

Episode 271

[INTRODUCTION]

Tyler Chesser (TC): Elevate Nation, welcome back. This is Tyler Chester. I'm so thankful to have you here and I'm blessed and grateful to be sitting down with Saket Jain today. Today's episode is unbelievably powerful. It is one that will allow us to shift from a lack or a losing mentality to a winning mentality and allow us to overcome and really immerse ourselves in the gifts, the tremendous gifts, and the tremendous opportunities that come from adversity. Whether you are experiencing an adversity currently right now, or whether you have in the past, or whether you plan to be in the future. By the way, if we're going to achieve big goals in real estate or in life, it is inevitable that we are going to face adversity.

TC: So today's episode is for you if you want to train your brain, if you want to create the opportunity to receive the tremendous gifts from adversity. Today's episode is for you mindset. 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 that help you elevate your performance and lifestyle. Are you ready to take it to another level?

TC: It is time. Let's raise the bar today. I wanna invite you to pay the fee. The fee is to pay it forward. Share this episode with a friend. All you have to do is send it in a text message, email, or social media, or just mention it to someone else next time you are in person with them. If you've already done that in the past, thank you so much. We just asked you to do that one more time today. That's a fee for listening today. Otherwise, it's 100% for free. If it is your first time listening to Elevate, welcome. We are so excited to pour into your cup today. And I'm telling you today's episode is unbelievably powerful. It is life changing. I think you're gonna find a sense of urgency to making an impact and doing what is most true to your essence today through real estate and beyond. Also, man give us a rating, a review, subscribe, and follow Elevate Podcast. We ask that you do that. We're gonna continue to pour in your cup.

TC: Before we dive into this conversation, let me introduce you to Saket Jain, who is a number one best selling author, investor, syndicated tech enthusiast, and philanthropists. He is the founder and ceo. Impact wealth builders where he's passionate about achieving financial freedom through real estate. He has over 15 years of experience in real estate investing. Over the last five years. He has taken a particular interest in Class B and C, multifamily apartments and markets that have strong fundamentals. Saket, along with his partners, has built a portfolio of over 2000 units, totaling 200M in assets across several US markets generating consistent double-digit annual returns. In addition to investing, Saket currently serves as the business operations leader at Airbnb headquarters. Prior to that, Saket in his role as a business consultant built, launched, and led profitable new ventures in technology and financial sectors when not investing or working Saket loves time with his wife of

19 years and two daughters. Without further ado, please enjoy this life changing discussion with Saket Jain.

[INTERVIEW]

TC: Saket Jain, welcome to Elevate, my friend. How you doing?

Saket Jain (SJ): I'm good. Thank you, Tyler, for having me.

TC: Well, thank you so much for being here, man. It was a lot of fun to really kind of get to know you. I mean, obviously we've been connected here for a few months and we just really got to know each other before this conversation. So now Elevate Nation get to know you at the same time that I'm also immersing myself in this relationship. So thanks so much for being on the show today, man. Before we dive in, or as we dive into this conversation, introduce yourself a bit to Elevate Nation. Talk a little bit about your backstory, your upbringing, and so forth.

SJ: Yeah, definitely. I mean, if my accent didn't give away or if my name didn't give away, I grew up in India. I've moved to the US in 2000, no, actually 2000, yeah, May of, May 4th, 2000, I remember the date. So it's been 22 years. Great journey. And you know, being from an Indian background, real estate was all in the blood cuz that's the real assets is what we believe back home. So as soon as I came here, within last first two years, I started buying real estate for me. But I think the mechanics of the real estate wasn't clear to me. I was just buying it because I knew it was gonna appreciate, but I didn't know the entire component of that until, so I bought a bunch of properties along the way.

SJ: And back in 2016 is when the major shift happened for me. I got laid off a little bit backstory on that like any other immigrant education and pedigree was the most important thing to me at that time. So I went to IIT, it's one of the best engineering schools in India. I got my MBA from Columbia Business School. I worked for Booz Allen, which was one of the top consulting firms, right? E everything is all about, I gotta do off as much as possible. So in 2016 when I got laid out it, I was shooked to the core because I'm like, you know, I've done everything right in my life, studied hard. I was a topper at my school, honor student at Columbia, like everything was right. So this can't happen to me, but of course it did happen to me.

SJ: So I was devastated. We had to move our kids outta private school. We gotta move out of state states, move with my in-laws, everything that you can imagine, that's gonna be a shameful for a man who can't provide anymore. It happened to me, but at that time, luckily, at about three month point time in that process, I was able to shift my script from why me? And why now? Do why not me? And why not now? And Tyler, to be honest, that one negative word changed my entire trajectory because that has been the muscle I've lived through in any adversity now, right? Because I wanted to make sure that it's happening to me for a reason. And let's not fight that reason. Let's just embrace it and figure out how I'm gonna move forward.

SJ: And the lesson for me was I will never let anyone in the entire world affect my financial trajectory, which impacts my family, myself and everyone else, right? So I'm gonna take control of that. Now, I may still not do well, but I'm going to be the only one to be blanked. And when I started looking at that cash flowing assets became the forefront of my research and I started looking into oil and gas. I started looking at other businesses and real estate being very familiar to me, it just trumped. So we started acquiring single families and as you know, came to a point where it's gonna take me thousands lifetimes to scale to a point where I need to get to a point where it's gonna make a material difference in my lifestyle.

SJ: So we quickly pivoted towards multifamily and since then we've invested in over 2000 units. I'm a syndicate now. We actively invest in a lot of our deals. That's kinda like a little backstory. The only thing I would add to that is everything that we do is purpose. Life's too short. In the last few years, I've lost a lot of family members through COVID and through other things. And you know what? I don't know how much time I haven't planned Earth. So let's just figure out what's gonna be our impact. So what we do is we redirect our profits through our syndications to providing education to unprivileged kids. Our goal and a mission is to touch young, a hundred thousand young lives by the end of 2030. That's an amazing mission, but we're, that's our.

TC: That is an amazing mission, man. Well, I want to go back a little bit because, man, there was a quite a distinction there when you talked about being laid off in 2016. Obviously, that shook you to your core and it probably shook your ego to its core, you know, in the most highest regard, and that it's a really interesting script that you were able to shift and thinking about that why me? To then shift that to why not me? I mean, that's not an easy thing to do. Especially when you're in that circumstance and there's all these things that feel like they're going against you.

TC: And of course, you know, Elevate, we're all about mindset, mind expansion, and personal development for high performing real estate investing. So talk to me a little bit about how you were able to make that shift at that point in time from that dialogue? It was really a dialogue that you were having.

SJ: It is, It is. I think there's a backstory. Everything is a backstory.

TC: Yeah.

SJ: The backstory for me is back in 2008 I actually moved into a monastery setting and I was living with monks. We were meditating together, like we were doing yoga together. We were doing anything that you can do, but making money and that impacted my life a lot and, but what happened is when I moved outta the Montessori, I had lost touch with that. So I think it took me about three months of me complaining and crying and being very depressed to then figure out, to go back to that experience. In 2008 when I, we had sold everything we had in the US except a few properties that we kept, and then we moved in right to the march because our goal was to become lifetime volunteers. We're like, you know what? People can give

money. We'll give time. Because that's what we had ample for. We could carve that out. At that time, we didn't have kids.

SJ: So when I went back to that time in 2008, I mean I saw my trajectory from being in a monastery to where I was by two 16 2016. It's not another world, right? I just need to now figure out, instead of thinking, oh, I lost everything, which I did not back in 2008, was an intentional decision. I think the problem I had was not losing a job. The problem I had was I lost it out of my own. In 2008, I made the same decision, but I made the decision, right? So I think the problem was not the job. So once I disassociated with the event and I figured out what was emotional, that was really troubling me, it kind of became very clear. I just need to make sure I get control back.

SJ: How do you get a control back? Finding another job is not gonna be a way to get a control back. Finding another job is gonna be okay, which I can find very easily now that I'm in a better state of mind that was the only way I could flip the switch for me. Now, what I say to a lot of folks is not everyone has to sell everything and move to a monastery to go through that experience, right? I think part of that is everyone has lost something in their life, and if you remember that with anything else, any adversity you're having in your life right now, if you go back to that time, you'll realize it will be okay. You will be okay.

SJ: The problem, I think what most of us is, we don't pause and we don't self-reflect of I, we don't have a mechanism or the muscle to go back to the time. So if one thing I could say to your listeners is do it when everything is going well, right? Build that muscle when everything is going back, of going back into that time where you had lost something that you felt that you shouldn't have lost and rethink about it and build those emotions and bring it to your conscious memory. So when an adversity hit, because it's not, if an adversity hit, life is interesting, it's when an adversity hit, it's gonna hit you at some point. You don't have to think about it. That muscle is already there. That muscle memory is there and it's gonna come back to you, and you're gonna be able to overcome that much.

TC: I completely agree, man, and I think that is such a powerful share, and I really appreciate that. And one of the things I think about when you say pause and self reflect and you talk about building that muscle, I would love to know, I mean, it was obviously three months of depression, complaining, crying, all these things that you went through. And then all of a sudden, It's like a light switch came on and you're like, wait a minute. I trained myself eight years ago to prepare for this moment. And so perhaps, maybe I'm saying that right, maybe I'm saying that wrong and you could correct me if that is wrong, but talk to me about that. But then also talk to me about that pause and self-reflection in terms of building that muscle and how people can integrate that into their daily practice or rituals.

SJ: Yeah. Yeah. I think you know, one thing that I have learned is, concept of gratitude is very common in the US at least in the West, I should say, not in the US even in India as well growing up, but it's more articulated here. So I think one thing that's missing from that is you should be thankful for whatever is in your life. Well, I think it's more important to be thankful for the adversities you are facing in your life, right? And if you start bringing the gratitude attitude of gratitude towards adversity,

that's the only reason you can bring that muscle if you remind yourself of adversity being a positive rather than adversity being a negative.

SJ: Because right now, all of our vocabulary is the word adversity is negative in general, right? So we look at adversity as it's something that should not happen to me. When we think about it, that's a relationship of adversity. I think adversity is actually the biggest opportunity that life will provide you because that's where the most amount of growth happen. It has happened for me. I'm sure Tyler does happen to you, and I'm sure your listeners, it's the moments of adversity that grew the most when everything is going well, you're not. But it's hard to, what I'm saying is don't look for adversity. That's not what I'm saying. What I'm saying is adversities will be presented to you in your life.

SJ: So if you build that attitude of gratitude towards that, I think that muscle is gonna automatically build. That's the piece that was missing for me, right? It took me three months of crying to get there, but I'm thankful that I got there because, thankfully, a similar incident that happened to me in the past. Not the same nature, but at least the pattern was same and I was able to make that connection. What I can tell is cuz I've been asked this several times is how did that connection happen one fine morning. I'm like, that's something I don't know because subconscious mind works an amazing way. I'm not a psychologist so I can't really tell you X, Y, and Z led to A, B and C. But I can tell you is that, subconsciously, I was ready. I just needed to get my subconscious mind to act, to be able to react to whatever was happening.

TC: You know, it's so funny because, in these moments, even if you have trained your mind, sometimes it's like we forget that adversity is the greatest opportunity. And it's almost like, well wait a minute. If we train our mind over time, in that moment, we can go back to our training and fall to the level of our training. And I think where that's where we really find the growth. But it is interesting in those moments, we still forget that this adversity and this challenge is a gift. Does that resonate with you?

SJ: It does. It does. And you know what I have done, because I never want to take three months to recover anymore, right? So my goal is to, if an adversity hits, sorry. When an adversity hits, not an if, is that I have a support system around me that actually knows my story and reminds me and gives me the power back to say that, hey, you know what? This is not new. Yes, you wanna cry cry, that's okay. But figure out a time. So I have now figured out established myself a room. If I'm going to be sad about something or I'm gonna be depressed about something, I'm gonna give myself a timeline. Now, I may never meet that timeline, but that's a mental check for me that I have a minute, an hour, a day, a month, whatever the timeframe is. That's a mental check for me, okay? I can cry until then, I'm never gonna ask any questions till then. But when that happens, when that timeframe comes and I have accountability partners to make sure they remind me of that. At that moment, it's a mental check. Do I still wanna continue crying or not?

SJ: It's a pause. It's a forced pause that I have introduced in my life. It has worked for me and I'm, I can't say it'll work for everyone. It has worked for me. But the biggest challenge always is your first reaction is, I don't care how many adversity, this is the worst adversity I've faced right now, right? And that is the mental script that

we all tell ourselves what instead we're saying is I have overcome all the previous adversities. I will be fine here too. I just don't know how. And that's very empowering. Now I know it's easiest than done. Very easy to say it, but very hard to do it. I think that's where the personalization of that concept will come where you will have to figure out your checks and balances.

SJ: I have coaches for every aspect of my life. I think we share a coach Trevor McGregor, so he keeps me in check a lot of times whenever I'm going through some stuff, he knows my stories, wife knows my stories. Like my kids now know my stories. I'm basically having say, you're doing this, and they are trying to build a pattern for me if I'm not being honest with myself.

TC: So many great tools that you shared with us there. I mean, obviously, surrounding yourself in a support system you know, giving yourself a timeline to kind of ruminate in those feelings or those emotions. But this is also another reason why I think conditioning our minds for success is such an important thing to do. And ultimately, you think about like these mantras, like, hey, you know, problems are gifts. Life happens for me, not to me. Like those things at, you know, it's like when the sun is shining. And we don't need to fix the roof. It's like, okay, yeah I get it. Those are great things, but in those moments it's amazing how powerful, just reminding yourselves of those type of mantras and those type of thoughts can be, because it's like, well, wait a minute, if I just trust the process and that thought is true, what am I actually looking for? It's like, well, I'm looking for positive things. I'm looking for the gift in this challenge. And when you do that, things show up and you see opportunities to take action and you see opportunities to grow.

SJ: Yeah. And you know what? There's actually a scientific explanation of why that happens. I'm probably gonna butcher the whole thing, but I'm gonna make an attempt at it. There's a little part behind your brain called amygdala, right? That is the one that takes over, and the only, which essentially is a fight or flight, fight or flight syndrome, right? Where the image, when there's a stress in your life, a med takes over and the body's survival mechanism kick, right? Your tons of hormones are getting released. So what happens is our goal is to hijack the Amy amygdala. You just need a microsecond pause there. You don't even need a minute of thinking, right? You basically need a way for when you feel that you're going through a stressful situation, if you can just pause, right?

SJ: Like there's a, there's a very good mentor of mine. He basically says that build a habit of every one hour, regardless of what's happening in your life, to take a two second pause on whatever is happening, and remind yourself that you're thankful to be alive. That's the worst thing that can happen to you, right?

TC: I love it.

SJ: So consciously remind yourself because now what you're doing is if you've been practicing that for a while, it's like brushing. Nobody forgets to brush their teeth when there's. Nobody. Nobody. At least nobody I know. I didn't, I still rushed, I still ate, right? Because it became a habit, right? It didn't think that, it didn't believe that we

were doing something out of the normal. So if you actually build a habit when you, when things are going fine with you, and I'm sure all of us as a child, our mom, and dad, and our caretakers, force us to do that. That's where the accountability partners come in. That's where the coaches come in, right? Where they're forcing you to adopt a habit. Things are going good for you. So when the adversities do kick in and they will kick in, you don't have, It's like brushing your teeth, right, and you're able to overcome that a little bit faster. Not saying it's easy, but you have the tools to recover.

TC: Saket, this is so good. And one of the habits that I feel like is almost a meta habit here is bringing the unconscious to the conscious. Oh, definitely. And being aware of what the amygdala is doing, right? It's creating sort of a response in your body that feels stressed out or feels fearful. Yeah. And when you bring that unconscious to the conscious, then you can take control. Does that make sense?

SJ: It does, right? So I'll just add on to that one more thing. I think it's more about you gotta give your feelings a name, right? Because, you know, what we're saying is I am sad right now. You're basically saying your identity is sadness. You're basically saying because of this, I'm not feeling the right, right? Because of something and now you have least of figure out, okay, I need to change this, or I need to change that. When you're basically saying, I am sadness, that's the message you're sending to your subconscious. So the words are very, very important. You know, you know that you're a Tony fan. I'm Tony fan. Thoughts become actions, thoughts, plays, and results, right? So if you want a certain action, you gotta change your thoughts. But if you're feeling negatively to your thought process, then the actions, the results are not going to be what you want, right?

SJ: So it's a feedback loop that worked yourself creating. And now again, everything is fine when the shin is signed, right? So now the goal, I think the key question you are, you have asked us, which is a very important question is how do we remember it when things are not going the way we want it to be? I think that's where the key is gonna be. The only way is not at the moment of like, you know, athlete. They practice the game before the game. So when they're in the game, they don't have to think about these strategies. The strategies become meshed into their brain. Same exact. What we need to do is when an adversity hits it, we're in a game, we're in a war.

SJ: You can't learn how to throw an arrow, but shoot an arrow during the war. You have to learn that. Now when the war happens, you know how to do it, right? You must still get killed. That's okay. But at least, at least you know how to do it right. I think that's the key part is we're trying to say is that bring that practice, bring that intentionality. Don't worry about, I will forget it, when the university happens, if you do these things consistently, mean, I have seen my time to recover from adversities are shot down. I mean, in some cases it has gone to seconds. But that's not because I'm better than anybody else. It's because I am doing this more consciously because I don't wanna be in a situation where I'm suffering for months because it is high and no one's happy. Not you but people around you are even more unhappy seeing you unhappy. So it doesn't help any.

TC: And where focus goes, energy flows. I mean, at the end of day, if you're focusing on the negative, you're getting more negative. You're focusing on depression. If you're focusing on fear, if you're focusing on lack, then you get more of that. And what we're talking about is fixing the roof when the sun is shining. Frankly, if you really go back to it, it's yeah. We might have rain at some point in time so let's go ahead and fix this roof when it's a beautiful day. And these are really two millimeter shifts. Instead of saying, I am like you, you mentioned, I mean, this is, these are very powerful things and we don't almost don't recognize at times. It's like, I am tired. I am fearful or I am whatever.

SJ: And life's, life's hard.

TC: Life's hard.

SJ: Feel hurt. Life's stressful, everyone's stressed. We're basically telling these rationalize to ourselves, that's and constructing our identity as a result. Correct? And you know, it's kind of funny, somebody did a thought experiment with me. I had never thought about it. Don't think about monkeys. Just don't think about monkeys, right? Not do not, please don't think about the monkeys. And the only thing, don't do it, thing you think about is monkeys, because our brain does not know negative.

TC: That's, you know what that is, is that's neurolinguistic programming.

SJ: Oh, is that what Scott?

TC: That's what that is.

SJ: There you go.

TC: I mean, know that. Well, it's like if you're talking to a kid and you say, don't cross the street, what are they thinking about?

SJ: Cross the street. Crossing the street. Yeah. Yeah.

TC: It's the same with us. I mean, you know, we don't hear the do not, we hear the action or the embedded command, which is what you just share there. That's very interesting.

SJ: Yeah, no, I think that, so that's what I think my mission is for myself and for others is many people, there are many people who can tailor the mechanics of real estate investing. Are mechanics of being step one through step 10, and after here 10 of them, everything is gonna be the same. All right. I think the goal, and you know it Tyler, it's less about the mechanics, it's more about the mindset, right?

TC: Yeah.

SJ: Because you can master the mechanics much faster. It's the mindset that takes a lot of time.

TC: And you get a swim upstream a little bit. And that's really what we're talking about here. And I learned this lesson the hard way. I mean, my first deal was extremely challenging, and as a result, I was extremely stressed out and I couldn't sleep at night and all these different things. And I was like just running myself into the ground. And when I finally got out of that mess, just through pure effort and resiliency and all these things, I was thankful to look back and say, wow. I made it through and I made it to the other side and it was all successful. It was fine. But then I said look, I'm anticipating that circumstance or some set of circumstances, some adversity is going to happen again. So how can I train myself and be prepared for that? Cuz I didn't feel like I was prepared for that. I felt like I was on my heels at that point in time.

TC: And you know, it almost feels like, hey, you know what, if you've been in that circumstance, if you're a listener and you've been through that circumstance, or are, you are looking to grow as an investor. You are looking to design a life and make an impact.

TC: You've got to anticipate adversity, and you've gotta train yourself. You've gotta be prepared for that ahead of time.

SJ: Yeah, Tyler, you know what, I think you hit something on the nail on the head there, right? Because I think one of the biggest thing is when we listen, when I listened to podcasts before, everything sounds so easy, I and just like you my first deal was a mess. I jumped from single-family to my first deal as a 262-unit three building portfolio like I can do it, right? I found the deal myself. I negotiated it. I found all the partners, I put the whole structure together myself.

TC: What year was this?

SJ: This was two years ago. Okay. And I was very happy with my own success until two weeks before the closing. Our loan proceeds got cut by \$2.6 million. We lost a lot of money, right? But it also taught me a lot of, I mean, this is the most expensive college education I've ever received, but is the most effective and impactful college education I've ever received because, you know, I was forced to reflect back just like you, as in it, no matter how smart you are or not smart you are, things are not gonna work the way you plan to work. Right? And that's where you need to start planning for not how to make things better is who do you call? I didn't have anyone to call when I did that because I didn't build the ecosystem. I thought I could do it all by myself.

SJ: Right. Because I thought I, I mean, I have all the smartness in the world that I need but it doesn't take the smartness, right? It's really. You could be an A class student in your school, which I was unfortunately now thinking back, , I should have been a C student. I never thought about building an ecosystem of support system.

SJ: It's who, not how. Right? I was focusing on the how instead of the who. And I've shifted that script for me now, as in ,I'm more paying more attention and intentionality about who I'm talking to, who I'm bringing into the team, what am I, what are, what are their skill set, how I can help them and add value. And eventually, if I have to make a call, phone call I know who to call.

TC: It's amazing how this business can humble us, you know, in many regards. It can give us confidence to continue forward. And continue to push forward. But there are times where we can be humbled and I think there's tremendous value in that. Because it's a long game and now because of that you didn't build an ecosystem. Now you're building an ecosystem. You've built an ecosystem that's continuing to grow and it, I just think it's amazing. And so let's kind of go back a little bit and let's talk about sort of your trajectory now in real estate. Obviously, that circumstance in 2016 really shook you, but it really gave you the opportunity to, you know, prepare for continued adversity, continue to grow through that adversity. So talk to me a little bit about impact wealth builders and when that came about and when sort of where the idea came from.

SJ: Yeah, definitely. So we were a different company, so I started investing in real estate and multifamily more specifically in 2017-ish timeframe. We were called a very different company back then. But what again, there's a few backs, stories there. So we'll go back one step back to cover the context and then it'll also have to make sense. So, Impact 12 Builders was conceptualized last year. Or actually it, I think that the seeds were put in last year, but the company was launched this year, so it's a very new name, but not a new, not but a fairly old or relatively older existence.

TC: You rebranded it.

SJ: You rebranded it. Correct. Thank you for that word. That's what I was looking for. We re right.

TC: Come on, man. I'm a marketer, man. That's like, let's put let's label this thing. You rebranded it.

SJ: That's, we rebranded it. So then what happened in 26, 2021 was I think I briefly mentioned it, I lost five family members in my family, three of my uncles that I was very close to back in India. My sister who was two years older than me, and then my mom three months after that. And I didn't pay much attention to it. Yes, I was devastated. Yes, I was sad, you know, again, a lot of guilt and everything because I was, I've, I had not back, been back home in five years. So kind of, as an immigrant, the whole thing is why did I come here? I could have been with the family and all that stuff, right?

SJ: But then in January I got hit by COVID pretty bad. I was almost gone. I was bedridden for like 20 days. I was almost gone. I recovered from that then my brother had a heart attack. I'm like, you know what? One person, not this much loss of life and hurt should happen to one person in one shot in such a shot span. I wasn't complaining about it. I think the way, the reason I'd consciously built mechanisms for

me to think, I was trying to, what is life trying to teach me, right? Yes, I'm sad. Yes, I'm unhappy. Yes, I suffer the loss. But what is really the lesson here? Because there's something I'm missing. And until I learned that lesson life's not gonna stop teaching me that lesson and the next lesson is gonna be harder than the first one.

SJ: So for us, it was really going back to 2008. For me and my wife, when we started sat, when sat down and did our vision boards and stuff like, you know what, let's think of What is that we are really trying to do? Why did we go to live in a monastery in 2008? And the biggest impetus for that decision, Tyler, back then was we were trying to add more value, add, more impact. We were connect we found it's not a monastery, it's actually called an ashroom, which is a yoga and meditation space. And as part of the secondary part of their offering was they were also doing running programs at the grassroot level. So we were actually visiting villages and talking to people who didn't have a lot of means. They didn't know where the means are gonna come from, and we got impacted a lot, but along the way we lost it. I think now what we, our interpretation of life's teaching for us was, Life's too short, right?

SJ: Our goal, I mean, that goal was always in our mind, but we thought that, you know what, when we make our money that we needed to make at that time, we'll go back and do some philanthropy, right? But it was always not, it was an if and else. I think what life we are learning from that is there is no if and doubt in life because you may not have the time.

SJ: You really may not be in life. Look at my sister, who was two years older than me, she's gone. I don't know what her life dreams was, what she had postponed. So we actually started thinking about what is gonna be our impact, right? If you were to be gone, if you were to be gone in the next one year, two years, one day, who knows what next hour what is that we wanna do in that short span of time? So what we did at that time was, you know what, we'll go back to our. The reason why we left everything in 2008, let's bring that intentionality back now. However, what we also realized in that back in 2008, 2010 timeframe, is we realized money is not the most important thing. But we also realized money is needed if you wanna amplify the impact, right?

SJ: So what we wanted to do at this time is we have been gifted a skill set. We have invested a lot of time. We kind of know how to make. We may not be a billionaire, but we know how to invest and do well for ourselves and for others. So let's just basically take that model and add some more legs to it. So we, that's time. We basically thought about having our mission lead us forward. But what we are now do is we partner with our investors who invest in the deals like us, but we then take away our profits. We don't put the burden on the investor, hey, you gotta take 2% of your investments and invest in our causes.

SJ: If they want to, they're more than welcome. They're aware of it, but you know, we don't know their life situations. We don't know their financial responsibilities. We have no idea what they have to do in their own lives, and we don't be as arrogant as we say that, you know, two persons not gonna affect anything. Who are we to say two persons not gonna change people's lives? It may, right? So we basically took it upon us. We redirect our profits, part of our profits to now these social causes. And for us,

the biggest social cause is providing education to underprivileged kids. We have since provided education for about 50. As I said, our goal is to hit the a hundred thousand mark. Hopefully we can exceed it. But that's our goal, that's our target, and that's really what keeps us going. Then, you know, so that's the, story, the creation story behind impact ground builders.

TC: I love that, man. It almost feels like the lessons that you learned by the very challenging circumstances that you went through with your family. And by the way, I'm so sorry to hear about all of those losses. And so, you know, all of our thoughts and prayers are with you and your family but it almost feels like the lesson that you got as a result is the urgency to make an impact. And instead of saying, you know, it's almost like, and I can reflect on my own experiences to where it's like I, I find certain breakthroughs in my life to impact that I want to make. And then I almost file that in the back of the cabinet and say, you know, at some point I will do that. And eight years later, you go through the circumstance. And now, obviously, fast forwarding even further, six years further, there was a sense of urgency that you feel, almost came about and now you're like, I don't know how much time I have, and I think that's a realization that many of us really need to course correct on and recognize.

TC: We don't know how much time we have now. I believe, Let me just say this. I believe in tremendous longevity and all the things that, you know, are really coming about from a biotechnology standpoint and all of these different breakthroughs from a scientific perspective, which is very exciting. And at the same time, we don't know how long we have. So we've got to do it today. We gotta do it now.

SJ: Yeah, think part of that is let's talk about that for a second, cuz you're right, right? All with all the innovation that's happening in biotech and we're, I think all of us in our lifetime is probably gonna, we are gonna cross one 50. Someone's going to be 150, 150 years old through, in our generation. May not be you may be me, but somebody will. But in the, even in that thought process, let's just say we were gonna live one 50 between now and one 50. if you think about it, if you are gonna start, like I was talking to one of the investors, they said that I wanna be 70. My path is I wanna be 70. And then I start, and then I wanna start doing good.

SJ: And you know what I was telling them was, there are two ways to look at it. You may not have til 70, but let's assume you have til 70. If you have til 70, you've lost 30 years of impact, and if you believe in the compounding theory you could have impacted way more life between now and 150 then you would be between 70 and 150. So if that statement is true and we all believe that we have, we will live longer. And I believe in that, although we may not have the control for that because some of the things are outside like I've recently lost a nephew of mine who's 20 years old in a bike accident, right? No matter how much biotechnology would've innovated, that's something he didn't survive. We wouldn't have been able to save it, right? So that may happen, but I'm not, I mean, this show is not about morbidity, but it's a reminder of treating life with urgency. And if you're gonna live longer, great. That's all the more reason why you should be urgent about the impact, because you can now impact even more people.

TC: I love that. Thank you for reminding us all about that and recognizing that there's good on both ends of right? Whether we have a hundred more years or whether we have two more years, right? There is a sense of urgency, so I think all of us can course correct on that today and reflect on that and you know, sort of draw the way that we show up every single day in a bit more urgent perspective. One of the things you talked about earlier was sort of building that ecosystem. So I wanted to go back to that and obviously what you were doing to be able to make that type of impact is applying the who not how principles. Talk to me a little bit about building your ecosystem. What does that look like from a networking perspective and obviously just relationship building perspective?

SJ: Yes. I think I'll go back to the first deal because that's where I kind of knew what I wanted to focus on within real estate, within multifamily. I mean, you know, multifamily is a team sport environment. I know I'm preaching to the choir there, so everyone has a different role to play from investor relationships, to finding a deal, to building asset management skills to all of that stuff, right? I mean, there's so many different roles that people can play.

SJ: What I found is if I reflected back at that time on my deal, it was really, it took the five months out of my life. I don't remember what I did in that five years. In five months, right? I didn't see my kids. And this is coming from a consultant who was essentially calling United Seat one A as its home, right? This is coming from that. I did not see anybody because I was working full time at that time and I was building this new skill and I was trying to put all the pieces together. All the while I'm not just risking my money. Now I'm risking investor's money. So this added amount of pressure that was on me, what I realized when the deed fell apart was it's actually the best thing that had happened to me beyond other things. And the reason for that was it made me pause and think, what is the role I wanna play? Right?

SJ: Do I want another nine to five job, or do I want freedom? What am I after? Why am I picking real estate? Because we had achieved the financial freedom by then. So now we're trying to figure out is why am I doing this, right? Is it just a rut because I like to do it and I'm a workaholic? If that's the reason, that's okay. As long as there's, the reason was clear to me. Right. I'm never to say any reason is bad. It's, but you need to know that reason. So for us, it became is I'm not looking for I'm trying to do this to make an impact. That's the biggest goal.

SJ: But the second biggest school for me is to spend time with the family. So I realized, okay, I have this role to play, and when I was clear, I needed to figure out who else do I need to surround now? Before my goal was I can do everything right? So I didn't think about building an ecosystem, but now I'm thinking about I only wanna do this and I want to excel at that, and I wanna beat everyone in that game. That was my goal. So, but I'm like, okay, if I can do, if I have to do that one thing, that's gonna be my one thing. I cannot be focused on any of the things. So now I need to find somebody to acquire the deal, somebody to ask to manage the deal, somebody to do X, Y, and Z around the whole thing, So like, you know what? I'm gonna start intentionally looking at folks who have strengths in those areas and I could partner with them and add value in the other areas that I'm good at.

SJ: And it becomes a marriage, not of convenience, but of complement skills, right? That's the most important part of the marriage. If it's a marriage of convenience, it's gonna fall apart. But if it's a marriage built on complemented skills and attitudes and aptitudes, it actually works very well. Because now you're one person has a strength, but they also have a weakness that somebody else can help them protect with their own strengths, right? So that's really where I started building my ecosystem. So I need to look at what are the different strengths I need in my life to be successful in this area? Where can I find them? And who can get me there fastest. So I joined masterminds. I had coaches, right? I talked to people like yourselves who have been in this industry for longer than me and kinda like how they built their ecosystems.

SJ: So it was again, started focusing on, now I know what to get. Now it's easier to figure out the how. The problem in the previous approach was I just knew I needed to be successful, but I didn't know why I needed them, at what price? At what cost? So that self reflection helped me identify. Once it was clear of my path, man, it just became so much easier. And I always say that when the vision is clear, the strategy and the how will appear, the tactics will appear, right?

TC: Beautiful.

SJ: So when we, when our, when my strategy became clear, the tactics was very easy. The problem was I wasn't clear in my own head of what I really wanna do. I just knew I wanted do this. I just didn't know what.

TC: So Saket, before we move into the rare air questionnaire, the rapid fire section of the podcast, you've gotta tell us, man, what happened when the lender pulled proceeds by two point something million dollars?

SJ: Yeah.

TC: What happened? Did you guys close on the deal?

SJ: I was hoping. I was hoping you wouldn't ask that question. No, we did not.

TC: You did not close the deal.

SJ: We did not because Kill the deal. What happened was, because it was my first, we couldn't raise \$2.4 million. I, but we tried different negotiation tactics with our lender, with our seller but nothing worked. So we had two options at that point, right? We could have kicked the pen down the road and got another three or four months of extension at a certain cost. But what we felt as, and what I felt is, you know what, that's gonna maturely change. What we underwrote the deal at an X amount an x plus delta is not gonna be the same returns. So now I had the money. We had \$7M in the bank. That's not the problem.

SJ: The problem was, do I go back to Tyler who trusted me in with his a hundred thousand dollars or \$500,000 in some cases to say, hey, you know what? You know

what the story I told you a month ago? It's actually changing, but trust me, this new story is even better. I could have done it and I'm sure 50, 60, 80% of the investors would've stayed with us, but that just wasn't right, because that's not the reason I wanted to get into this business of telling stories, right? I wanted to make sure, now if we could just still meet the numbers work by waiting for some time, we would have, but there's no way. And I'm a number junkie. I can look at the numbers and figure it out, so I'm not afraid of that. But just, we couldn't figure it out. So what we did, what was the right thing at that point was we returned our investor and we basically ate up the losses.

TC: Man, it's a long game and business is not really for the faint of heart. But at the end of the day, it comes down to the preparation that we talked about today. I mean, preparing for adversity, preparing your own psychology, but also doing the right thing and surrounding yourself with the right ecosystem, with people who recognize that no matter what, you're going to do the right thing. Yeah, I think that's a great example.

SJ: I mean, at that point, I didn't know any capital reasons. I didn't even know what that. That terminology wasn't even clear to me. I had no idea. I didn't know what perfect, I just didn't know what I didn't know, right? , and that's why the ecosystem is very, very important because you're gonna hit a point where you're gonna be not the smartest person in the room, and that's probably the best room you wanna be in.

TC: That happens to me every single day. It feels like Saket and I don't know if that's destroying my ego or if it's lifting me up and it's pulling me in the great direction.

SJ: I think it's keeping you in the path of growth, Man, Tyler.

TC: Yeah, no question.

SJ: Because if you, if you know all the answers, this will be too easy and boring and you won't do it.

TC: That's so true, man. That's so true. Saket, this has been such a fun conversation. I feel like we could go on for hours and hours and hours and really diving into the beautiful mind of yours, and as you continue to challenge yourself, I want to dive into the rare air questionnaire. It's a rapid, fire section of the podcast. It really is about being uncommon. I mean, I think sort of making the shift and shifting the script in our inner dialogue is an uncommon practice, one that I would like to see become more common, right? But I'd like to ask you a few questions before we wrap today's episode. 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?

SJ: The most impactful book, not a business book it's the book called Mindset. Like Cal do, right? And that actually. That I'm a friend of mine I have to give him the credit. He showed me that book. It didn't make any sense to me at that point. I'm like, yeah, whatever. It's just this woohoo magic hair, man. I don't even know what that means. Mindset, Everything is about action, right? You gotta do it. But I think two

adversities in my life, I started to realize that terminology because once you name a certain thing, it's easier to overcome that, right? And that book talks about two mindsets. I'm pretty sure you've heard it. I just don't know if you knew the origin. It came back from the, from that book Fixed Mindset and Growth Mindset. So Carol Doll is the one who essentially coined those two terms. That's the one book that I would say has been impacted, has impacted the most. The second I would say is, which we've talked about the show a lot for now, who not how definitely read that one. And the third one, which is all of our favorites, the Purple Book, Rich Dad Poor Dad.

SJ: Yeah, those three books I think are, I always go, I mean, there are tons of books. I read a book a month, so there are a lot of books that shape my thinking, but those are the three books that have been life altering for me.

TC: Yeah, and going back to mindset, I mean, really that's been the foundation of our conversation today is the fixed versus growth mindset. And I think when you recognize adversity is a tremendous growth opportunity, that's when you're really engaging in that growth. I think that's where tremendous opportunities lie. So thank you for that. We'll put links in the show notes as to those three books that you mentioned there today. And aside from our discussion, what we've already talked about today, I'd love to know what is the biggest way that you elevate your life on a daily basis?

SJ: Besides what we've talked about?

TC: You can, I will give you a pass if you'd like to re-highlight something that we've talked about today, but if there's anything else that you'd like to point to, I'd love to hear that as well.

SJ: I think it's really two things. One is and again, I don't wanna make this show morbid. Remind yourself of your mortality, right? That all of us at fixed time, one hour or 200 years, I don't know, but everyone has fixed time. Like, well, we just don't know how much time. So if you constantly remind yourself for your mortality, You are going to bring sense of urgency in things that are most important to you. So I think, you know, people look at death as a negative thing. You can, but what I'm saying is use death as an inspiration. Because once, if you think you only are here for a hundred more years, that's a very short time. That's not a lot of time, right? So why do things that you actually hate doing, right?

SJ: Why being a nine to five that you don't, just for what to make a hundred K extra or 20 K extra or 30 K extra. Do something that you like or work at your job that you hate because you know it's a means to impact, create and impact somewhere else that you really like, right? So I think it's just one of, once you start looking at that, your mind's gonna free up and it's going to open up the opportunities for you to see how to create a beautiful life with that sense of urgency. That's one. The second thing I would say is be thankful to the ins in your life, right? Those are two things. If I say that now, I sometimes forget it, Tyler?

SJ: I know I'm saying it and saying it easier than doing it. So I have reminders, I have checks and balances in my life to kind of make sure that, I mean, my wife is the biggest grounder for me, but I'm flying too high, she'll bring me down. But not in a negative way. It's like, it's fine. Something is gonna remember that time Sacket. I'm like, yes, I do. So he's like, yeah, just not forget that. So let's bring the reality back into everything.

TC: Man, you are. I mean, you are speaking to the heart of so many listeners today I think that you're allowing people to sort of course correct and recognize, well, you know what? There is an opportunity for me to go back and for me to recognize, but actually if, are there any tips for being thankful and remembering because I think that you've also given us a gift by saying, hey look, I'm not perfect and I don't do this in a perfect way. By using death as an inspiration and remaining in a state of gratitude, are there any checks and balances that you might point to in particular?

SJ: You know, I think one thing is I used to, I asked a question to one of my mentors and coaches. I'm like, I don't know how to be. I mean, I can say it, I'm grateful, but I'm actually not grateful. Because I don't even know what that means, right? I mean, it's a word that I didn't grow up with. It's a feeling that I didn't grow up with back in India. And when I came here, I heard that every single time be grateful and I'm like, I don't even know what that means, right? So I think what helped me, and I'm not sure if that's gonna help your listeners or not, as in, you may not understand exercises, right? What working out means, but if you work out is going to change you.

SJ: I think that's exactly what it is, right? As in, you know, there are emotions. So if I'm happy, I'm smiling. But if I actually force smile, I will become happy. The reverse is also true. The same thing's true. If I'm feeling grateful, I'm gonna be saying that I'm thankful. So if I'm actually saying I'm thankful, I may eventually start feeling grateful, right? So that reverse wasn't true for me. I didn't even know that connection. So I think part of that is articulating it, right? Part of that is generally it, so whatever, however you wanna let that emotion out, that you feeling thankful, even though it may seem mechanical, right? Eventually your emotional being is gonna change and it's gonna get your, the sense of gratitude is going to all powery. I think that's what you're looking for as a trigger, and once that happens, nobody has to remind you have to be thankful.

TC: Man, that's good stuff. And it goes back to the earlier part of our conversation we were talking about I am, those little embedded commands and how powerful words can be and it's, I am grateful. That can be a very powerful mantra to step into and recognize, well wait a minute, maybe I don't feel that way but perhaps that could be a leading indicator to get me to start to feel that way. Body language is another one I would point to. It's like if you're slouched over, if you're hunched over and you're, kind of feeling small and feeling lack, well, then you're probably not gonna feel grateful but there's other circumstances, other ways to sit or stand or, you know, feel powerful. Mantras again, habits, building this sort of this dialogue into your habitual language, whether it's, you know, speaking to yourself, whether it's journaling, and I think all those things can lead to feeling, but I just think that there's a lot of really great tips there, man. So thank you for that, Sacket.

SJ: No, thank you. Thank you for giving me the opportunity to share my story.

TC: Absolutely, man, this is so much fun. And I wanna wrap up just real quickly. If you were to tell me, I mean obviously Impact Wealth Builders, you're making a tremendous impact on so many other people. But what is the number one and the biggest way that you are elevating others around you?

SJ: So, you know what we do with Impact Wealth Builder is we. Partner with investors. Now there are lots of investors, right? I mean, you know, there's \$3.8T. I'm pretty sure that number is increasing. The moment we've talked of money that's sitting in the Wall Street, right, that you can actually bring to different investment types, which I know you are proponent of as well. So what we do is we partner with that. But the biggest thing, biggest difference for us is we do not partner with I. who are not mission-oriented, right? It's not for us. It's not about making money, right? For us, our mission has to be align. Now, we will work our butts off to make sure that we give our returns back to our investors, and we will, but that's not the only goal. If somebody's just looking to make money, they're not the right investors for us, right?

SJ: So what we always do is we partner with them. We build a thriving community of investors who are supporting each. To make sure that they grow together and build a community that they're proud of. So in order to that, we're always looking at opportunities that can help us. Currently, we have an opportunity in Myrtle Beach, which is a 2022 build, recently built apartment complex 252 unit, and we're essentially creating those opportunities for our investors in an environment which is very risky and shaky and uncertain, right? We have a fixed debt, low debt to equity ratio, about 60%. So we're trying to remove that variability so that the IT returns are in line with the risk that's happening in the market. But the investors still have the opportunity to continue to grow their wealth and gain their time back so they can focus on other things in.

TC: I love that. And if the listeners wanna learn more about that, where can they go?

SJ: They, if you go to [impactwealthbuilders.com](https://www.impactwealthbuilders.com), you go join our investor club. And when you join it, you will get a chance to schedule a personal call with me. So that call is not about the opportunity per se, but that's the call where I would understand if we are a fit for you and you're a fit for us. And then if there is, then we'll send you the information about the opportunity. I just don't wanna put it out in public because I said I'm very particular with what investors I work with. And that's the only way I could filter.

TC: Fantastic. Well, Saket man, I just wanna acknowledge you. Obviously, you have done the work, You continue to do the work on yourself, and you're making such an amazing impact on other people, not only by your example, by the mechanisms that you are building into your investments and the way that you're building your business. So, man, I just wanna acknowledge you. I just wanna thank you so much for being on the podcast today. Are there any parting thoughts or words of wisdom that you'd like to share with Elevate Nation?

SJ: I'm gonna borrow the word that Step Godin says, go make a ruckus, right? Life's too short. Do things that you really like.

TC: Drop the mic, my friend. Saket Jain, until next time, thank you so much for being on the show.

SJ: Thank you, Tyler.

[END OF INTERVIEW]

[OUTRO]

TC: Elevate Nation. Oh, baby, Saket Jain, bring in the absolute heat, tremendous value today in this episode. Wow. If you enjoyed this episode, just go ahead and share this with a friend and have a discussion because I can tell you that adversity is guaranteed and it's just a matter of what gifts do we receive as a result of going through that adversity and how are we training ourselves to be prepared to receive those gifts because ultimately it's either we get destroyed, we get taken advantage of. We lose or we win and it comes down to that growth mindset. And ultimately, I think that today's episode is an opportunity for us to condition our minds for continued and ongoing success, constant, and never ending improvement.

TC: I'm just so thankful to have this opportunity to course correct myself, and I want to invite you to look at the opportunity to do the same. What is it that you have, perhaps, had the opportunity to look at in a different light? And I think that today's opportunity, today's conversation, really gives us that opportunity. So I just wanna thank you so much for listening. I also want to encourage you to identify what are your top one, two, or three key distinctions or takeaways from this episode? I wanna invite you to listen to this episode again, because repetition is the mother of all skill. And also by the way, you think about conditioning your mind for success.

TC: It is about those inputs, you know, that we are not, sometimes we're not aware of how powerful inputs are. You know, the music that we're listening to, the podcast that we're listening to, conversations that we're engaging in, the books that we're reading, the social media that we're consuming, those things are extremely powerful and repetition in this sense can give you the opportunity of conditioning your mind so that it becomes natural that your dialogue is one that's empowering, one that's strengthening your future, strengthening your growth, and strengthening your capacity to achieve and surpass your goals. So ultimately, that repetition gives you the opportunity of immersing yourself in that and becoming and strengthening that identity, becoming that person that you wanna become and maybe somebody that you've never even imagined that you could become. Ultimately, now, the call and the challenge is to take massive action. So go out there and apply what you learned today. Until next time, Elevate Nation, thank you so much for tuning in, and we will see you next time.

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