

# TruTalk Podcast Episode Three

## Family & Financial Freedom

[00:00:00] You are listening to the TruTalk Podcast, the place for real insights on real estate with real people. In today's episode, we're talking to Omar Cedillo of Guerra and Associates Realty.

Omar, thanks for joining us today. I'm really excited to have you. Um, also joining us today I have Sebastian Mora, who's a loan officer here at TruLoan Mortgage. You know, it's an interesting story how you two met. Why don't you tell us about that, Omar? Um, door knocking. Door knocking, door knocking

That's some old fashioned salesmanship right there. Yes, sir. I was out door knocking, um, with a buddy of mine from the office and, um, Sebastian didn't answer, [00:01:00] left the door, hang. and got a call from him. You left the door hanger. Left the door hanger. Yeah. . I remember Sebastian came in and said, this realtor left a door hanger.

What do you think? I said, I think you call him. Yeah. That's, that's someone who's out looking for business and as a hustler, right? Yeah. Mm-hmm. . No, and I saw that and I, I really appreciated that cuz it's not that common anymore. So that's pretty much why I decided to call you. Cause I was like, wow, this guy's really out here hustling and calling.

And knocking on these doors, trying to find That's right. Clients and whatnot. So, yeah. So, so we know how you met, but why don't you take a step back and tell us a little bit about yourself. Okay. So I'm Omar, right. I've been, um, doing this for about a year and a half. A year and a half. So, pretty new. Yeah.

Still considered a rookie? Yes. Yes. How's it going man? It's, it's amazing. It's amazing. It's been a beautiful journey. It's taught me a lot about. Tested my [00:02:00] character really? So it's been good because I've been able to look back in this past year and a half and been very proud of myself. Mm-hmm. , you know, for the resilience that I've had to be able to build something and doing what I always wanted to do.

Expand on that. What, when you say it's what you always wanted to do, what does that mean? You know, I think like, you know, like everybody else, everybody has this, this, um, you know, goal of having something of their own,

you know, being their own boss. Mm-hmm. . Mm-hmm. running a business. Right. And I just didn't know where to go, but I just knew that's what I wanted.

What were you doing prior to this? I was doing. Sales. What's doing sales TV and internet? . TV and internet. Well, a lot of people use TV and internet, right? Yep. TV and internet. So what'd you learn in TV and internet [00:03:00] that has helped you in real estate sales? And why'd you transition from one to the other? So the transition, I'll start with the transition.

Okay. Um, but the transition was exactly that one and a half something of my own, not knowing what route to. , but real estate was something that I was hearing a lot of. Mm-hmm. , especially in a place like this, it's hard not to hear, hear about real estate the way the city's growing. Um, so I said, you know what?

I'm gonna take this class man. I'm gonna just go with it. Um, and I did just that. And have you sold a house yet? Yes. How many ? 17. 17. 17. That's a good, that's a quite an achievement. There are many agents that have been in the. For years and years. They haven't sold 17 houses in that period of time. So kudos to you.

Thank you. That's great. Thank you. Um, what's, what's helped me Back to your question. What, what has helped me from my previous TV and internet [00:04:00] to what has helped me now has been the fact that I've been, I was on the phones mm-hmm. , right? I was working there for six years, so I was on, on the phones. It was inbound as opposed to this being out.

Hmm. Um, meaning you were like in a call center. People were calling in to ask about the internet service that you then sold and we had to convert them. So we were selling tv. So this is very different because you're, you don't sit at your desk and have people calling you, Hey, can I buy a house? Right. I mean, you, you gotta find them, right?

I mean, that's how I ended up at Sebastian's store, right? Door knocking. So if it was door knocking, um, what it's really helped has been the phones not having that. Of making the phone calls, um, and just hustling, you know, the sales, I've, I learned so much at that job, which was sales. And, um, I learned that having that experience of being on the phones, which is a lot of struggle for people whenever they're starting reaching [00:05:00] out for business, making the phone calls.

Mm-hmm. helped me, you know, cuz I had that experience and that's really how, you know, I've been able to do. You know, okay. For sure my first year

and a half. But, but, but you've touched on something that I think is important. People are afraid to pick up the phone and, and call. It's a, there's a fear of rejection, right?

Mm-hmm. , um, how did you overcome that? Like, what made you comfortable picking up the phone and knocking on doors? You know, I think it's, uh, it's really what I have envisioned for, for my goals long term. I need to get past it. To get where I want to be, right? Mm-hmm. , if I, and that's what's really what, what really allows me to take that step forward, put the fear aside, and just have the courage to make the phone calls.

Because I have goals, right. You know, that I want to accomplish. Um, I want to be able to succeed here, but it's not just about the sales. I [00:06:00] have, I have a lot more goals. I've seen the impact, you know, that you can have in real estate. Mm-hmm. and how good it can be for. , if you're able to put your a hundred percent into it.

But the endless opportunities that real estate has, whether if it's, you know, helping somebody, if it's a family or somebody buy a home, you know, I back at that job I was, you know, helping also with like nonprofit work, right? So talking to kids and what really, and I, I'm say all of that to say that this pushes me, you know, to be able to be an.

you know, for those kids to be able to be an example for, for anybody who, who, who was in that same situation that, that I, that I was, that I am in now mm-hmm. . Um, so that's, that's, that's all it is. Just, you know what it is being scared of Phil. Hmm. You know, a lot of people are scared to [00:07:00] make the phone calls.

Mm-hmm. , but I don't want to. But you know, it's interesting, you talked about motivation a little bit, and you talked about it's lot of motivation. You talked about endless PO opportunities. Mm-hmm. , but I haven't heard you mention money a single time. No. Um, what's your, why, what's your major motivation to do, whether it's real estate, sales, or this nonprofit work that you're doing, which I want to get into more in a little while.

Mm-hmm. , what, what motivates you? Oh, man. So the money. Yeah, it ties in there, right? We all want to wanna succeed. We need the money to live, of course, but that's not what pushes me. You know, what I have in my vision, the goals that I have to accomplish, the levels of success that I want to reach, and it's to build a team, right?

In order for me to build a team, I need to be able to be successful in real estate. I want to be able to. , [00:08:00] other agents that mm-hmm. may need some kind of guidance. Mm-hmm. , you know, when they're starting in this, in this field, I want to be that person that can give somebody who's coming in some kind of guidance.

My family, you know, if you know me, Sebastian knows . Right? How big I am with my family. I have two kids tell me about, you know, and I wanna make them proud. How old are your kids? They're eight and seven. Eight and seven. Boy girls, a boy, and. And a girl that's like the best of both worlds. Oh, that's fantastic.

Do you think having kids is another like driving factor that helps you stay motivated and move forward? Because I know I could call you up at literally four on the dock in the morning. Any day of the weekend. He will pick up like he's, what's up with this four in the morning? So yeah, you're active at four.

Move in. . I mean, he does, his prospect calls at seven. I mean, you're one of those guys that are like, you're on it. Mm-hmm. . So what, aside from your, your, you know, your mission and everything, [00:09:00] do you think you're having children gives you that extra push, especially being young? Yeah, a hundred percent. My, my, my kids.

Um, also, you know, I'm a big family man, so if, if you hear me talking about my mom and my grandma all. I've heard you talk about your grandmother. I know. Besides the fact that she cooks good, but , she's a beautiful lady, but I wanna make them proud. Right. You know, and I, and, and seeing, and this is the things that keeps me going along the way.

Um, when they see me posting these things on social media and I get a message of like, wow, we're proud of you. That's great. It's. , how do you not keep going? You know? And, and, and, and it, and it reminds me again because throughout the process you get lost in your why. Right? Right. My why is my family, I do wanna make them proud.

When I get those messages, when I get those phone calls, when I see them, it's like, [00:10:00] okay, let's keep going because I've done something. If I'm making you proud with this short period of time, you know, just imagine what I can. and this next year, you know, it, it's, it's, it's beautiful. Speaking of making your family proud, let's, let's take a step back and talk about you're growing up because my understanding is you are 10 years the recipient of, um, a DACA work permit, permit of DACA and, um, and without daca.

Life may be very different. Tell us about that personal journey. Let's just go back to the beginning. So you want to go back to the DACA journey? You want to go back to when I was born, born, whatever you want to share, . Well, you know, I was born in Mexico and um, my parents brought me here when I was one, straight to Charlotte from Mexico.

We lived in California for a bit, for like a year or two, right? [00:11:00] I don't remember it, sir. We lived in Texas. All right. We lived in South Carolina. And then we came here. So we did a lot of migrating from state to state to make sure that the family was together. And, uh, since elementary school, I've been here in, in Charlotte and DACA came about when I was 21.

Mm-hmm. . So you were one of the first recipients then, it sounds like. Yes. game changer. And how did that impact your life? Oh my God, it allowed me to work . It allowed me to work. Um, you know. How old were you when you got it? 21. I was 21. Just for those who maybe aren't as familiar with daca, just give us a quick, what does that mean, daca?

So DACA gives you a work permit, so it gives you authorization to work here in the States for anybody who [00:12:00] was not born here. Mm-hmm. in the. Um, yet was raised here. Right. There's a few other things that Sure. That are tied into the qualifications, but, you know, me being born in Mexico, being illegal here in the States mm-hmm.

or being raised here for my first language is. , it's, it's, it's English. Even though I'm born mm-hmm. You know, in Mexico. Right. Even now with my kids, you never do anything other. I speak to them in English and, and my mom's always like, you gotta speak to them in Spanish , you know, are you, but they know Spanish.

So they know Spanish well, you know, it's, it, it is good in there. Right. Um, but I wasn't fluent in Spanish up. like 17 years old after high school. I had, you know, where I started working was just So why is that? Cuz your parents, obviously that was their, their native language, right? Mm-hmm. . So why do you think growing up that you didn't know Spanish?

Did they, was it. They [00:13:00] wanted you to be inculcated into American culture. Like what, what's the backstory on, so I guess I could say this, I did know Spanish. Mm-hmm. . But it's very similar to like what you see now in kids, right? Mm-hmm. who are born here. Mm-hmm. , Spanish parents, but you get them to speak Spanish and, and you could hear that it's not fluent.

Mm-hmm. because, or the where we're, where we're going in. , we're going to school, we're learning English, or you know, or we're just here in, in the state. Right. So it's in English. Um, the friends that we're hanging out with all speak English. Mm-hmm. , you know, so my siblings were all speaking English to each other.

So at home it was just my mom who I had to, who I had to speak Spanish too. . Oh, interesting. Yeah, yeah. You know, so I, I think that's where it comes. But that there's an evolution to that, right? Because my understanding is that you work with a real estate team. Yes. That is almost all Spanish speaking, MultiLing lingual.

Bilingual. Bilingual to [00:14:00] help, um, to help Spanish speaking clients. Yes. Transact in Spanish when they want to, right? Yes. So it's so, so learning Spanish at age 17 has paid off . Yes. Shout out to my job at that time, but yes. , what were you doing at that time from 18 to to 21? I was working at a Spanish radio station, so, you know, everything that I was doing wasn't Spanish.

Right. The music that I was hearing ing in Spanish, the people there only spoke Spanish. The commercials that we were working on were only in Spanish. Um, so it was all, all Spanish. All Spanish. It's interesting though, you said that you lived in California and then Texas and then South Carolina. And then North Carolinas where you settled.

Um, probably very fortunate that you didn't settle in South Carolina. because you might not be doing what you're doing, right? , yes, because absolutely North Carolina, no problem getting a license. But South Carolina, it's a challenge [00:15:00] with DACA recipients, right? Yes. So South Carolina, it's very tough. Well, you can't, I'm sorry.

It's not tough. You just can't get your, your north, your, your real estate license. Mm-hmm. . So everything that I practice is here in North Carolina. Yet I didn't know. until, you know, you, you sign up with your team mm-hmm. and they're like, Hey, you have to get your South Carolina license. And it's like, perfect.

Let's do it. Right. And then you discover the challenge. Okay. You can't do it. But that's also a great reason to be on the team, right? Because if you have a client that wants to buy in South Carolina, you have that opportunity to work with one of your colleagues on the team for South Carolina. Is that right?

Abso Absolutely. And so it's a team of. . Yeah. Team of 10. Team of 10. By then. What, what's the breakdown of that? Tell what kind of support structure

do you have and why do you like being on a team and how did you meet them? How did you get involved with the, the Gua team? So we had a mutual friend, Mike, who [00:16:00] is the, the founder of the team.

One of the guys, well, one of his, his friends is, is a friend of mine who used to work with me at my previous job. He said, there's this guy, he's started out. , you know, go check him out. He told me this vision that he had and I was sold. Mm-hmm. , um, you know, you, you mentioned about the support. You've met the team or, you know, yes.

Sebastian has met the team. Oh, yeah. . Yeah. And if you know the team, you know that these guys have. Great energy. Yeah. You know, these guys definitely, these guys are a lot. And that's what I was there, that's what I was drawn to, because sometimes, you know, we, we talk to all walks of life, clients, realtors, everybody.

Mm-hmm. . And that was the first thing that I, I, I even told you when I called you initially, as soon as I called Omar, it was, Hey, what's going on? Hey, how's it go? I was like, oh, I like this guy already. Mm-hmm. , because I have to sometimes tone it down too and try and stay professional because I'm. , high energy, like super motivated, [00:17:00] ready.

And that's why I think we click so well cuz and then everybody on the Garo team is like that. They're very high energy, ready to go. Like, yeah, let's tackle the day. So it's, it's really cool. You guys have an awesome thing going on. Yeah. It's a beautiful team. Um, they're very encouraging, you know, when you have a, a group of people who are, who are so, who are so genuine, you know, and, and, and root you.

you know, in this business, a lot of people don't root you on, right? Mm-hmm. , because suppose it's like a lot of competition. Sure. Right? And this culture is so nice because it, it's so encouraging. So that's the support that, that I receive from these guys is the encouragement they root me on . So it goes back to like what I said about, um, ab, about my family.

when you see your own teammates mm-hmm. rooting you on about what you're doing. It's like, okay, let's go. Let me keep going. I [00:18:00] gotta do more. Right? Yeah. Have you had a challenge that came up since you've been in real estate, that you really think of? Wow, I'm so happy I'm a part of this team because I was able to turn to someone.

to help me throughout that challenge. You and, and or are you comfortable sharing that, an example? Absolutely. Absolutely. Um, you know, when, when I started with a team and, and the firm that I'm on now, which was August of 2021. Yeah. 2021. You know, my first, when I did my first closing, my first closing was, that I actually got paid.

you know, was January . Right? . Sure. And then that's where all the closings came from, right? Right after that. Right. So you have August, September, October, November, December of not getting paid. What's what, what is that, that concern that enters everybody's [00:19:00] mind? Mm-hmm. , you know, when you're in this. . H how am I going to do this?

Right. Haven't made the wrong choice, you know? Oh, is any of this gonna work? You know, everything, all these seeds that you're planting, all these doors that, that, that you're trying to knock down. Mm-hmm. and I have Mike. . Right. Who, who, who's our team leader. Our team was not 10 people at that time. Right, right.

It's, it's been growing, um, as the time has come by. So you went to Mike. So I went to Mike and or Mike came to me. He just saw me that I was just down about to tap out

And he always tells me now, he's like, I told you it was gonna pay off . You know? What do you think he saw in you that made him. Oh my God. He always tells us that, you know, when he [00:20:00] pitched us the idea of what he was wanting to do of build this team, you know, even, even up to like last week, um, he tells us that he's always so grateful that we just believed in him.

You know, and, and I think that, at that time when he was, you know, looking to build this team. He was looking for, for like these young professionals, you know, to, to, to build, to build a team with. And, um, I'm hoping he saw somebody that he could, you know, just count on to help him with that, with that journey that we're in now together, you know, that's, that's what I'm hoping that, that he probably saw.

So it sounds like there was a little bit of believing that the other would support one another. Right. You believed that he would support you. Absolutely. That's what it is. And he believed he would a hundred percent support him. A hundred percent. It, it was, it was a hundred percent believing in people.

Absolutely. A hundred percent. And you think that's still true today? [00:21:00] Absolutely. Yes. You know, Mike's like, oh my God, man, this, he's like a



brother of mine, you know? That's right. Um, that a brother that, that, that created a really good, you know, relationship with throughout this time. We recently had a. Um, I think you were at this event we had a, um, real estate mastermind and several of the agents left that and said this was great.

Being able to talk with other agents mm-hmm. and discuss their successes, their challenges and ideas. Because what they said is, I never talk with many agents other than what I'm negotiating on the opposite end. Mm-hmm. , because they're not on teams and so this is interesting. They don't have that experience.

So you're saying really having that team has been that encouragement and has guided you through the startup to get you to this point where you're just so enthusiastic about moving forward? [00:22:00] Absolutely. And, and, and it's not just, you know, the, the team itself, because even if you're not on my team, well, and, and if you know me, you know, I'm a.

Yeah. Friendly person. Right. So , I'll start a conversation up with you and you know, at the firm that we're in, there's a lot of agents in there and, and just to date, you know, I was talking to a guy he got in there by seven 30, so we're both there. So you're curious about what you're doing there. Mm-hmm. at that time.

Mm-hmm. . Right. And I'm always asking, always asking it, whether you're on my team or. and, and this is what's really helped me a lot. It, it, it really has because I'm always learning, always learning. And I'm learning by my, with my own peers. You know, I'm, I'm never, if I see that you're winning, I wanna know how you're winning.

Right. You know, I, I, I want to know if you can help me. Right. You know, also with what you're doing, or just share your ideas. They may not be for me. Sure. Right. But maybe I can put 'em into [00:23:00] what I'm doing. But I, I see you guys, the two of. doing that a lot. Sebastian is meeting with you and going over ideas.

I mean, what, I see you guys huddled up in that office a lot. Yeah. Coming up with ideas, what, what's that process like for you guys collaborating as a mortgage professional, real estate professional? What, what's the goal in there? What do you, well, I think, what does that look like? Yeah. Well, absolutely. I think part of it is that we have very similar, similar goals and philosophies.

we mentioned earlier, Omar, you've never, you didn't even talk about the money and it's very, we see that like you're one of those agents that is, or just not agents, just people that are, are so genuine and, and driven on like a bigger

mission than just a paycheck. So whenever I meet people like that, it's like those are the people I wanna work with.

And aside from real estate, aside from this, we have so many big projects that we're looking forward to do. And basically everything that. [00:24:00] brainstorm off of each other. It's like we just develop it in such little time. Like sure. Like all these, you know, events that we have planned out. You know, we really want to reach into the, um, Latino community and kind of tap into that nonprofit stuff too.

And, and just be everywhere. Be everywhere and, and help out. Not just get people, families and, and individuals and homes, but just be out there in the community. Be a, you know, be one of those. persons that, you know, people can reach out to for anything really. A hundred percent. And, and I've always been a team player.

Mm-hmm. , you know, uh, I've always been a team. I played sports, I played soccer a lot, you know, growing up. Um, so I've always been a team player and I've realized not just throughout, you know, my ex, my, my journey in real estate, but just in general. that there's a lot of things, you know, that you may lack as a person, [00:25:00] but that doesn't mean that your partner, you know, can't fill in what you're lacking.

And that's why I'm a big believer in team player and, and being a, a team player and working in a team because you can get a lot more done. Mm-hmm. , you know, and, and that's been very big. and while I'm always looking to partner, you know, not partner, brainstorm with Sebastian, with my teammates, with other agents, always looking to be a team player.

It's the best thing you could do. What's the day in the life of Omar ? Walk us through. Oh, that's, that's easy cuz I'm very, I'm very, tell us about it. That's easy cuz I follow a schedule. Um, so today is my schedule. You know, I can, I can tell you my schedule, but I'm up at three. three 30. Yeah. So I'm up at, I, I don't go to bed till three 30 some nights.

Yeah, so, so I'm up at three 30 and I'm getting to the [00:26:00] gym at four 15. Okay. And then, you know, by the time I get home, I get ready, I have my breakfast, I'm in the office at seven and. From seven until 1112. I'm, I'm, I'm prospecting. How? All right. I'm looking, I'm looking for business, making phone calls. To who?

To everybody. . Um, if it's for cell by owners, maybe you find everyone's phone number. . You sound like the people that I call . How'd you get my number? Could you get my number? ? No, but Pardon? What? What's the audience? You're, you're contacting is what I'm asking. So for Cell by Owners are on Zillow. Okay. All right.

Makes sense, right? Mm-hmm. , it, it's, it's easy to find calling for sale owners, looking for listings. Mm-hmm. potential listings. Makes sense? Absolutely. All right. What else? And then you have, um, something that I just recently started. , you know, looking [00:27:00] into new things to, to mm-hmm. to do, which is now, and, and a lot of the, the stuff that I've done has come from, from connections that I've built through for sale by owners, but now expired listings.

Right. Okay. So expired listings, you can find those the same way that I have 'em, like on a dialer. Mm-hmm. , right? Where you can just look for, look for 'em on the MLS expired listings. Um, but I have a dialer also where I'm circle prospecting, looking for long-term business. And then of course, How I met Sebastian.

Um, you know, I, I, I would be going out there, going to the doors, knocking on doors as well. So that's what my prospecting looks like, you know, for my first half of the day. Um, afterwards I'll go into appointments, whether if it's showings or consults, any kind of appointment that I may have. Podcast. Podcast

Yeah, right. Uh, podcast. And, um, and that typically just ends [00:28:00] up to where if I do have appointments, then that kind of takes up the rest of my day. Sure. If not that I'm coming back and working on my business. Do you have a, a certain number of contacts you're trying to make a day or a week or a month? Like what, what's.

You have a quantitative goal? Yeah. So I do wanna make at least a hundred contacts a week. Okay. A hundred contacts a week. It's 20 days. Um, whether, if it's however it is mm-hmm. , you know, through people that I meet on social media, I do make sure that I'm only consider, I'm only counting people that, that are new.

you know, not just the same person that I spoke to last week, but a hundred new people a week. Mm-hmm. . Oh, so it's a hundred new contacts. Mm-hmm. a hundred new contacts a week. Now does a voicemail count or do you have to have a live conversation? So for me it's a, a conversation. So you're looking to have 20 actual conversations?

Yes. How long does an average conversation last? It [00:29:00] depends, you know, because if, if I'm doing, like we could say maybe around, If, if I'm circle prospect and they're typically around, I don't know, like three minutes. Okay. So quick conversation. Yeah. So what's the goal? What's the goal after that? So you're having a, a first conversation with somebody.

It's a for sale by owner or a, um, expired listing, whatever it may be. What's the goal of that conversation? What are you trying to accomplish in those three minutes? So I'm wanting initially to get an appointment. Okay. That's, that's initially what I'm wanting to do. Why would they give you. That's a good question.

what's, what, what value are you bringing them that that would make an appointment with you? That's a good question. You know, I mean, now that I'm able to, to, to show what I've done mm-hmm. , you know, I, I do bring value in regards of the work that I've done. So whether it's what I've done for other clients mm-hmm.

testimonials for them as. , um, building that rapport with them on the phone [00:30:00] call. Mm-hmm. , I think helps me get the door, get, get myself into the door as well. Um, so given that kind of, I guess you could say, like giving them my resume Right. Will help out a lot. If I were to sit down mm-hmm. and the interview five of your past clients.

Yeah. What would you, what do you think they would say about you? What would be the number one? what they, what say about you. So I'll, I'll tie you back to the report, right? Um, I'll, I'll, I'll tie it back to the report. I can definitely say that in something that Sebastian just said that they knew that I was genuine.

You know, they knew that I was a genuine person, which means that they knew that they had somebody that they could trust. And I think that's one of the most important things that needs to be established. when a client is gonna work with an agent or when you're just gonna work with anybody in life, right?

And that trust throughout the [00:31:00] process just got even more higher and more higher. And they knew that the goal that they had, mm-hmm. was my goal. Right? Whatever it was, my goal was to support, make, supporting their goals. Very supportive. Your goal was to support theirs. I was in their best interest at all times, and I.

I know for sure because now they became a friend of mines. Have, have you had a, have you had a situation where you had a client that wanted to do

something you felt like was not in your best interest and you had to have that difficult, hard to heart conversation with them? Yes, absolutely. You wanna tell us about it?

Absolutely. You know, there's a lot. There's a, there, there, there's a lot of scenarios that have happened. You know, when, when the market previously it was, it was crazy. Right. So what were we having to do? Um, if it was putting homes under contract without any kind of inspections mm-hmm. . Right.  
[00:32:00] Which is a big, it's a big risk.

So you would advise the client not in your best interests. I don't want to say do it. Right, right. But it was things that had to be done. But some houses were a little bit more on the end of where they needed more work than. , you know, in some situations that mm-hmm. that, that I was working with, and they would still take that, that leap of faith , you know, to, to do it and, and, and it all worked out.

Um, that's good because if you're done the other way, which absolutely. What do you think if you to advise them otherwise. Absolutely. What do you think is the biggest challenge right now, like in the current market, especially in Charlotte, what do you think is like your biggest obstacle that you're encountering with new clients that are calling you?

Hey, I wanna buy. Or is it the right time to buy? Like, what is your cha, what's your, what's the newest challenge and the most common one that you're seeing? So giving them ed, [00:33:00] educating. Mm-hmm. , right? Because what's the norm that we're hearing right now from people? Everything that they're hearing on the news, all the negativity rate.

It's not a good time to buy. Right? The interest rate, the price is, is it a good time to buy? . So the same way that I answer to everybody, right? I, if it makes sense for you, then absolutely. Because it may be a good time for you to buy, but maybe not for Sebastian, but you know, current clients that I have now.

Mm-hmm. and just a recent conversation, you know, that I had with somebody. I had somebody just get back on the market from taking a three week break. Sure. Wanting the same house. It wasn't there. So why did they come back in the market? They regret what they did. Yeah. What they did or what they didn't do.

What they didn't do, ah, what they didn't do. So regrets of inaction. Mm-hmm. . So now they're one in the same style. Same, same deal. Right? It doesn't exist

anymore, right? Mm-hmm. . And, um, what I always tell people, [00:34:00] now, let me just show you. If it's a buyer's market now, and it, it makes sense for you, why is it not a good time to.

Yeah, it's just very tough. You, you gotta know what somebody's going through. You gotta know what their goal is as well to be able to give that Right. Advice and guidance. Before we wrap up the, I I want to ask you, you mentioned you gotta know where people are going and what their goals are, and um, you mentioned earlier that you do some volunteer work.

I understand you go back to your old middle school and you're working with kids there. Talk to us about that. . Yeah. So this was something that was happening before where, um, you know, we would go out and do pretty much, I was volunteering at an afterschool program mm-hmm. and the afterschool program was at my old middle school,

That's great. Right. So it was beautiful to see, to be able to come back and, and we were teaching life lessons. Mm-hmm. , um, [00:35:00] something that a lot of people may not shine light. . Right. But, but it's very important to the youth. We were doing life lessons. We were helping with academics, and then we were doing coaching for soccer.

That's great. So that's great. Yeah. That's, that's really nice. That's, that's, that's what we were doing. So I think, uh, we are, we're, we're going to be able to have folks meet both of you together. You said earlier that you are working on having some events this year. Mm-hmm. , there's gonna be focused. mainly first time home buyers, right?

Yeah. And um, so we'll be posting those different events on our, our social media and inviting folks to it. Where can folks find you, someone to contact you? So social media is my first and last name, which is Omar Ciel. And then, and we'll put it here at the bottom screen. Yeah, absolutely. And then, um, Instagram is Omar Estates and, um, yeah, that's where all my social media.

All right. [00:36:00] Thank you so much, Omar. It's been Nicky, such a delight to have you. Thanks Omar. Thanks for coming. Thank you. All right. Thanks.[00:37:00]