

EPISODE 292

[INTRODUCTION]

Dr. Pranay Parikh (PP): You need to have a diversification of your identity. Maybe get a hobby. You're a doctor, you're a gardener, you're a real estate investor, you're a husband, but you're also a friend, a father. And I think that will not only help you, but it'll help you because your mind will open up. And it'll be thinking about all these different possibilities. I'm sure you know, a lot of times people have had these insights when they're doing something else. Like a lot of writers, when they're gardening, they'll be like, oh, I have this connection, maybe this, this character can do this other thing. And a lot of things that I take from, being a CEO, creating this company or being in real estate, I take back to medicine, and it makes me a better doctor.

Announcer: Welcome to Elevate, the masterclass where we dissect the elements of exceptional achievement and lifestyle design with a focus on personal growth and real estate investing. Now, here's your host, Tyler Chesser.

Tyler Chesser (TC): Elevate nation, welcome back. This is Tyler Chesser. I'm so thankful to have you here and I'm blessed and grateful to be sitting with Dr. Pranay Parikh, an amazing individual on today's podcast. You're gonna love this podcast today. You are going to learn about how to leverage your background into creating not only financial freedom but also a diverse identity that's ready for anything, that's ready to capture new opportunities, that's ready to live a life of adventure, that's ready to be prepared for all of the things that are going to unfold in your life. And so we're going to be intentional about creating a diverse identity. You're also going to learn about how a physician is dynamic enough to also set up a company and partner with two other docs and create massive scale in real estate investing and how you can integrate that yourself as well. I mean, there's just so much to learn from today's podcast.

TC: Elevate Podcast is all about mindset, mind expansion, and personal development for high-performing real estate investors. I'm your host, Tyler Chesser, and I'm a professional real estate investor and entrepreneur, it is my job to decode the stories, habits, and multifaceted

expertise of world-class investors and other experts to help you elevate your performance and lifestyle. Are you ready to take it to another level? It is time. Let's raise the bar today. By the way, we're designed to go big. So, we're not going to lower that bar. We're not keeping it in the same spot, we're going bigger. By the way, we're going to continue to do so, we're finding comfort in being uncomfortable. So let's get out of our comfort zone today. And realize that this is a dynamic discussion. This is a dynamic immersion into this future person that you're creating right now you have a mind for where you going in the future. You have a desire for something bigger, you have something that's calling you. You have something that's whispering to you, or maybe it's screaming to you.

TC: So, I want to invite you to look out for that today. And I also want to invite you to pay the fee. Because listening to this podcast is 100% free, the only thing that we ask from you is that you pay it forward. And if you've done that in the past, we just want to thank you so much for doing that. I want to invite you to do it again. All you have to do is share this episode with one person. You can tell them about it, you can send them a text with the link, you know, all you have to do is grab the link in the podcast app, wherever you're listening. If you're watching on YouTube, just grab that share link and send it forward. That's how you do it. If you've never been here in the past, you're invited to pay the fee as well. If you've been here 290 plus times you are invited to pay that fee because you know what? It's super helpful. And also by the way, when you give you also receive and you'll never know what opportunity you have until you really pay that forward. Also, by the way, it's extremely helpful for us we're giving this opportunity to you on a weekly basis and we just really from the bottom of my heart are asking for your support as well. If you're here, we just want to thank you for listening. So grateful for the opportunity to pour into your cup. Also, give us a rating review or subscribe or follow Elevate Podcast wherever it is that you listen to podcasts.

TC: And I want to introduce you to this conversation with Dr. Pranay Parikh who wears many hats. On any given day, he's a physician, educator, real estate venture capital investor, consultant, and co-founder and president of Ascent Equity Group. He's a co-creator of Passive Real Estate Academy and he's also the host of From MD to Entrepreneur Podcast. We'll put

links in the show notes as to where you can find Pranay, and without further ado, please enjoy the wide-ranging and awesome conversation with Pranay Parikh.

[INTERVIEW]

TC: Pranay Parikh, welcome to Elevate my friend. How are you doing?

PP: Hey, Tyler, super happy to be here.

TC: Man, I'm grateful. I'm excited. I've been looking forward to this conversation for some time. And I know the listeners are going to be really over the moon in terms of the value that we deliver to them today. But as we start in this conversation, I'd love for you to help connect the listeners a bit to you personally because I think that that's important, you know. So, let's start there. Let's talk a little bit about your upbringing and your backstory.

PP: Yeah, so I was born in Silicon Valley. Pretty much everyone else I know, worked for Facebook or Apple or stuff eventually. But being in a South Asian household, my dad was like, you need to be a doctor. He's an engineer. He's like, yeah, you got to be a doctor. But that's something I was into so I went to undergrad, I went to medical school and you know, now looking back, it's this nice, straight journey into medicine but it was kind of tough. I was a marine ocean biologist for a little bit. I was a molecular biochemist. I kind of did a lot of different stuff because I have a lot of interests outside of medicine and that'll come back in a little bit. And I realized at the end of my college career that my grades, they were okay, they weren't the greatest, you know? Not like you expect straight A's in medicine. So I had two choices, I could either go to the Caribbean or I could do a master's.

PP: And I already took five years to get into college so I didn't want to do more education to get me to the same goal. So I went into the Caribbean which sounds kind of fun, but it's a third-world country, which is not a place that's conducive to studying medicine. I survived, I came back and there's something called a match in medicine, where all the places that you can apply to will rank you and you rank all of them. And most people get their first top three.

For whatever reason, I actually went down to the ninth place. You know, I was happy to even find a place to go. So at the time, I was like, okay, I barely made it, I need to work really hard. So there's this test that they make all incoming students take, or incoming residents take. I was like, okay, I'm gonna study my butt off for this. And I did pretty well, I got 98th percentile. And I realized my program was kind of falling apart. We had three directors in six months, which is crazy. It's hard to get a medical director.

PP: I was talking to someone, he's like, why don't you just move to California and apply to one of those programs? I thought that was crazy. I went home, I realized that the University of Southern California, my dream school, had an opening. I applied. I had a friend that was there. I was like, hey, could you put in a good word? And my second year, I transferred to USC, of all places, which was way better than any of the places I had gotten interviews on and had ranked. And I did all that. You know, I finished my residency but I wanted to apply for further training called a fellowship. But at the time, one quick story on that, like I told you, I have a lot of different interests. I was walking with my director in the hallways, and I saw some art on the wall. I was like, hey, who gets to decide what, who picks the art? I was like, art committee sounds awesome. Like, don't you want to do a fellowship? Like, why are you talking about art? I've just always been kind of all over the place. But I find that I am a summation of all this stuff. I'm not just necessarily one thing.

PP: So long story short, I actually didn't get my fellowship twice. Yeah, but it was the best thing that happened to me because I didn't feel like the best thing at the time. It was horrible. You know, I found my wife, I married her, and I had two sons that we were talking about earlier. And I started my real estate career, because once again, didn't get what I wanted, I had to work hard. I was a doctor, which is great. But I was like, okay, I didn't get this higher salary I would have gotten when I did this further training. So I'm still getting a pretty good salary. So I was like, okay, I'm done. I'm graduated. I'm gonna pay off my loans as quickly as possible. And I need to figure out how I could use this money to make a difference in my life first, and then other people's lives. So that's when I found real estate. I bought my first four units. And I was like, this is great. It's in Long Beach, one of the few affordable places to buy kind of

waterfront properties in Los Angeles. I was like, this is great. But I realized that I had gotten super lucky. It was a home run.

PP: So I spent probably hundreds of hours trying to find my second property. It is tough. And so, I looked around to see what else I can do. That's when I connected with my partner. And a little sidestep on this story because I think other than your spouse, which is your most important business relationship, your business partner is number two. Who you pick is someone that you should go on dates with, you should really work on this relationship. But I had made this decision that hey, I don't know anything about finance. I really did not, I didn't know a thing. So if someone need to get involved, there are all these doctor Facebook groups. Someone posted, hey, does anyone live in Los Angeles? I was like typing, hey, I live in Los Angeles. I will host an event, I'll pay for it, I'll clean up, I'll promote it. I'll do everything, like anything and everything because I just want to be involved. And my business partner who had his own blog and brand, with tens of thousands of followers reached out to me like immediately and said, hey, I live in Los Angeles. Do you want to get on the phone? We got on the phone and our little first conversation was three and a half hours. An hour into the conversation, my wife is like, who are you talking to? Let me hear his voice.

TC: I'm picturing like Jake from State Farm.

PP: Yeah. So we got together and we realized he had been investing in 20-plus passive income deals, and it's syndications. But we realized there wasn't much education. And so we created a course we've had thousands of people take, it's a paid course. But over time, people have taken our course and they're like, yeah, you know, now we understand how to do this but we're too busy. So they're like, you guys are already vetting your own deals, why don't we all come together? And maybe we can get a small piece of the deal, better terms and all that. So that's what we did. We did funds of funds in the very beginning. Over time, we had so much interest that we're able to bring in all the equity in a deal and now we do joint ventures.

TC: Man, I love that background. And by the way, thank you for all of that because you took us from this little boy who was encouraged to go into medicine to that entire journey which had

twists and turns, the Caribbean, LA and then talking about where you are today. It's very interesting. I mean, thinking about that entire trajectory, there were some things that happened along the way that you know, at the time felt like failures. But then later, you can look back and kind of connect the dots and see that they were actually sort of a setback, which is more of a setup for the comeback and all the greater abundance that was being delivered to you later. So let's talk a little bit about that journey. Let's talk a little bit about that experience. And also, sort of when did you realize that those setbacks were actually serving you? Was it years later? Or is it hey, quickly, I started to get into real estate and I started to make these decisions, I found a home run deal. How long did it take you to start to realize, wow, life is really happening for me, and not necessarily to me?

PP: I wish I could say that happened right away or even weeks later, but I am very hard-headed. I had to learn from my own mistakes. Oftentimes, repeat mistakes.

TC: Same here, by the way.

PP: But over time, and one of my skills now is I'm able to learn from other people's mistakes. And here's why I love your podcast. I know you've had a bunch of other doctors. I remember you had an ENT doctor 171.

TC: Yeah, Dr. Vasu Kakarlapudi. One of my great friends.

PP: Yeah, yeah, yeah. And so, now we have just such robust life stories. And there's another podcast, Founders Podcast which is amazing where he goes over different people's lives. Man, I was well into my 30s. I'm 38 now. That was so long ago.

TC: That is amazing.

PP: I realized, like, hey, this is not necessarily bad stuff. Because you always hear that right? One door closes, another door opens. And I have to run into that second door a couple of times. I understand but it took a while, right? And a lot of times people will have difficulty

sleeping right. And we ruminate, right? Ruminates is the worse, right? You're like, oh, I shouldn't have said that thing out loud in the fifth grade and everyone made fun of me. But it's a mindset switch, where, like the fact that you can look at things in the past and cringe or realize it was the wrong thing to do, that shows growth. And that means you're growing as a person, you're growing as a father, as an investor, as an owner, as a CEO. And so now, even though my mind wants to ruminate because it's a defense mechanism, like, hey, remember that time you got up on stage, and you forgot everything you were gonna say, and you almost cried, and you did cry a little bit, you should probably never do that again. But if you do that, if you don't get in front of people, if you don't talk, you're never going to improve. And I'm sure you'll share this, like getting in front of people, especially with this podcast, getting in front of the level of guests, it doesn't even level up like exponentially levels up your skills.

TC: Absolutely. You just somehow over time, you know, you go back, it is funny that you say that, because there's times that I'm sure you do this yourself being a podcast host as well, listening back to a podcast, you're like, wait a minute, why didn't I say this? And did you listen to the guests? Did you hear what he said? Why didn't you comment on that? And then oh, you know, you're stuttering, like, what are you doing? You know, so but it is this growth experience when you can reflect back and say, you know what, yes, it didn't go perfect. But now I can take that moving forward. But then you can apply that concept to all aspects. I mean, you can apply it to deals that you've done, you can look back and say, Oh, my goodness, I mean, why didn't we apply this level of creative thinking to this deal? Or why did we pass on that deal? Or why did we make this higher? Why didn't we make this hire? You know, there's so many different things. But I think what it comes down to is being willing to take action and make mistakes, you know, being willing to fail, because failure is not fatal but it is feedback and feedback is growth. And so, you know, thinking about your growth and thinking about the feedback that you had from not getting into fellowship, to then starting your career as a physician, talk to me about the length of that timeframe between sort of realizing that you know what, you didn't have complete control or financial security over your time. I mean, talk to me about that experience in that journey of it.

PP: I think, especially physicians, we're learning that we are just high-paid wage earners, right? And it's never been true, more true than during COVID time. So my dad told me to go into medicine because people are always getting sick, right? You're always gonna have customers and people are aging. But there were a lot of doctors that got laid off during COVID. There's a lot of doctors that were furloughed. And that's because a lot of the elective surgeries weren't being done. And at a time, people were so scared to go to hospital, the volume was way down. So doctors are the most expensive part other than like the hospital itself. So, they were sending people home. And what do you do if you have this mortgage, you gotta pay this car, you're sending your kids to school. And it's scary, right? And you don't want to put all your eggs in one basket. We always talk about diversification. But diversification is really important, and especially important outside of like the stock market.

PP: And there are two types of diversification that I think are very important. The first one is something that people know about and the second one, I don't think people talk about it as much. So the first one is your finances, included in your finances is your job, right? That's where you make the most of your money. If you're only doing one job, or you're only making, you don't have a side gig, you don't have anything else, what happens if something happens to that job? Hospital groups leave, hospitals closed down, for whatever reason, you could have litigation against you. I was reading, this case was going to court and they were saying the doctor had never seen the patient but they still let the case go to court. You know, it'll probably get dismissed at one point. But it's a lot of stress. And you can't really practice medicine while you're worried about that kind of stuff. So, diversify your job. Diversify your investments. We both know that the stock market and bonds are down about 25%. Everyone said, when stocks go down, bonds go up, and vice versa. But if something's happened like that in the past, it doesn't mean that it's going to happen in the future. So something great like real estate. I'm not a big commodity person like gold, but real estate's nice. It's a hedge against inflation. And I know all your listeners know all the benefits. So I won't go into that.

PP: But number two, and I think that people miss out on is diversification of your identity. And I think that's really important. So people will ask me, what do I do? I like to have fun with it. Sometimes I'll be like, yeah, you know, medicine is my side gig or I'm a real estate investor, I'm

a podcaster. So just depending on the day, I'll say something. But we've seen and there's evidence that a lot of males, especially in males, when they retire, the chance of dying goes up a ton because their identity is tied to their job. Go to almost any doctor and they will tell you, they're a doctor within the first 10 minutes, right, because their identity is intertwined with medicine. And that makes sense. I really think of myself as a doctor, because I've really dedicated the last 35 years of my life, which is my whole life to medicine. But you are also a husband, I know you have twins, and I'm sure they're a very large piece of your identity, a great father.

PP: And we've also seen men, and most of the data is men, in men, smaller in women but when they lose their wives, their chance of dying is humongous. We've seen so many people, one person goes to the hospital and passes away, ten days later, five days later, the other one passes. Their identity is very intertwined. So, I'm not saying have your identity to go get a girlfriend if you have a wife, but you need to have a diversification of your identity. Maybe get a hobby. You're a doctor, you're a gardener, you're a real estate investor, you're a husband, but you're also a friend, a father. And I think that will not only help you, but it'll help you because your mind will open up. And it'll be thinking about all these different possibilities. I'm sure you know, a lot of times people have had these insights when they're doing something else. Like a lot of writers, when they're gardening, they'll be like, oh, I have this connection, maybe this, this character can do this other thing. And a lot of things that I take from, being a CEO, creating this company or being in real estate, I take back to medicine, and it makes me a better doctor.

TC: I totally agree and that's awesome. I think about diversification of identity in a few aspects, one of which is, hey, we can create our identity. We can also take inventory of the roles that we're playing in our life right now and recognize that maybe we have some diversity, or maybe there's a gap of diversity of our identity and recognize that. There's quite an upside in terms of recognizing that we can diversify that. Whether it's father, husband, wife, mother, friend, entrepreneur, investor, doctor, skier, world traveler, you know, all of these beautiful things, mountain climber, I mean, there's so many different things that you can be intentional on your identity. But you know, a lot of us, you know, we didn't start there, we weren't intentional. And

our identity was then created, and we create the story subconsciously about who we are. And we believe that we're worthy of certain things based on the construction of that identity.

TC: So, I think it's really powerful that you shared that because now it's a course correction. It's the check-in for all of us to say, well, what am I being intentional about my identity? And how is that diverse to be able to weather, you know, storms in our life? Because there are challenges that we encounter. And when we have a diverse identity, maybe a part of that identity is that we weather storms, you know, and that we get through challenging times. We have a growth orientation, and anything that happens to us ends up serving us. We're anti-fragile, maybe anti-fragile is a part of our identity. So was it you know, the part of your early experience that you recognize that you weren't diverse financially or from an identity perspective that made you or pushed you into action to say, you know what, maybe there is more out there for me. Maybe there's a more dynamic individual that I can now create? Was it sort of that experience early on in your medical career that kind of pushed you in that direction?

PP: In medicine, a lot of times they make you kind of a one-trick pony. And it's funny because when you try to get into medicine, they want you to be well-rounded, great CV, you know, does a sport, plays an instrument, does charity work. But as soon as you get in, all that gets kind of squeezed out. But for me, I love that stuff. While I was in medical school, I used to do charity art shows. I'm not an artist. I can barely draw stick figures. So I had a lot of artist friends because I appreciated art. And I wanted to do charity, and they wanted to do charity, but they didn't have any money. So what we did is they did the work, and we would donate part of the proceeds to charity. So, I did stuff and you know, I was already in medicine. So it wasn't for my CV, it was just because it was a good thing to do.

PP: And so I've had a pretty diverse identity throughout time. And that might be probably, it's probably one of the major reasons I didn't get into fellowship, because when I was talking to my mentor at the time, he's like, yeah, your CV and life looks like, needs to look like you want nothing else in life other than this fellowship. And my life doesn't look like that. Even in real estate, I want to be very successful. I want to help all my investors but I really feel like the more

I do outside of this, I think it comes back and it helps them. I've always done this. I kind of just follow things that I'm interested in. And eventually, the money comes. Even the podcasts that we were talking about a little bit earlier, I was just so impressed with all you've done with your podcast. Later, I'd love some tips. You know, I made \$0 from, actually, I make negative dollars because I pay for editing and all that stuff. But, it's such a fun chance and I get to meet people like you. And in that sense, it's a huge success.

PP: So it's having all these different hobbies and interests, and you just never know what's going to come out of it. And a lot of times, people will come to me and so I had a cardiologist who was talking to me. He was 55, and he said, hey, Pranay, like a very successful cardiologist but this is all I do. I've invested in the stock markets, down 25%. I have a couple of hundred thousand dollars, where should I put it? I was like, first, I'm a random person. You heard me on a podcast, but like, take everything I say with a grain of salt. Like please don't just trust me without any questions. And honestly, and I tell this to our investors all the time, I was like, hold us to a higher standard than you hold everyone else, not a lower standard. Just because we're a doctor doesn't mean that our morals or ethics are great. Chances are, probability-wise, it is. But really hold us to the same if not higher standard than everyone else.

TC: *Hey, guys, I want to remind you to check out CF Capital. CF Capital is the premier boutique real estate investment firm in the Midwest and southeast region of the United States. We are a national real estate investment firm with a purpose. We provide property investment and asset management solutions to help passive investors maximize returns on high-value multifamily communities. But our investments go far beyond acquisitions, we invest in people. We are in the business of elevating communities and raising the bar for everyone within our ecosystem. CF Capital is a real estate investment firm focused on the acquisition and operation of multifamily assets. We confidently deliver tax-advantaged stable cash flow and capital appreciation with a margin of safety. By investing alongside our team, investors can preserve and grow their wealth without having to deal with tenants, termites, or toilets. Investors come and stay for the outsized returns we create in our deals while appreciating the ancillary opportunity to make a bigger impact that only CF Capital can provide. If you're an investor and want to invest with us, here's how to learn more about CF Capital at CFCapLLC.com or by*

simply clicking the link in the show notes of this episode. We will see you on the inside of this powerful community. So, let's elevate communities together.

TC: You know, one of the things that I think about when I kind of observe your story is that you've made shifts. But also when you look back, some of the stuff that you probably felt like was not serving you like all this diversification of interests, and you know, curiosity. It's like, well, wait a minute, I'm not fitting into this perfect bucket that's creating this perfect CV that's setting me up for success in the fellowship. Now looking back, obviously, it's obvious. But now what you've done is that you've found and you are now living a life of not only financial security, but you're also practicing medicine on your own terms. So speaking to doctors, and you know, providing some perspective to say, you know what, you don't have to be just this cog in the machine and just be this highly paid, you know, employee and sort of feeling like you're out of control. So, if you were to give yourself advice, if you were to look back a few years, how did you do it? And what would you say to your younger self?

PP: I think you had Seth Godin on your podcast, episode 102, and he talks about...

TC: Look at you, coming in prepared. I love it.

PP: I'm just so thankful to be here. So, he talks about being the linchpin, right? So, for my medical career, you know, I was a hospitalist and as a hospitalist, I work in the hospital. But really, if you work in a hospital, you can pretty much replace everyone, right? So, I'm not much better than any other hospitalist for the most part. If we're well-trained, if we care about a lot of people, there's a kind of art and science of medicine. Science is probably all the same. I like to think I have a really good bedside manner, but that's not necessarily the size. So, I do a lot of education. So a podcast, I've done an online course. So I have a hospital script. I was like, hey, here's what I normally do for people. And then we have these videos that we have to watch. If anyone has watched any type of corporate videos, they're like in the 80s and they're like filmed on VHS. They're just really bad and they're an hour long. I was like, hey, I can take this, I will edit it, I will make it five minutes long. I'll make a little quiz and we'll send it to everyone.

PP: I created three videos that covered maybe four hours worth of material and mine were 15 minutes in total. They're like, shoot, this is great. And I was able to create a new position for myself in the company with more pay doing this stuff that comes pretty easily to me. And I could have done the normal doctor route where I get a ton more responsibility. I have to follow all these patients and manage all these doctors, which I didn't necessarily want to do. But instead, custom position was created for something that I enjoy doing. So, I know entrepreneurship is scary for a lot of people. But inside your company, intrapreneurship is a great way to be successful. In that way, you don't have to build from scratch, you don't have to worry about all of these risks that you're taking. But there's all these positions and all these promotions that are available to people, it's just people don't know it. You have to go and create it. You have to let people know what your talents are, and go.

PP: And I did all that stuff for free, all those videos and stuff. I was like, I hate how much time I have to waste. Actually, I had to watch those videos. And I was like, I could do this so much better. I'd rather watch my own five-minute video than this hour-long video every year. I was like, here you guys go. This is all free. Just take it like you guys own the IP, like, I don't care. But because of that, they're like, okay, what else can you guys see? What else can you do? Like, here's a promotion, like, work more for us?

TC: Wow, I love that. So getting creative in finding the way to add the most value to your organization as an intrapreneur gave you not only the joy of you know, really stepping into your unique ability but then it gave you time to be more creative and more dynamic in the diversity of your identity and the diversity of your financial freedom and your financial resources. So then talk to me about when did you form Ascent Equity Group? I mean, was that soon thereafter? I mean, you talked about meeting your partner? Was it sort of around that time?

PP: Yeah. So I met my partner. And during that conversation, that three-and-a-half hour conversation, because like I have this Facebook group. It has 3000 doctors in it, trying to grow it, you want to help? I was like, sure, I will moderate it. I've never done it before, people would ask real estate questions. And at the time, I own my own property. But I'd be like Googling. I was like, okay, how do we pay state taxes? Or what is depreciation? I just Google it, right? And

one of the best skills you can have in life is how to Google things well or how to look up things well. So, I helped them grow that from 3,000 to 10,000. We created this course, and then had mentioned people wanted to invest in us, right?

PP: So, the nice thing is that how we think is all out there in the world. Just like all the episodes that you do, where it's just you, you know, people see that and they see they're like, oh, yeah, CF Capital, they sound legit. You know, like, I like what Tyler says, like, I want to invest in him as a person. So, we did kind of the same thing with the course. And so, we created Ascent Equity Group. Like I said, very small piece, which at the time, I didn't know what we were doing. I say very small, but our first deal was \$3 million, and our first raise was \$3 million. So then I thought that was a lot of work. Let's just do a fund. So a month later, we did a \$10 million fund. People would normally tell you, you need to have this extensive track record. A \$100,000 minimum, it's very difficult to get. But we did that. And then we're like, okay, how about we take down a whole deal? We want major decisions, right? We want to push our weight around. And you know, people said no one would even talk to us, right? They don't want to work with us. And now we work with some of the best. So, we've placed \$78 million in two and a half years.

TC: That is amazing.

PP: Pretty quick. But you know, it's like you're an overnight success but 10 years in the making. So all we did with the growing of the Facebook group, creating the course and just putting ourselves out there, giving as much free content and helping people as many that now we have that trust. And when we created this company, we brought all these people and they kind of go with us.

TC: Man, that's great. Let's talk a little bit about the strategy and structure of the Ascent Equity Group because what you've just described is a rapid success. And I almost picture like you know, the image of an iceberg where you can see the tip of it above the water. And then you've got a vast portion of that iceberg beneath the water. And that shows just all of the things that are beneath the scenes or behind the scenes or the time that it took to really assemble the

expertise to relationships to be able to be successful in that regard. So talk to me about structure and strategy. You mentioned raising \$3 million at the start then a \$10 million fund. Now over the past two and a half years, \$78 million, which is remarkable. Now, are you a fund of funds, or what does that look like?

PP: Yeah, and so I realized this. In California, you actually can't do a fund of funds. It's illegal. Yeah. If you're based out of California. No one was enforcing that, with the current administration, they are. Can't do that. And I know you're gonna say, Pranay, I see that all the time. They're not in compliance with the law.

TC: Interesting. I didn't know that. So in terms of your strategy for, you know, placing these dollars into, I guess, deals that are performing and you know, meeting your goals or meeting your investors, your partner's goals, what does that actually look like?

PP: You have to be really careful, especially based in California. So, you either do the dirt yourself, meaning you are running a deal, it's your deal, you know, you're running everyday operations, or you have all the decision rights. Meaning you are in charge of everything but someone else is doing the work. And the question is, when if ever is someone going to give you all that if someone else is running the deal? Why would they give you control rights? And they do because you bring in all the money to the deal. And that's what we do. So, Goldman Sachs, Blackstone, the way they do the deals is they're like, hey, we're not going to send our people in \$4,000 suits to Dallas, right? We're going to stay here in New York, where it's nice, and we have this great office in Manhattan. You guys run it, we're going to help you with operations, but you do what we say. And so we kind of come in a similar place. The problem with the fund of funds is you're selling a security, it's like you're selling a stock. And unless you're registered with the Securities and Exchange Commission, as FINRA and a broker-dealer, you're not able to do that.

TC: I love that. Thank you for that beautiful explanation. And by the way, one of the great things about real estate is there are literally thousands of ways that you can invest and it all comes down to what are your goals, what are you looking to accomplish. And so, what you really

described is you're bringing a big piece of the deal together and you're bringing in, you're adding value, not only through equity but also through asset management, strategic, you know, decision making and collective sort of partnership. And so talk to me about your approach. I mean, what markets do you look at? What markets are you invested in currently, and then give me a little sense of your outlook sort of in terms of the growth of your company there?

PP: Yeah, three quick points I want to make before, because, Tyler, I know you know a lot of people who raise money, capital raisers, right? And there's a couple of things that are different about us, for good or for bad. So number one, we do real estate differently. So all three of us founders are doctors. Someone brought us a deal in Portland, the screamer of a deal, with a 25% IRR last year. Pretty much on paper, it looks great. It had a tax abatement, meaning that you make affordable housing, and the government says, hey, for 5, 10, 15 years, your tax bill is going to be either deferred or decreased. It was expiring, the owner said, hey, I only bought this because I was gonna save on taxes. I'm selling this. So the sponsor came to us, they said, hey, this deal is going to be great. We're gonna kick everyone out. We're gonna evict them all. We're going to make \$600 extra per unit, it's going to be 25 IRR. We're gonna get out in three years, sell it for a fortune. And we're like, yeah, that sounds great. And I'm sure someone's gonna do that but that person is not going to be us. So, we do real estate differently, you know, and sometimes we're willing to sacrifice some of our returns to do what we think is morally great.

PP: Number two, so it's all three founders like I said, really see companies in general, they're giants. At least the people we work with. Being a giant makes you a sloth, right? You move slowly. For us, we're like mosquitoes. We didn't use to have mosquitoes in Los Angeles but now we do. And it drives me crazy. But they're just going to you like you see them and you're we're just gone, right? And we're the same way. We see something in the market. And we're able to really pivot and move quickly because there's no committees. It's just us three, and we're talking on the phone all the time.

PP: Number three, because we're small, because we have so many connections, and we are talking to people all the time, the gold standard in our business is vertically integrated, right? That means you bring everything in-house. So property management, construction

management, and supposedly you save on costs. So we were looking at a property and they were vertically integrated, and they had a great scope. And we've worked with these groups in the past. We go to the property, we walk all the comps ourselves, and we see that one of the comparable properties looks a lot nicer.

PP: So we reach out to them. Hey, like we use the dumb doctor thing all the time. Hey, we're dumb doctors in real estate. Do talk to us a little bit about what you guys do. And they're like, this is a granite counter. We're like, what, what is granite? And their scope, it was beautiful. It was nice. So we're like, hey, what do you guys use for vendor? They gave it to us and you know, we find them most part. I'm being a little facetious. Most part, in real estate, people are very happy to share contacts and we would be nowhere if it wasn't for all the people that gave us information. So, we take that contact back to the vertically integrated sponsor and we get a higher level of scope and we save \$600 per unit and it's a very large property, hundreds of units. So, you can imagine what that did to the NOI. And no one else would really do that. We would do it because we have a connection. We have this giant network and we're modest enough knowing that we don't know any better. So we'll talk to people. But \$600, that's substantial. I mean, if you think about it, people are happy. And we're happy when we raise the rent, 50 bucks, 100 bucks, 200 bucks. So, if you save \$600 per unit, it's going to make a tremendous difference in your NOI.

TC: No doubt. How were you able to actually achieve those savings? I was trying to connect those dots there. Forgive me.

PP: So, we got the new vendor, and instead of vertically integrated, we're going to use that vendor because it's \$600 for a higher level of scope.

TC: Got it, got it. Awesome. That's great stuff. And now, so, do you have one particular partnership that you are scaling? Or do you work with multiple partners in terms of boots on the ground?

PP: We work with a handful, and we're with Findmore. So we will bring, like I said, it will bring 80% to 97.5% of the equity, but we need to have major decision rights. And we have a full asset management team. The other day, we went to a property and we were flipping through the books. We're like, hey, your computer says it's 88% occupied, but I'm counting 30 people here evicted, like what's going on? And it was some computer glitch or something. But we're like, hey, we caught this, you know, and we are very involved. Some people don't like that, which is fine. But we're very involved with our assets, we walk the property, usually once a month, if not more. Depending on how it is, if it's not that bad, we'll go once a quarter. But we like to think that we really are hand in hand. We don't just raise the money and disappear to the next deal.

TC: I love that. One thing that I'm just thinking about behind the scenes here or just higher level to this conversation is, you know, I hear this constantly so much - I can't do that, I have to do this. And what I'm hearing from you is a company that's been created by three doctors who are still practicing, if I'm not mistaken. I mean, I know you're still practicing in your own capacity. You're still able to scale in the way that you've just described. And you're still able to diversify your financial resources and your identity. And so, I would love to know, this question may fall flat and if it does, that's totally fine. I'm cool with it. But thinking about sort of like you, as a leader, as an operator, in all of these different aspects, are there any core beliefs that you think have been critical to your success? Maybe there's one or two that have been the most important core beliefs that you've owned, that have really served you.

PP: I'm going to be cheating a little bit, we literally just created a value statement. So, they're actually on top of my head. And it's, it's super important to do that and as early as possible in your business, because if you don't create values, values that you stand for, and stick to them, then they're going to be created for you. And you're going to lose control. And it's going to be very difficult to get. And the most important part is not the creation of it, but sticking to the values and reminding people, right? We all know that Enron had a pillar of integrity as their value, and we know what happened with them. So, a couple of ones - I can't remember all of them off the top of my head - but a couple of ones, and we were a little quirky if you haven't

got that, but one of them is, "Be like the Hercules Beetle". If you've ever seen the Hercules Beetle, it's like the one that has like a little thing, like that.

TC: Okay, if you're watching on YouTube, you would have seen this beautiful, I don't know what we're gonna call that, rendition, of the Hercules Beetle.

PP: They can lift up to 30 times their weight. So if you're thinking of a 200-pound male, that'd be 6,000 pounds, like a car above your head. So we have a small team, a very small team but we expect them to move mountains. Another one is to "Run Up The Stairs". We do things that are outside of our comfort zone and we'll choose the one that's best for our tenants and our investors, even if it's more work for ourselves. So you know, no cutting corners, we'll actually do it the way that's harder as long as it makes life better. We also know that we're just a very small piece of people's lives. There's a speech called "This Is Water", a bunch of young fish talking to each other. And this older fish comes and says, how's the water? And they're like, yeah, and older fish goes away. And the younger fish are like, what's water? It's knowing that, hey, we're just an investment. You know, we're not we're not a lifestyle. We're not, you know, we're not kind of our brand. But what we want is to make the lives for our investors super easy, right? You invest, you get your returns, and K1s are on time. And so you can do more of what matters to you, what really affects your life. And if we can help you get to that quicker, that's our goal. But we don't want to do stuff that gets in your way. We've had people that have had issues wiring. We're like, okay, we'll help you. I'll walk you. I've walked people through. I'm like, okay, you got the bank, just give me the phone. I will talk to them.

TC: Yeah, me too.

PP: I mean, these guys are neurosurgeons and just smartest of the smart people, they've never had to. And a lot of other people will be like, you're ridiculous. You know, like, here's my assistant, and so many people are surprised when they call our phone number or email us and I reply, I'm like, I like to know what's going on and I like to help. They're like, Oh, I didn't want to bother you. I was like, no, we are helping you, and very appreciative of that. And we try to

provide that type of value. So I think we have eight, but those are the ones that are really sticking out in my mind right now.

TC: Well, I think the big thing there is, you know if you don't plant the seeds, then something is going to grow. Most of the time, it's going to be weeds. And if you don't plant the seeds of intentionality on not only your core beliefs, as an individual, as a professional, as you know, all this diverse identity that we all have, and that we're being intentional and creating but if you don't create that for your company, for your organization, for your investment philosophy, then something is going to be created. And I love just the imagery of lifting 30 pounds, you know, your weight, and doing things the hard way, and going the extra mile not cutting corners, I love those core beliefs. On the flip side, you know, we have to continually overcome mental barriers. And there's the saboteurs that we all have that want to steal our dreams. And it's masked with this, hey, you know what, if you do that it could be dangerous, and you might lose, or, you know, you gotta be really careful around with what's around every corner. Because, you know, there's a lot of danger out there. And I could go, the list goes on and on. But I'd love to know, I mean, what are some mental barriers that you've had to overcome or have to continually overcome as is a high performer in several different regards?

PP: Yeah. Well, let me tell you one that's going on right now. So before this podcast, I was on your website, and I was like, you know, I've been on a ton of podcasts, probably 50-plus, at this point, especially real estate podcasts. I feel pretty comfortable. And then I saw Seth Godin, who's a hero of mine, the author of Essentialism, whose name ...

TC: Greg McKeown

PP: Yeah. And I was like, okay, shoot, like, do I really belong on this podcast? He has so many amazing people. And it's lizard brain. It's a part of our brain that protects us, right? It's the one that tells us not to jump in the bush because there could be a saber-toothed tiger but doesn't happen anymore. And so, we have to kind of past ourselves. And this might be a little counterintuitive, but what we normally do is we suppress it, right? We're like, okay, I'll be okay. I'll be okay. Like, just talk to them. Hopefully, I don't stumble on my words. And no one's gonna

listen anyways. It'll be fine. Right? But instead, just give it a second. Listen to it. Like, okay, okay, brain, go. What are all the bad things that can happen? I'm gonna stumble on my words on them. Yeah, that kind of sucks. Not a big deal. No one's gonna listen. Okay, no one will hear me stumble on my words, right? The podcast episode sucks. Okay, yeah, that's fine. There's probably a lot of other sucky ones in the past. So give it a second and then let it just run out of steam. It's like a toddler throwing a tantrum. And then after you listen to it, you're like, okay, fine. And one, it's going to run out of steam. But two, maybe it's going to bring up a couple of things that are worthwhile, right? And you're like, okay, I don't know what kind of questions he's gonna ask. Okay, well, I listened to a couple of episodes and see what kind of stuff he asks and what kind of general flow there is. Or maybe I ask him, I'm like, hey, what kind of stuff anything interesting? So I can have stories, so you can kind of prepare for it. And then all of a sudden, there's silence, right?

PP: For once in your life, there's silence and part of your brain is actually trying to help you. So that lizard brain is so tough. And the more we suppress it, the harder it's going to get. And you and I were talking about this a little bit before, when you pitch a podcast, you're like, I'm so great. I'm the best person in the world. And then when you get on a podcast, you're like, oh, I'm so modest, because you don't want it to be sound like you're so far. And honestly, like, I have no doubt that anyone that is successful, it doesn't have to be a doctor, anyone that's done any further education or has an interest in education doesn't mean you have to have a degree. I've seen some of the smartest people I know, most knowledgeable people I know, haven't even been to college, or just got a bachelor's degree in whatever. But they're just so smart. And because they devour information.

PP: And so any of those people, anyone that has interests that has that drive, I think can do it. But we limit ourselves, see, you'll be surprised how often I hear, hey Pranay, do you think I can really do this? I'm just a doctor. Like seriously. And then I'll see in the email, I'll look at their signature one time it was micro hand surgeon. So micro means like tiny, five millimeters or less. So they're able to do surgery in blood vessels in the hand and just crazy. It was like he was at Harvard or something. I was like, dude, you are like, you probably have more intelligence than I do. And you're like a pinky finger, especially because you're a surgeon than I am. And it's just,

we're always like that. And I was talking to Brandon Turner the other day, he was one of our speakers at our conference. And he's like, you know, I talked to all these billionaires now, you know, he's very successful. And he's like the same advice that they give me is what I give people too that are under me and asked me the same advice. It's just someone shows you that it's possible. It's above you, they open up your mind. And so, I love this podcast, it shows people, it's an inspiration. You have all types of guests from all different walks of life and it's important because to see someone else, who looks like you, talks like you, that went through the same stuff that you did, all of a sudden, it just shows you that it's possible. And that I think, if you're really doubting yourself, just look for that person, look for that person. And I promise you, you'll be inspired.

TC: I love that. Thank you for that. And when I think of the lizard brain, if I'm correct, and I'm gonna go out on a limb here, what we're talking about is the amygdala, and the amygdala is this little part of your brain that really espouses fear. And some of that is felt, you know, through emotions of, you know, nervousness or, you know, being scared or, or not, or maybe doubting yourself. And, you know, obviously, there's a lot of science in terms of cortisol that's released into the bloodstream and all these different things. But you know, you can look at fear and say, well, fear is my barrier, or it's my catapult. And fear is what I leveraged to prepare to be part of a great conversation so that I can add value, so that I can build relationships, so that I can learn and be a part of this conversation. And perhaps there may be tremendous upside in this relationship or I may learn and have fun, you know. And you know, this fear can catapult us into so many different areas but it can also give us the opportunity to say you know what, I'm going to move forward, I'm going to try, I'm going to go out there and say you know what, I may fail, but that could be a great thing, too. So I love that.

TC: But, Pranay, man, this is so much fun. I'm like, I feel like we could go for hours and hours and hours. But I do want to be respectful of your time, I want to transition into the rapid-fire section of the podcast, we call it the Rare Air Questionnaire. And unfortunately, a lot of what we've been talking about is pretty uncommon but I think one of the missions of this podcast is that we can raise the bar to such a higher degree, not only in our own lives, but for the people around us. So, we are a ripple effect in so many different ways. So I'd love to ask you a few

questions. Before we wrap up today's podcast. If you had to point to two or three of the most impactful books that you've read over the past few years, what would those be? And why?

PP: Yeah, so there's The One Thing by Gary Keller probably only really got to read the first couple of chapters. Actually, I could just tell you - focus on one thing.

TC: Yeah, multitasking doesn't exist.

PP: It doesn't.

TC: That's a big takeaway.

PP: There's one trick, I've told a ton of people that I've coached, I don't have an actual coaching practice, I just advise people, but what is called a Time Journal every 15 minutes, you're writing down what you do, and do it for a week, at least five days, the business week. And what you'll realize you'll realize a couple of things. One, you switch tasks a lot. And it takes a lot of time to go back to, you have a lot of free time, right, because you're wasting a lot of time between things. And three, most importantly, you realize that other people are controlling your schedule. So you're going to all these meetings that suck, you're doing things you don't want to do. And people are putting stuff on your schedule. And if you do it with more intention, like you're talking about, you'll just realize you have so much more time than you think.

TC: Man, that's great. Great way to take an inventory of how you're spending your time and then reflecting on this concept of the "one thing" and then really diving in and adding value in your unique ability, with your unique ability. Are there any other books that you've read that have been super impactful as well?

PP: There's this book called "Influence".

TC: Oh, one of my favorites. Is this Robert Cialdini? Oh my gosh.

PP: And I was sent it. I did a master's in medical management, they sent it to me, and I read it without knowing a thing about it. Like this book sucks, like, I know, all this stuff. And it's like, represents toxicity and like just helping people and like how you influence people, because I think that's super important. We think it's kind of cheesy, like car salesmen. But if we want to make an impact on the world, we have to know how to persuade people for good. And because all the people that are doing it for bad or for evil, they know how to do this stuff. So we have to learn, learn magic, right? But that book was in the 80s. And I was like, shoot like this is what all marketers all direct mail infomercial, this is what they're all basing it on. So we have to know a little bit about persuasion, a little bit about how to do it.

PP: And for the third book, I'm gonna grab it right here, completely different. I wouldn't say it's the most impactful, but it's the most fun. It's called "Dictionary of Obscure Sorrows". And what it is is this dude, John Koenig, he finds words in different languages and kind of made up words that describe emotions that we all feel. You know, a lot of times we have emotions, and we can't really put a word into it. But different languages have different words. So, in Spanish, the word "to wait" is the same word for "to wish". And it's just it's so interesting, that to wish for something is you're waiting for it to happen. So it's really cool. A lot of different stories, a lot of different words, some made up that just really describe the human condition.

TC: That is amazing. It almost makes you sort of reframe some of these concepts like waiting could also mean wishing and wishing can also mean waiting. I mean, that's an interesting way to look at that. But I have to say that influence in particular is a top 10 read for me of all time and absolutely impactful to the way that I've tried to deal with every single relationship and it's not a manipulative thing but it's a way for you to add more value and impact other people. Because if you want to impact other people, you first have to influence them. And I think that if you're listening to this podcast, if you're looking to go to the next level, it really is going to come through other people. And you know, it's like what Zig Ziglar said, if you want anything that you want in your life, all you have to do is find a way to add more value to other people. And really, it starts there. So great stuff. If you had to point to the biggest way that you elevate your life on a daily basis, Pranay, what would that be?

PP: Consume a lot. So I listen to a ton of podcasts. I listen, I read a ton, a lot of blog posts. I'm always looking for, my RSS feed has like 500 different websites on it. I listen there like 20, 30 hours of podcasts. I like 3X. But I think it's important to consume a lot. But you also have to be very selective with the material. So I'm removing stuff. I'm adding to it all the time. There's just so much great information in the world that you're able to really find and learn from. These people that are experts like Tyler, you're able to learn from them. I'm sure if someone wants to get coached by you, it's probably \$1,000 minimum per hour. But you listen to his podcast for an hour, you're like, okay, this is legit. Like I'm gonna change my life because of what he says. So, just find the right material and try to consume as much as you can, especially if you're young, try to consume as much as you can. Because slowly over time, you'll start learning your own style. And then as you kind of develop as an entrepreneur, as a real estate investor, start creating, and it's no it's going to suck. One of these famous authors who wrote *Bird by Bird*, she talks about a butterfly. And a lot of times your first draft, in your mind, it's like this beautiful butterfly. And then when you go to write it, it's like you're taking it and you're stomping it because it's ugly. It's horrible. That's how it is. That's how we start. Fortunately, I have this a video of my son walking for the first time and I have a ton of videos of him falling on his face. What would have happened if like, 5,450 times that he fell, he's like, yeah, no, this walking thing is really not for me? Every time he gets up, falls again. Even now, he runs and falls on his face but it's fine. He's hard-headed like me. He gets up and starts running again.

TC: I love that. And you know, one thing that really makes me think about is conditioning your mind for success. I mean, if somebody's listening to this, you know, far into this episode today, we don't really have to tell them this. But it is a great reminder of conditioning your mind for success. It is about surrounding yourself with other people, other ideas, other concepts, other reference points to say you know what, it is possible for me to go to that next level, it is possible for me to overcome this challenge, it is possible for me to find a creative solution to the barrier that I'm facing. And also, one thing I wanted to mention is you're mentioning your consumption behavior and patterns, listening to podcasts at 3x. I met one of our listeners in Las Vegas a few weeks ago. And he said you know what, it was so interesting to meet you because, man, I've been listening to you for years at 2x. And speaking to you in person, it was just like, just blew me away that you've talked so slow. And I just thought it was hilarious. But

anyway, just wanted to bring that up as an anecdote. I thought it was funny. But I want to wrap up the conversation by saying what is the biggest way that you elevate others around you, Pranay?

PP: So, trying to give back as much as I can so that the podcast was a way. You do this too, plus many others, right? So, give out as much material. I've been trying to post a lot on LinkedIn, just my thoughts. And you know, a lot of times it's just screaming into the ether. But you never know. It's funny. Sometimes people will message me and be like, oh, great LinkedIn post today, or great podcasts. And I'll go, and you like zero likes, zero comments. Like, hey, you jerk, if you found so much value, you should have done something. That's fine. It is where we're inherently lazy, you're busy. But you never know the impact you're making on someone's life. If you strictly look at numbers, you know, if I looked at only numbers, I would stop doing everything I did because I'm nowhere near an overnight success. And even the podcast, it's finally starting to get a little traction. But it took almost a year to even see more than double-digit downloads for a while. The next goal is triple-digit.

PP: But you know, it's easy to forget, you know, we see people like Tyler that's killing it with thousands of downloads and we wonder how are we going to ever get there? But remember, 50-100 people in a room, that would be pretty impressive, right? And podcast specifically is super intimate. You are working out, they're at home, they're doing the dishes, so even 10, 20, 30 is a pretty good number.

TC: Yeah, man. It is a reminder too that, you know, stay the course if it's in alignment with your values. If you have the desire to share your message and connect with other people. If podcasting is the path that we're kind of talking about, then remain committed to that because it doesn't happen overnight. There are no overnight successes, you know, whether it's in podcasting, whether it's in real estate. I mean, real estate is a get-rich, slow scheme for sure. You've got to stay committed, but I love that share and I just love that you continue to add value to other people. I want to acknowledge you for being willing to share your story today, for being willing to look back and say, you know, what, what about my failures in my past? Can I leverage it for my future? And can I share that with other people? I just think that your story is

remarkable, what you're doing with your business. And as a physician, as well, it's amazing. I want to congratulate you and your beautiful family. Are there any parting thoughts or words of wisdom that you'd like to share with Elevate nation today?

PP: I know your audience is pretty advanced but if you have something that you've been wanting to start. So a lot of people comment on my sound quality, or, my background, it's all pretty nice. But that's because I didn't start my podcast for a year and a half. And I would keep researching podcast mics and backgrounds and move things around. And I would be so much further, you know, along the way, if I had just started. I could have done Apple headphones, or whatever. So get started, right? Do a little bit of research, read a book or two, especially in real estate. Real estate is easy. You can get 80% of the way there by reading a book or two. Just go on Amazon, don't worry, don't ask what's the best book because that's another way of procrastination. Go on Amazon, buy the first top two that show up in real estate, read it, and then go out and buy something. The chance of you losing all your money is almost zero. I'm not saying, don't like buy the first thing you see, but start pretending like you're gonna buy it right? See how long it takes to get off Zillow or whatever. See what kind of rents you can get. And it's the skills that you're getting. And now you could do it virtually. It's almost like an indoor game where there were practicing virtually. But get started. And I wish every time I am in something, I just wish I started earlier, right? So whatever you're doing, get started. Don't feel like you're too old. Don't feel like you don't have the skills. Don't feel like you're the wrong sex, the wrong age, or wrong anything. Just get started. And listen to Tyler and reach out to some of his guests because they're awesome. and get started.

TC: Absolutely. You know, it makes me think perfection can be an enemy. And so we've got to fight against that enemy. On the other side, it can also be a great ally, if we have the standard of excellence in what we do. So I know several people in my life who have a standard of excellence, and in many regards, sometimes a bit of an enemy in terms of perfection, and it kind of stalls a little bit of their action. And so I think that's a great call out and when you recognize that, you know what, let me be grateful for this innate desire to do things at the highest standard. But let me also recognize that you know, if it's not perfect, that's okay, as well. So thank you for giving us that permission to move forward take action and to learn from

our mistakes. Because again, failure is not fatal. It's only feedback. And that's where the growth lies and the growth lies in taking action. We cannot just be a success zombie. That's only consuming but we've got to put that into action. Man, Pranay, this has been so much fun. I just want to thank you again for being on the podcast. Tell the listeners a little bit about your podcast and where they can find you otherwise.

PP: Yeah, so my podcast is all about entrepreneurship, kind of follows my journey and I interview a bunch of people who are experts at what they do. It's called *From MD to Entrepreneur*. It's found on Apple, Spotify, everything. The website is frommd.com. If you want to find out more about the real estate company, it is called AscentEquityGroup.com. We do value-add multifamily in low-tax to no tax states.

TC: Beautiful. Pranay, until next time, my friend. Thanks again for being on the podcast. I really really appreciate it.

PP: Thanks, Tyler.

[END OF INTERVIEW]

TC: Elevate nation, Pranay Parikh bringing massive value to today's conversation. I really enjoyed that. I hope you did as well. I want to encourage you to identify your top one, two or three distinctions or takeaways from this episode. There are many for me, but I can think of really to start I mean that diversification of identity, diversification of income when you combine those two things, I mean, what we're talking about is a life filled with depths filled with opportunity filled with adventure, filled with joy, filled with learning and growth. And really the foundation of that concept can lead to so much more elevation in your life. So I want to encourage you to identify what were your takeaways.

TC: Was it something to do with leveraging fear, or leveraging this inner voice or creating your own core belief system personally, professionally, within your business within your team, developing and designing and refining your strategy in real estate so that you can capture

those opportunities? And I just, I'm wondering, what is it that you really took away? I'd love to know, let me know what are your top one, two or three takeaways, but also, I encourage you to have a conversation with a friend around what was it that you learned? What was it that you agreed with in this conversation? What was it that you disagreed with? What ideas came up to you that were not discussed in this conversation that you'd love to integrate within your own strategy within your own mindset, your own identity, your own mind expansion, your own personal development or the way that you're investing in yourself? Have that discussion with a friend and ask them for feedback. Hey, how can I implement this? I'm not clear are on what I can do with this right now. How can I? What would you suggest who can help me, who can help me get to where I want to go as a result of an idea that I got from this discussion today. And by the way, repetition is the mother of all skills. I invite you to re-listen because when you listen twice, you learn twice as much. Ultimately, the most important part is to take massive action. So I want to encourage you to commit to taking massive action. Elevate nation, thank you so much for tuning in, and we will see you next time.

[OUTRO]

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[END]