

Episode 319

Ruben Greth Yeah, we're going to get we're going to give two tickets away to the Family Office Super Summit in Miami later this year. Tickets are valued at \$2500. And of course, we're going to give away a free copy of the Capitol Racing book. So, with that, why don't you guys please put in the chat or Q&A? I'm not even sure which one. What city are you joining us from? And more importantly, I'm very curious about this. I would like to know what percentage do you guys think your success has to do with mindset? Because this is something that Tyler is very passionate about. He's going to be talking about mindset and capital raising. I don't know how far down the spiritual lane he wants to go or if he just wants to keep it simple. I would recommend just the basics. Tony Robbins And you know, we won't get into enlightenment or anything like that, I don't think to too much. But mindset is a really huge part of it. So, I'm going to turn it over to my man. The. The myth, The Legend. Tyler Chesser, so he can drop some bombs. A little bit about mindset. And, you know, if you guys are scaling syndicators, scaling capital raisers, we're going to give him full autonomy to talk about whatever he wants to in regards to what he's learned along the way and what he thinks might be some powerful information for you guys as we scale as syndicators in the space. And, of course, we're not exclusive to real estate of some of the people here are going to be like venture capitalist and other people doing IPOs and other kind of capital raises. But for the most part, I think everybody that's raising capital is in the same boat. We all have to educate, nurture, and we have to have a very powerful mind as we process and deal with our limiting beliefs. So with that, Tyler, my man welcome dude.

Tyler Chesser Ruben! I'm like, I showed up here, you're playing the music. I'm like, about to jump around, like, I'm so excited and I really want to thank you for allowing me to share some of my thoughts on this amazing topic. To your point, this is a spiritual endeavor. I mean, people may roll their eyes. They may think, Oh my God, this is ridiculous. But capital raising is a spiritual endeavor. And so we're going to talk about that. But, Ruben, real quick, remind me, how long do I have so that I can make sure I pay attention to the time?

Ruben Greth Yeah, about 15 minutes. And then we're going to I'm going to recap what you do, just like we're going to recap everybody, just like with a sentence. Real quick. Open it up for Q&A. But 15 minutes, more or less, you have a little bit of flexibility and autonomy there. But if you start going a little long, we'll jump in. But, man, it's your show. We can't wait to hear what you have to say because your show is so amazing. And everything that you talk about in regards to syndication, raise capital mindset is so powerful. So I'm really excited to hear what you have to say today.

Tyler Chesser Awesome, bro. Well, thank you so much. I'm going to maximize everybody's time right now, so let's dive right in and I'll introduce myself just briefly. Ruben, you did a great job of introducing me. I created a podcast called Elevate, which is all about mindset, mind expansion and personal development for high-performing real estate investors. And I believe that your success in real estate is a lagging indicator of how you invest in yourself, how you condition your mind for success. So we're going to talk a lot about that. I'm also the co-founder and managing partner of CF Capital. We are a multifamily investment company where we invest in large multifamily real estate across the Midwest and Southeast. And I'm also a husband and a twin dad, and so I'm always busy, but we just finished a \$19.5 million capital raise in this current market. So I'm telling you what I'm sharing. What I'm about to share with you is exactly what I applied and what our team has applied to be successful today. And over the years we've continued to compound on this. So what I'd like to share with you and this is I don't have a presentation,

I'm not presenting slides or anything like that, but I want to invite every single person who has showed up today to invest in themselves to jot down some notes. Because what I think what I'm going to share with you is gold and are some ideas for you to take things to a whole new level and beyond. And really the thought process that I'd like to start with is there's this beautiful book. It's called "Think and Grow Rich" by Napoleon Hill. What I'd like for you to jot down at the top of your notebook is think and raise more capital, think and raise more capital because it starts with belief, starts with belief. What do you believe as possible? What do you believe you can accomplish? Because guess what? That is the limit. So let's open up the limit and remove it. And let's go limitless. Whatever your mind can conceive and believe, it can achieve. That's what Napoleon Hill said. And ultimately we have to start there and we have to start to get clear and conscious of what unconscious beliefs we may have about money. Because ultimately, you know, when we start to talk about vibrating on a wavelength or this being a spiritual endeavor, we've got to get clear on what do we really believe as possible, What do we really believe about money? Is it attracted to me or is it repelled from me? And ultimately, it all starts with that belief, which then leads into an emotion which then leads into behavior. And obviously it comes down to serving investors. But we've got to start with a belief. And ultimately, of course, it goes without saying. I know you're probably going to talk about this a lot throughout the rest of today's masterclass, but success leaves clues. You've got to model success, follow a proven process which includes things like priming investors, you know, letting them know, hey, here's what we're up to and here's what our brand is, you know, and our team are experts in, and here's how we deliver returns for investors. And, you know, here is how we're interacting with the current marketplace. And here's our experience level and so forth. You've always got to be building your brand. You've always got to be building your influence and ultimately your database and your relationships well before you meet a deal. That all goes without saying. So success leaves clues. So let's not move further without recognizing that there are processes, systems, procedures that you need to follow. But when it comes to you leading these efforts and being a capital reserve, raising more capital and raising capital at scale, it comes down to belief. And then from there, it comes down to setting your intentions with clarity. Right. Where are you going? What exactly are your goals? You know, there's a big difference between having no understanding about where you're going and having a crystal clear clarity about where you're going. And then you've got to elevate your emotions, right? You've got to vibrate on the wavelength of possibility of, you know, everything that you want to accomplish rather than not what you don't want to want, what you don't want to accomplish, or all the problems that you may encounter. So you've got to visualize that success and hold the vision, remain steady even when you get knocked off course. Because I don't know about you guys, but, you know, I can tell you just from finishing up that 19 and a half million dollars raise last week, we were knocked off course a handful of times, and there were many times where it felt bleak. It felt like, man, I don't know if we're going to get to our target in the time that was necessary, but I trusted the process. Our team trusted the process. Ultimately, we got where we needed to go. You know, some other things I just want to nuggets I want to drop. You know, it's important to build and earn trust with investors. Ultimately, they're investing in a relationship of someone that they like, that they know that they trust. And so you've got to build and earn that trust over the long haul. And ultimately, these are long term relationships. So now we're bringing the belief, we're bringing the possibility, we're bringing the energy that is attracting opportunities for folks to invest with you. You're not selling anything. I think we've said this a thousand times, but it deserves to be said. Again, we're not selling anything. We're offering an opportunity. And so what you're doing by building and earning trust one investor at a time is you're actually scaling refer ability in when you're answering questions, when you're asking questions, asking great questions about what are your intentions, what are your objectives, what are your goals. Right. Because

you know, in many aspects what we're talking about from a scale perspective is, hey, we're building a brand, we're building influence, we're building possibility. But then it all does come down to 1 to 1 relationships. At least that is how it works for us. And in many aspects, when we raise capital, there's two different approaches. It's a it's kind of a shotgun approach where it's here's the opportunity and then there may be more of a rifle approach to where it's, hey, let me let's talk through how does this impact you? How does this impact your goals? What questions do you have about the opportunity? How may we be addressing certain concerns that you have? And as you're going through this rifle approach and we found this to be very helpful and very applicable of while we're designing systems around the rifle approach. Because, you know, if you're talking to hundreds investors, that can be extremely overwhelming, but you've got to make the right calls. You know, everybody talks about dial for dollars, right? Dial for dollars, dial for dollars. And it can be very valuable, no question about it. But you've got to make the right calls. You've got to get more sophisticated. You've got to get more intelligent about who you're speaking to and who you are having conversations with. But you've got to bring that belief. You've got to bring that energy. You've got to bring the vibe, the vibrations of the wavelength, the possibility, but also recognize that your deal may not work for everyone, right? Find the right investors, but also when you encounter problems, right. There are problems everywhere in our business, in real estate and all of these things. But of course, even in capital raising in particular, there are problems, folks that committed to your deal drop out at the last minute. Or maybe you have a handful of folks and maybe you've lost a tremendous amount of capital that you thought you had raise that all of a sudden are no longer involved in your deal. So you can either focus on the problem or you can focus on the solution. And what I would like to impart to you today is focus on the solution and find the solutions. And here's this note right here will change everything for you if you really own it for the committed, there is always a way for the committed there's always a way. In our 19 and a half million dollar raise, we had a couple of days where I kid you not. We had over \$1,000,000 worth of committed investors that said, You know what, time doesn't work for me. I saw a big headline the other, you know, last week and I'm just out and, you know, it's like, oh, my gosh, you know, we can either focus on, wow, we have three weeks to go and we just lost a big chunk of, you know, what we thought was committed to this deal or we could focus on. There are solutions, right? Focus on the solutions, not the problem, because you get what you focus on. And you know, the other thing, too, is as we encounter challenges, as the train gets off the tracks, you've got to continually check in with your energy. Are you attracting abundance or are you repelling it? Because if we're not careful, we start to feel lack. We start to feel. Problematic, We start to feel all of these feelings. Well, guess what? Other people can feel that, too. And, you know, there's this level of transference where people can feel confidence or they can feel lack of confidence, They can feel courage or they can feel timidity. They can feel clarity or they can feel confusion. So you want to check in with that energy and become a magnet. You know, you've got to check in with your beliefs about yourself, about your deal, about the market, about money in general. Are you bringing a kneading energy or you bringing a giving energy? Are you giving an opportunity or are you needing the clothes? These are big differences. You've got to check in with your energy. And as I mentioned earlier, raising capital is a spiritual endeavor. You must vibrate on the appropriate wavelength of service, in my opinion. You know, ultimately and I had a great conversation with Binky about a week and a half ago or maybe a week ago or so. And ultimately, no matter what religion you subscribe to, spirituality, to a large degree, is about service. It's about giving to humanity. It's about listening. It's about being abundant and allowing abundance to flow through you and flow through you to other people as well. And you know, the other thing, too, is when we talk about this rifle approach in the, you know, the shotgun approach and really going out there to to find investors and offer them this amazing opportunity. Be

willing to acknowledge when a deal isn't right for a particular investor and don't waste your time on folks you know, who are maybe you're overcoming objections, too. And ultimately they just have another objection. At some point it's okay to move on. It's okay to recognize that everyone is tuned in to this radio station called WIFM. What's in it for me? If it doesn't meet their objectives, move on. Focus on the long term. You know, even if you feel like, Man, I really need to close this investor to get to where I want to go. Recognize that money is abundant, it is unlimited. And if somebody doesn't work out, just recognize that, you know, you don't have to have every single answer in every single moment to still accomplish your goals. And I can tell you from experience that it's happened. And sometimes you just have to trust the process. Sometimes you just have to trust and believe that it is still possible and that you will find the right solutions. Focus on the long term, you know, relationships and don't be that dead horse. And ultimately, it's also about a decision with a deadline for every investor. I think that's one of the reasons why, you know, deal specific capital raises work very well and you can almost raise more capital than you can in a fund from top at time to time is because there is a hard deadline, there's a closing date, there's all those things that, you know, we can always we can certainly, you know, debate that whole concept. But I think decision with a deadline is an important and powerful tool that you can leverage in addition to the belief, in addition to the clarity, in addition to the vibration that you bring to these relationships. But, you know, I want to I want to share a few things. I know we're getting tight on time and I'm trying to pack as much value in here as possible for everyone who showed up and investing in themselves. But in conclusion, here are a few things that I've learned. You know, we're in a in an extremely challenging environment to raise capital, but you can still raise tremendous capital if you apply these principles. And a few things that I learned and I saw in practice is that it may be tough, but you are tougher. You can do hard things. You can embrace uncertainty and you can trust that. And you can trust that you are committed to figuring things out. You mentioned Tony Robbins or even he said "the quality of your life is in direct proportion to the amount of uncertainty you can comfortably deal with." And I don't think I ever really understood that until I'm, you know, now on the other side of, you know, some tremendously challenging projects of raising capital in a tremendously volatile economic environment. You know, you got headlines left and right, you know, convincing investors that they should be, you know, bearish in every regard and they should just be fully in cash. And, you know, they should run for the hills, you know, and you've got to overcome a tremendous amount of uncertainty. And so that's what's going on today. But obviously, as you're focused on the long term, there's going to be different levels of uncertainty. But remember that the quality of your life is in direct proportion with the amount of uncertainty that you can comfortably deal with. To me, is exciting. So we can find comfort in that uncertainty. You know, alternatively, I want to invite you to be open to the idea that it can also be easy and effortless. I don't want you to forget that because even if we bring the belief that we're willing to engage with uncertainty and challenge and and problems and we're willing to hold that vision, there are times where it can be easier than you would have ever imagined as well. So I would like to invite you to be open to the idea that it can be easy and effortless, but remain committed to your outcome. Remain committed to owning your beliefs. Guess what? You have to choose to own your beliefs. And there are things that you may encounter when you start to observe and you check in with your energy. Am I bringing your scarcity energy? Am I bring in abundance energy where some of those things may have come from and recognize that maybe some of that stuff was owned subconsciously or unconsciously, things that you didn't choose to own. But you have to make the choice now to believe in what is going to serve your future. And, you know, ultimately it's all about believe and achieve. What your achievements compound into more reference points about what an even bigger capital raising future could be for you. You got

to first, let's look. I'm going to finish up here, trust what is possible and then prove to yourself by committing to do whatever it takes. Ruben, what do you think, my man?

Ruben Greth So. What happens when you mention transfer of emotion, transfer of confidence? I think that's a huge part of this capital raising game. You talked about Napoleon Hill. You talked about some other guys. Love it so far. I'm curious about this man because like I had a couple of family members die, had some limiting beliefs. How do you deal with life happening in the middle of this business?

Tyler Chesser Man. It's a really good one. I think it's all about resiliency and looking at a problem as problems, as gifts. You know, it's really hard to do in the moment, especially when you have, you know, really challenging things like that. I actually had a death in my family as well during this most recent raise that I was referring to. And, you know, I tried to not look at it as being a victim like, man, my whole world is just piling down on me because that is the easy default thing to do. And maybe it's not the easy thing to do, but it's the it's the average thing to do. And what I've tried to do over the years is really just own this belief that, hey, I'm not a victim, but I'm a victim or receiving the gifts of circumstances I'm receiving, you know, that life is doing things for me and not to me. And so while I may not know it in the moment, there is a bigger reason why things are happening at this point in time. So, you know, it doesn't happen overnight. But these little mantras, you know, a lot of people who maybe aren't in our world, you know, they might roll their eyes when they hear stuff like this. But I'm telling you, man, these mantras, they come up to be extremely valuable when you have these types of circumstances that want to knock you off. But, you know, the other thing here's the last thing I'll say about that. When we have those type of problems, in my opinion, it's like, all right, this is a game. This is a test to show the universe how committed I am. And you know, that that to me, has also been serving.

Ruben Greth That's fantastic. We're going to open up for Q A, but probably got time for one question before we bring on John Kasman. Anybody got something that they want to ask Tyler directly? If not, I will ask away.

Camilla Jeffs And reminder to post that in the Q&A section, not the chat, because we can't see it as well. So post the Q&A if you have a question.

Vinki Loomba So there is a question, Ruben, in the Q&A.

Ruben Greth Yeah, go ahead, ask it.

So it's from Paul on the girls. She's asking great content, Believe in tension, energy and trust. You mention you make the right calls. What are practical ways that you can work those?

Tyler Chesser It's a very nuanced question, a very good question. You know, what I've seen is that there there's kind of a difference between working harder and working smarter. Right. I mean, ultimately, that's what I'm referring to because we can just bang the phones all day and it's like, hey, I'm dialing for dollars, but I'm calling all the wrong people. I'm calling all the people who don't have any money. I'm calling all the people who don't have any interest in doing the type of deals that I'm raising capital for. I'm, you know, calling the people who have no interest in my markets. I'm calling the people, you know, whatever. I mean, the list goes on and on and on. So I think it does come down to a little bit of an understanding of who it is that you're speaking to. And, you know, when we're we're scaling. Right. This is a lot of this is about scale. But I believe scale comes down to 1

to 1 relationships. Ultimately, it's truly understanding. There are certainly tools, there are certainly systems. And you can build a team to really understand this. But, you know, you've really got to reference. All right. Well, what are their objectives? What did they tell me before? You know, maybe they're I have a system of capturing that or maybe I have a background or relationship with these type of individuals to be able to see that. But, you know, I think I think it kind of comes down to that. And there may be times where you call people and say, look, I know this deal is not for you, but I just am looking for advice of who do you think I should be speaking to? You know, there are times where that type of conversation is more valuable, but it's a little bit of a nuanced question. It's a tough answer, but I hope that provided a little bit of value.

Ruben Greth That's awesome. That's great stuff. So if anybody wants to connect with Tyler, what's the best way to do it?

Tyler Chesser Yeah, go to elevatepod.com. If you want to listen to the podcast, you can engage with me immediately when you're done with this, you know, this masterclass today, but you can also send me an email. tyler@cfcapllc.com. I'll put that in the in the chat here as well.

Ruben Greth Fantastic dude. Sick presentation, man. That was amazing.