a car, probably a high performance or expensive one, and they're just saying "Take over my payments. Will you takeover my lease," is usually how they're going to say it.

That same strategy, I mean if you wanted to buy that car, all they're saying is, "Just take over my lease, and you can have the car." That same strategy exists for real estate and it's just simply called "Subject to" and that's how we did our first transaction. I found an individual who was not able to meet the monthly obligations on the house and what we - all I did was say, "Hey, how about I takeover the payments and start making them." Now yes I made that offer knowing

that I had a credit score of 398, knowing that I didn't know how to rehab a property or put a tenant in there. I knew that I didn't know how to do those things, but I also knew that those things needed to be done and that there are people out there, in some cases contractors and property managers, who's job it was to do that.

So I was like, "Well, all I gotta do is get her to say "Yes, I'll give you the house," and then I have to find a property manager and a contractor." And that's what I did. I said, "Okay, I will take over the payments," and I knew that if I got a tenant in there, the tenant was technically going to be the one making them. So I got a tenant in there, the tenant made the payments, I paid the mortgage. It was very, very simple. The property manager found them, they did all the marketing, they put the person there. The contractor did the rehab work, made the bathroom better, and we added - I think we added air conditioning to that particular house. And everything went along swimmingly, as they say.

But none of that required one lick of my dollars or credit at all. It just, what's really cool about real estate is you can create a ton of value and you can choose when you get paid.

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FT: And so the idea being that you found that renter to pay you maybe more than the mortgage? Because where...

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JM: Of course!

[00:11:32]

FT: Yeah obviously. That's the profit.

[00:11:33]

JM: Yeah, yeah. Of course. Yeah, yeah that's just standard business. You've gotta get somebody to give you more than what you're expenses cost.

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FT: Where do you find these "Subject To" properties?

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JM: Again, right now you can probably find them on Craig's List.

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FT: Really? You can find homes in this category on Craig's List?

[00:11:51]

JM: Yeah, absolutely. Very, very easily so. There's a number of people who will make offers of that kind. It's just a form of seller financing. You just have to understand what it is that you're looking for. There are many different degrees of seller financing, and once you understand that, you have a tool belt that's very, very well versed and being able to buy any piece of real estate at the end of the day. And that's what it comes down to - having a very extensive tool belt. And we invested a lot of time in studying the tools that professionals use to go out there and transact real estate and not have to use a bank. And once you've gotten that far, once you've gotten one done it's like tying your shoe. Once you know how to tie one shoe, you know how to tie them all.

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FT: [Chuckles] How long did it take you to get back on your feet? You said you had a credit score of 398, you had - you couldn't put \$75 together. How long did it take you after your friend told you, "I have an idea for you," to actually start to turn things around for the better?

[00:12:55]

JM: [Laughs] It took a bit because the first thing that you've gotta realize you have to turn around is how you think, how you process, how you see the world. So there's a lot, to some degree, there's a lot of deprogramming. So for those that are on the younger sides of life, let's just call that "less than 40 years old", it's gonna be easier for you because there's less deprogramming to deprogram, so to speak. Cause you've heard things; you've heard sayings like, "What you don't know can't hurt you," but that's not true. "What you don't know can, has, and always will hurt you." Cause I didn't know you could buy a property with bad credit and I mean, you understand.

When we bought that first deal, we were still squatting in bank-owned property, foreclosure on the record, all the evidence if you looked at us on paper, there's nothing that says we should be able to buy property by all the traditional wisdom. But the traditional wisdom didn't apply anymore. The marketplace is different, the call of the hour needed to be something completely different than what it was, and that's what we were able to provide. So after re-thinking, it probably took us, I dunno, six-seven months to get our head straight.

I mean, you gotta understand, my wife between the medical issues and so you take your normal stress, and you add to the fact that you don't have a place to stay, my wife couldn't eat or drink. Oh, and I forgot to mention, I went to go play volleyball one day to blow off steam, and I punctured my lung. So I couldn't walk and talk. On top of learning a completely new and foreign industry with all of it's language and complications, on top of the financial meltdown, and that's kind of what I was dealing with on a daily basis.

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FT: Wow. And so right now, what's your credit score? Just out of curiosity, and does it even matter where it is?

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JM: It actually doesn't matter. It doesn't matter and that's why I don't know cause I don't actually - I don't care. When I realized that credit was more about marketing than it actually has anything

to do with anything else, it has a lot to do with marketing in a whole lot of ways, and I actually don't care. It doesn't really matter. The only time credit really gets in the way, and this was - it was very, very irritating - it got in the way when I went to go rent a car. They wouldn't rent a car to me, but mind you, I could buy the car that I wanted to with the very same debit card I wanted to use. I could've bought it cash, done, but they wouldn't let me rent the car.

Now the car rental companies have gotten a little bit more advanced since then in the last few years, so they've got procedures now for debit cards and these types of things. But at that time it was very, very frustrating. It's like, "I can't rent a car, but I could buy it." So it was very, very irritating.

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FT: And how's your family today?

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JM: Well we've four kids total, so oldest is in college, the young ones are all gonna be in school this Fall - yay! So Daddy might actually get some work done at home. [Chuckles] That'll be fun. But they're good. I mean, they're good. They think differently; my oldest has started her own online business on Etsy, the younger ones are beginning to start their own little enterprises cause Daddy doesn't hand out money - I just don't do that. I make them come up with a product or service and learn how to sell it, and they do. So my wife has started her own business cause we, again, we just got a serious crash course in what happens when you have a single point of failure. And if you only have a job, you have a single point of failure.

[00:16:47]

FT: Yeah. I cannot stress that enough either. Well speaking of money J, I'd love to learn now, as I ask all of my guests, what is your overarching financial philosophy on life?

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JM: That's an interesting question. Give me some context on that one, when you say financial philosophy?

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FT: So this is a saying, a mantra, a thought point that you've perhaps taken with you through good times and bad. That you feel really represents how you think about money, how you value money. Some people say to me, you know, "My money mantra is always negotiate, nothing's ever final sale." Or, "My money mantra is that the world is abundant and I need to stop thinking that I'm coming from a place of scarcity." What's yours?

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JM: Got it. I would say it's "Give more in use value than you take in cash value, then you will constantly receive those little certificates of appreciation called money."

[00:17:52]

FT: [Chuckles] "Give more in use value"...

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JM: Than you take in cash value!

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FT: Thank you take in cash value. That's new one. I haven't heard that one before and I guess, coming from you, it does not surprise me.

[00:18:03]

JM: [Laughs] Well yes, and well here's the thing: you're doing it right now. In fact this episode, if you will, you're giving more to your listeners - you've given more to your listeners through your

books, your information, and everything than you've asked them for in cash value. I mean what's the price of a book? \$20-\$30? Are you telling me that you don't have an idea in your book that's worth at least ten times that?

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FT: Right, yeah. Well this podcast is free!

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JM: Even more so!

[00:18:34]

FT: [Laughs] Even more so. And yeah, you have a book too J, I wanna talk about that: "Cash Flow Diary: 10 Steps to Creating Wealth in Any Economy". You mentioned a couple of steps regarding real estate and how to kind of position yourself well in that marketplace. What's one tip from your book that you really think our audience would like to hear? Remember, our audience: typical millennials, young professionals, very aspirational, and hoping to do more with their money and life.

[00:19:03]

JM: Yeah, well one of the things like in our membership in our customers that are now taking parts of our education, the thing that irritates me - and now just hear me out. The thing that irritates me the most that I hear from the millennials, first of all is, I don't know if we even like the label, but let's just go with as it is. But for whatever reason, understand that you don't have to wait till you're 40 to get this thing done correctly. Just because you're younger doesn't mean you can't do a multimillion dollar transaction.

In fact, it's very possible because it's all about creating value; what the marketplace cares about is creating value. It doesn't care about your age. If you're 90 and you can create value, awesome. If you're 60 and can create value, great. If you're 15 and you know how to create

value, great! The thing about real estate it's just one of the most, it's the easiest place to create value for most people because it simply has proof of concept. And this is the thing that I want you to hold on to, is the concept of proof of concept.

I know a number of you, you wanna do other businesses, you wanna do other things. And those things are great! Understand this: you're always gonna have the "proof of concept hurdle" and once you've gained the ability to prove your concept, the world is pretty much your oyster if it creates value. So just make sure you can do that, and underlying all of that, learn to sell something, please. Just learn to sell. I know Twitter, Facebook, YouTube, those are new ways of communicating and talking to people, but also remember that interpersonal communication is what separates today's business owner from - today's investor, especially real estate investing - from just about any other person on the planet, is the ability to manage interpersonal relationships.

[00:20:59]

FT: Yeah in some ways the social media, social platforms, while they're great in sharing and connecting quickly with wide audiences, I do think there is a downside risk, which is that you don't get out there and actually get one-on-one, face-to-face with people, which is a much needed raw talent.

[00:21:18]

JM: Yeah, absolutely. It'll make or break you in a very, very strong way. I mean you say you wanna raise capital for you idea, you say you wanna do something new, that's cool. It's just gonna require new skill sets from you and that's like - there's an eight step process that I talk about, and the third step is gaining new talents or skills. You must invest your time in gaining new talents or skills. And I don't just mean the academic knowledge, I'm talking about more the vocational stuff. More of the learning how to speak, how to communicate, how to sell, how to inspire, how to actually resolve conflict. All of these things are things that you or your business or you're gonna deal with in some form or fashion. And depending on how well you deal with them now, that's going to determine your trajectory later for sure.

[00:22:10]

FT: What is one thing you wish you had learned about money when you were growing up J? I ask my guests this question often on the show. Maybe another way to capture this is, what is a pivotal money memory for you, as a child, growing up that now as an adult you look back and you think, "Wow that was quite a teachable moment or a life lesson that, whether consciously or unconsciously, stayed with you all these years"?

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JM: Well one of the things, and it's probably more negative stuff than positive stuff as it relates to money, is that being a minority, African-American, etc., whatever you wanna classify it as - there are times in certain communities where you can be taught that money is for this other group of individuals, not you. And that's a problem. Growing up with that mindset could cause you to do choose different things, and I just remember as we've grown through this process there's a phrase that I want everybody to understand: is that "Wealth is for everyone! That means you!"

And I know it sounds corny, it sounds silly from time to time, but when you say that or when you hear those words, "Wealth is for everyone," you should repeat to yourself, "That means me!" Because you don't know subconsciously what may or may not be driving you in terms of your operating system and how you're operating to go out there and attract more of what it is that you're seeking. And at the end of the day, the better problem solver you become, the more you'll be rewarded, as I said earlier, with those certificates of appreciation that we call "money".

[00:23:45]

FT: What would you say is your "So Money Moment" J? Now we've talked a lot about the failure and hitting rock bottom and then how you began to slowly rebuild. At what point do you recall feeling like you had really come really far? That you had, as I say, reached maybe the pinnacle of the feat - the So Money Moment?

[00:24:12]

JM: Sure, sure. I wouldn't say that I'm at the pinnacle and so for so many reasons I feel like I'm just getting started, even though it's been a number of years. I will say though that there have been many times where I'm like, "Wow, this is my life. This is what's happening to me." One of such time was I got to work with our Men's USA Basketball Team and teaching them some of the principles of cash flow using Robert Kiyosaki's Cash Flow Game. I can also mention, or remember the time that I was actually on stage with Robert Kiyosaki in front of 4,000 people and it was broadcast to 90 countries. And I'm just like, "Okay?" I mean, and I've had the privilege of sharing the stage with a number of notable names, including Tony Robbins and others.

It's just, all I was trying to do is feed my family man! [Chuckles] That was my goal. And all this other stuff keeps happening, and it's awesome, and it's fun, and I always feel this way when you go, you visit a job site after it's a vacant building and you put it back in service and you see the people living there, you're just like, "Wow, that started with an idea. That started with a need to eat." And now people have a place to stay, you've created some jobs. I mean those are all things that I did not grow up thinking about, I did not know that I had within in me. And I probably wouldn't know if the things that happened didn't happen cause I would've been too afraid to actually try. And today's just a different story because of it.

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FT: Who is that friend that gave you that brilliant idea? Who said, "You should go into real estate, and here's how"?

[00:25:56]

JM: His name is Steven Gregg. He's still around, he's out there. He was actually a very strong mentor and helped me to break down a number of walls when it comes to networking and sales and what not, because I am naturally an introverted and shy person.

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FT: What? I don't believe that.

[00:26:15]

JM: I understand. There's video proof, trust me. It's all good! [Both laugh] All you gotta do is take me to a party and it won't take long to go, "Wow," I just - that's just not where I recharge, you know? I'm just not that guy. But if you ask, if I have to choose between being that way or eating and my family needs me, I'm gonna - I've gotta step up to the call.

[00:26:41]

FT: You'll be an ace-networker. You'll be that guy in the room, right? Working it.

[00:26:46]

JM: If I have to, if that's what - if my kids need some eggs and I gotta go make that happen, that's exactly what's gonna go down.

[00:26:53]

FT: Of course.

What is your number one financial habit J? You started in financial services, transitioned to real estate, now you're this full-blown entrepreneur, author. Through it all, what has been your number one habit that directly helps you with managing your money well and making sure that you are able to make the right decisions?

[00:27:15]

JM: I would say there's - I don't know if there's number one. They kind of all three work together. One: contribution and giving. That's something that we consistently do, with charitable organizations and especially our church. Two: I understand my weaknesses. I love to buy stuff and spend money. That's like just fun for me. Retail therapy, I am your guy in so many ways it's not even cool. But because I know that, I put myself on an allowance and my CFO handles a

significant portion of everybody's paycheques and payments and all this other stuff because that's where her strength is. Which is the other thing is, you let people do what they do best and you hire out the rest. I learned I'm not the best at managing money personally myself, so I hire people who are better than me at it to go do those things, to make sure that corporate objectives are met, that investors - as we're going out there to raise capital, the proper reporting, the SEC, whatever we've gotta do gets done

[00:28:24]

FT: Yeah, I've heard that now from a number of guests, that first and foremost it's about contribution, it's about giving. And I'm a big fan of outsourcing as everybody knows! [Both chuckles] And I even outsource some of my financials because even doctors need their own doctors. So we are almost wrapped here J, this has been a really awesome conversation. I love that the level of depth that you've brought to the show. We are gonna have a little bit of fun now, just a little more superficial here.

[00:28:58]

JM: Okay.

[00:29:00]

FT: Where I start a sentence and you finish it, it's my So Money Mad-libs.

[00:29:03]

JM: [Laughs]

[00:29:05]

FT: And the first one is, if I won the lottery tomorrow, let's say you win the Powerball - \$100 million - the first thing I would do is _____.

[00:29:16]

JM: Buy a shopping centre.

[00:29:19]

FT: Really? Tell me more about this. What is the rationale behind buying a shopping centre?

[00:29:24]

JM: Well that becomes my golden goose, right? You're gonna give me \$100,000 - or what was it? \$100 million? Yeah I'm just gonna go buy some shopping centres. I'm just gonna end up buying more real estate cause I've learned you take care of the goose. So that \$100 million becomes the goose, and you just keep taking care of the goose cause it'll keep laying as many eggs as you'd like to go out there. Plus, I said earlier, I like shopping.

[00:29:51]

FT: [Laughs]

[00:29:52]

JM: So that concept fits very, very well for me. Plus, on Black Friday if I own the shopping centre, I can get in the door first.

[00:30:02]

FT: You can get that flat screen TV for \$18, but you might have to fight me for it, I'm just saying.

[00:30:10]

JM: Hey, I'm the one with the keys!

[00:30:12]

FT: That's right. [Both laugh]

[00:30:14]

JM: You're not - there is no fight.

[00:30:16]

FT: Yeah, but yeah okay you win that one.

[00:30:19]

JM: Exactly! That's my point, that's my point.

[00:30:22]

FT: Interesting. Okay, I've never - if you can believe it, no one's ever said that. No one's ever completed that sentence in that manner.

[00:30:31]

JM: [Laughs]

[00:30:32]

FT: My one expense that makes my life easier or better is _____.

[00:30:40]

JM: Anything I buy with the Apple logo on it.

[00:30:43]

FT: Ha! Okay. Enough said. My greatest guilty pleasure is _____.

[00:30:49]

JM: Interesting. I probably play video - yeah, video games. I allow myself, I restrict myself to playing video games only to a certain time of the year cause I can get totally drawn into it and you might as well forget that business exists during that time period. I play Magic to Gathering; yup, I said it. There it is. And I do watch So You Think You Can Dance cause I really like it.

[00:31:21]

FT: I, okay I like to watch Dancing With The Stars. If anyone on this podcast, including you J, knows how I can get on Dancing With The Stars, I would be their first podcast host.

[00:31:32]

JM: [Laughs]

[00:31:32]

FT: I would be the most obscure - although I've watched last season, I didn't know half the people and so I feel like now I can probably qualify because I'm also an obscure person, relative to some of the people who've been on the show in the past. But I would love it if someone out there could get me on Dancing With The, like the C-D List Stars. There should be like another, like a spin-off that's like "Dancing With The Podcasters", I dunno. Something! I wanna get on that show, real bad. That's my guilty pleasure.

[00:32:04]

JM: Yes, I understand.

[00:32:06]

FT: When I donate I like to give to _____ because _____.

[00:32:08]

JM: I give to, usually my church is the first place I go. But I also have this habit of giving at least \$2 to any homeless person I run near by. Because you don't know. I mean the bible speaks about how you may have entertained angels, but more importantly, you don't know their story, you don't know where they've been. And that person, I mean honestly I personally have taken clothes out of other people's trash cans and worn them because that's just the life situation that I was in. And I know what it's like to be on the receiving end as well as the giving end of that.

[00:32:49]

FT: Where do you live J?

[00:32:51]

JM: I live in Orange County, California.

[00:32:54]

FT: I was gonna say, if you live on my block, I live in a very economically diverse part of Brooklyn where you've got lots of wealthy people, but also a lot of - lots of working class and then a lot of unemployed, often homeless people and here in New York, it's just really, it's tough. You see a lot of tragedy everywhere. People are asking for money all over the place, and it's like at what point do you, how do you even decide who to give to? It's really one of those things where if you have the money you give the money, and if you don't you can't. But I unfortunately walk by so many people who are begging everyday and I don't know, how do I make that choice?

[00:33:38]

JM: Well again, give more in use value than you take in cash value. Sometimes money is the low common denominator. When I can't think of something to do, give them money. Otherwise give them, shoot to be honest, give them my book because that'll help them up more than giving them any \$2. Give them an idea, help them to take that next step. I mean at the end of the day that's what's missing. Nobody has a money problem, and this is coming from a guy who squatted in bank owned property, I've slept in my car, I've been on floors, I've not eaten, I've done all these things.

Nobody has a money problem. We have an idea problem, and when you learn how to package and correctly market and leverage your ideas, it solves your money problem. SO you just gotta have, they just need a really good idea that they can get behind and put their skills and talents to use more than anything. And that's what I try to do in various different ways more than just the money. And yeah sometimes there's definitely more of them than I have dollars, so I can't do it all the time, but I like to and I like to do my best. I mean we house them a lot. I mean if you wanna make a difference, and wanna be in real estate, go start a shelter. That's still a real estate play. You may not think of it that way, but it is. There are many ways to skin the cat and make a difference but the key thing to understand is that you can make a difference if you choose to.

[00:35:21]

FT: It's not a money problem, it's an idea problem. J, last question, I'm J. Massey, I'm So Money because _____.

[00:35:28]

JM: [Laughs] Wow! That is so out of character for me. I would never say that, but if I did, I'm So Money because I have a great team, my wife is awesome, God's been great, my kids are a great source of inspiration, and I'm willing to learn from everybody.

[00:35:53]

FT: Well thank you for teaching us J. This has been a fantastic 30 minutes, packed with so many value bombs. I've written so much down, and really appreciate you sharing your story, being so open and giving us some inspiration on this podcast. Thank you, and wishing you and your family more and more success.

[00:36:14]

JM: Thanks for having me!

[END]