



3 LESSONS PODCAST

How Women Real Estate Investors Succeed Through Focus, Systems and Community with Liz Faircloth

Episode 2 Transcript

Matt Bowles: My guest today is Liz Faircloth. She is the co-founder of [InvestHER](#), a community dedicated to providing women the tools and support they need to successfully balance their lives as women, wives, moms and entrepreneurs. She is a longtime real estate investor herself and Liz and her team now manage millions of dollars in real estate. She is also the co-host of the annual live event [InvestHER Con](#), the number one conference for women in real estate that teaches you how to invest intentionally. So, every decision you make builds cash flow and buys back your time.

Liz, welcome to the show.

Liz Faircloth: Thank you so much, Matt. It's so great to be here with you.

Matt Bowles: I am so excited to have you here. I have been part of the community on the email list following everything you've been up to for many years now. So, I'm really excited to dive in for this con. Would love to start just giving folks a little bit of background on you and your journey. Can you talk about where you're from, where you grew up, and how you eventually came to buy your very first rental property?

Liz Faircloth: Sure. How much time do we have? I'll tell you the day I was born. Now I won't go into that much detail, but I grew up in New Jersey. I grew up in a small town, the Flemington, New Jersey area. Middle class family, youngest of three girls. So, I did a lot on my own, not on my own but you're that, you know, easygoing, kind of amable kid that just kind of goes along with the flow. So, some of my early upbringing, you know, was with that. I started my first business when I was 7 or 8 years old. I brought Gatorade gum on the bus and tried to sell it and got in trouble. So that was an exciting venture for me. But I grew up in a, you know, in a hardworking middle-class family and I learned the value of hard work. I had never heard about like passive income, entrepreneurship and you know, all the ideas that I learned for the first time in [Rich Dad, Poor Dad](#). So, when I read that when I was 21 years old, I was like blown away with just those concepts, to be honest, Matt, because I had never heard about those. Now integrity and hard work and doing right by people, yes, I grew up with those values. But in terms of like having your money work for you and all those concepts, I was fairly new to that when I was reading [Rich Dad, Poor Dad](#).

So, my brother-in-Law, who was the first entrepreneur I ever met, handed me that and I was in grad school to become a social worker. He said, you got to read this book. And I did. And I ended up not becoming. I was getting my master's degree in social work. I wanted to open my own practice and that was my focus. And then I decided, you know what, let me learn how to sell, because that's one of the concepts in the book, is to learn how to sell beyond just investing in real estate. It's like you can't be an effective entrepreneur if you don't know how to actually enroll people and sell. And that was not a skill I ever thought about or learned. So ended up getting a consulting job and at

the same time meeting my now husband and we bought our first rental property. He decided to quit his job, go all in on real estate, and I decided to get a job in sales and, and you know, kind of keep our lights on and pay our mortgage and all the important things that newly married couples should be doing. And we were living in New Jersey.

And 2004 is when we bought Bough Duplex and it was, you know, very eye opening. Our tenants moved out immediately. We found bullets in one of the apartments and it was just like this uphill. We weren't sure what we were getting into. Got a loan from my father for 30,000, which again, he was a school teacher. My parents weren't living lavish lives. Lived in a very small home growing up. So, it's a big deal they loaned us that money. And we got our start, did well, turned the building around, and then we actually ended up moving into Trenton, New Jersey, which is really where our beginnings were. About five years we did all of our investing there and now we've expanded to five states and have over a couple thousand units under management. And now we're mostly focused on the large multifamily sort of properties but it didn't start that way.

Matt Bowles: Can you talk a little bit about that scaling journey from that very first rental property and some of the challenges that came about with it? How did you go from there to getting that property stabilized and deciding to buy more? And take us a little bit on how that scaling up journey went.

Liz Faircloth: It's funny, Matt, because now I'm in my second decade, right, of investing and I'm still an active investor, passive investor, but I'm also an active investor still. And it's very interesting because the concept, and I'm going to share this with new investors. What I wish I knew at the time was the, the concept of surviving, stabilizing and then optimizing. And really when you buy a property or you own a property, typically that property is in one of the three. Obviously, we all want to optimize our properties, but how many times, Matt, you work with investors, people come up to you and you ask them a little bit about the properties that they have, and they're on to the next deal. Meanwhile, they're literally in survival mode of their property, of the current property that they own or they're managing. It's hard. It's like someone bleeding and you're like, you know what? Why don't we talk about running a marathon? You don't really think about running a marathon when you're literally bleeding right on your arm.

So, it's the same concept. And why I say that is, I wish I knew the I that, that you can't just leap from survive to optimize. It's really a process. And the importance in real estate is to really get to the point of stabilization so that you can optimize. And I think we end up skipping a lot of steps. A lot of investors skip a lot of steps. And so, you make your money in the management, in the ownership of property, not the other way around. And I wish I knew that depth. To be honest, when I started, because I, we didn't. And so, what we ended up doing, Matt, early on was we were all about acquiring, acquiring as many assets as we could. And there's nothing wrong with acquiring assets. However, they should be the right assets. They should be in the right market. And I'll go into some of those lessons as we chat. But I think it's a really important lesson for people to understand that you just can't skip steps. You just can't run 27 miles without running 5, then 10, then 15. It just doesn't work that way. And had I known that in my real estate work, in my real estate investment, I think we would have taken things a little more diligently. I think we would have stabilized assets more appropriately and then grown efficiently. We scaled, but I do think we moved a little quicker early on than it probably made sense to. But again, all learned lessons, right? And it's my journey. I don't, I don't judge that I just think I don't have that same type of approach now.

Matt Bowles: And you mentioned your very first property was a duplex. And then later on in your journey you started to buy different types of assets. Can you share a little bit about that part of the scaling journey over time?

Liz Faircloth: Yeah, the, the scaling is an interesting concept because everyone wants to scale, but if you're, I always say if you're scaling chaos, you shouldn't scale. There's there and then a lot of people are, they want to scale, but then you look at their current portfolio and go like, hold on, I wouldn't, I wouldn't scale that what you have. So, for us, when we got started, we were involved in a lot of different asset classes and that was a mistake. We had bought a commercial building right in the center of Trenton, New Jersey. Thought we were to get one tenant. Market crashes 2008, 2009 happens. We didn't have one tenant. There was no organization that wanted to run out of 10,000 square foot building in downtown Trenton, New Jersey. So, we pivoted quickly and ended up renting out to small business

owners. So commercial is very different than residential, right? Obviously for various reasons. So, we had a commercial building, then we started buying like raw land at a tax lien auction. We're like, oh, this must be a good idea. We want to buy land. And then at the same time we were doing flicks and flips and I don't know about you, Matt. I've flipped a handful of a number of probably a couple dozen properties over the years.

Flipping is not forgiving. Not that you can't do well with it. I'm literally flipping a property right now. Me and my husband are doing a ground up construction project. But it's not forgiving because you have to manage timeline, you have to manage people and you have to manage budget very closely. I always say rental properties are a little more forgiving. That's my 2 cents. But regardless, those are the different kind of focuses for us. And then we had this other focus which was multi family. And what was interesting, Matt, is when we leaned into saying, and I remember it very distinctly, we were very heavily involved in Trenton, little bit, you know, had a few different focuses. And I remember the conversation with my husband and I'm like, where are we having success? Like literally what projects are actually yielding the returns that we want them to. From a time, perspective, from a financial perspective, from just what do we want to what do we want to scale? What do we want to grow? What do we want to do next? And we really leaned into.

We were able to raise money successfully for multifamily projects that we're renovating and turning around, really that true BRRRR method. And we were doing that on a small scale. And then we started to do it very sequentially and very orderly in a sense of like a 10 unit, an 18 unit, a 49-unit, 198 unit. So, we scaled with large, multifamily, with other, you know, working with investors. And that worked, right? That worked. What we didn't scale was the other pieces. We did some fix and flips. We still had our commercial building. We ended up selling for a profit. So, we made everything work. But you can't scale everything. You have to do more of a rinse and repeat and saying, okay, what is scalable?

And then we started to expand into markets because Trenton was not where you're looking to do large, multifamily, or even New Jersey, to be honest, it wasn't our interest. We had been all in on New Jersey. And for lots of reasons, I don't need to tell your listener, it's not like this, you know, lovely state to buy a ton of property in the sense of taxes. And just for a variety of reasons we needed to expand. So, we did and got into new markets and new, you know, working with new teams in Pennsylvania and Kentucky and North Carolina. But that to me was a good lesson, is that what is working? And let's really focus on scaling that versus scaling everything because that's no one gets successful that way.

Matt Bowles: Well, I'm curious about your thinking and the evolution of your thinking with regard to community in terms of real estate investing. As you're going along this journey that you're talking about, I'm wondering how you're thinking on community evolved. And then if you can tell the story of how you met Andressa and the origin story of founding the real estate [InvestHER](#).

Liz Faircloth: Yeah, absolutely. It's funny because when we started, I had no community, right? It was just me and my husband and it was like, you know, we were having a lot of meetings and making progress, but it was a little lonely. We'd go to RIA meetings; we'd go to like the real estate investing meetings. We even, we even led a lot of those meetings in, in the state of New Jersey. But in terms of like, who are we? Who's our mentor? Who are we really leaning into? I was never a big fan of mentorship. The funny part and the irony of this of it all, Matt, because I was like, I don't need a mentor. I could figure it out. We could figure it out ourselves. And you can figure it out. I had time on my side. We got started in our 20s. I think mentorship, I value mentorship so much more now in my 40s, because really, you're cutting time and you're creating more access to knowledge skills that I don't need to necessarily figure out myself. So how I thought about mentorship when I was younger is very different than I do now, where I even have my own mentors. And I value mentorship so much more.

We ended up getting our first mentor, me and Matt. And then I'll lead into community because mentorship can create community. I think the two really are connected. I love communities, but it's like it's the blind leading the blind, which I sometimes felt like when I went to real estate meetings. It was like I was usually sometimes the one that owned the

most property. I was like, I got to be around smarter people here. I mean, no offense, I want to help people. But if you're always going to meetings right, Matt, and you're like helping everyone, you're like, who's here to help me? Then that's not the right environment only to be part of. You want to be lending a hand out and, and also getting. And getting help on the other side. I think that's the true. You're truly in the right community when you're able to get help and give hope that that's my 2 cents and that's the kind of communities I'd like to be part of.

So, when I met Andresa, oh so, so mentorship. Matt and I got our first mentor many years into it as Joe Fairless. He's become a good friend of ours now and he was really the, when we started working with him, that's when we started do so much like underwriting for larger multifamily and found one of our, literally our best assets that really helped us move out of the Trenton area into a new market in Lancaster, Pennsylvania, which is a 49 unit. But it was his sort of coaching and mentorship that incurred like really encouraged that process. So, I'm forever grateful to Joe and into the work that he did with us. But I still miss community. And right when I met Andresa, we became very good friends. And so, we started meeting together on a monthly basis. Well before [InvestHER](#), I met her through Bigger Pockets. I posted about learning about a community in Philadelphia. Matt and I were looking to flip a house. I didn't know the South Philadelphia market very well. She said, hey, I do. And we got together through coffee and started connecting about real estate and, you know, being moms and all the above, right? And they were like, this is great. Let's continue doing this.

And we were very good friends at first, and then we started partnering on deals. We did about a handful of fixes and flips new construction in the Philadelphia area did well with those. And when we were meeting Matt, we'd always say, there's kind of the other women like us that are not just balancing the idea of growing wealth on your own terms, but are doing it with kids and family and all the things that. That we have, right, that we're experiencing in life. Because it's not singular, right? It's not like, I just want to be. I just want to make a lot of money with real estate. It's not that simple. We want to have lives that we love, all of us, right? Men and women, for that matter. So, when we started meeting, we said, what other women might want to, you know, be part of something where we just support each other. And we're actually getting the group together because it was literally 10 years ago. We met together on Skype before [InvestHER](#), and we met on a monthly basis and had a mastermind where one woman would kind of share a problem, a situation, and then we'd all kind of pour into her about a perspective, and, hey, did you try this? And really support her through that challenge?

And that's exactly what I do now with the mentorship group that I have called Strive. And the work we do in [InvestHER](#) is really supporting women with where they are and where they want to go. And that's really the mission we have. But we became really good friends. We started partnering. We took one step at a time. And then [InvestHER](#) was really launched when we said. We went to a conference and we saw there was just not many women there. She was going through a divorce. I was going through having my first kiddo and feeling a little disconnected, to be honest. And so [InvestHER](#) wasn't just this mission based, how do we help women take control of their financial future? It was also this, it gave us life in a way that we didn't have it before. And I think any great business or mission or work you do should be both, right? It's not that you're Just giving. But we both felt very fulfilled in this work. We feel very, I mean, it was eight years ago, right? This I've been at this a long time, and that's the work that we're doing and why we're so committed to it.

So, it was kind of slow. You know, we kind of grew the relationship. And then we were at this crossroads, both of us. Her going through a divorce, me going through kind of my little midlife crisis, and investor was born. And we started the podcast, and then we started the Facebook community. We have over 17,000 women in that Facebook community. We've done over 500 episodes. And, you know, we've supported and impacted thousands and thousands of women across the world through our podcast, through our events, through our live trainings, through our mentorship, free, paid, everything in between to support women and taking control of their financial future because it doesn't have to look like one way. And a lot of people out there, Matt, are saying, well, if you want wealth, do this, do that. Well, it depends. It depends on the person's goals. So that's the work we're up to. That's kind of how we met and then what we grew and what we're really committed to growing now.

Matt Bowles: Well, I want to ask you more about your live annual event, [InvestHER Con](#). I know you've got one coming up in 2026, and you have done a number of these at this point. Can you share a little bit about what the live event is like, who it is for and what people can expect in 2026?

Liz Faircloth: Yeah. June 14th to the 16th, we're going to be in Scottsdale, Arizona, and this is our fifth annual [InvestHER Con](#). And something that Andresa, when we went to a conference years ago, and that conference I told you about, where we didn't see any women on stage, we didn't see any. We saw very few even at the conference, her and I looked at each other and we're like, if we ever put a conference on, which we'd love to. We really want to do it differently. And we want to do it differently in the sense that women are on the stage, women are keynoting, talking about business, talking about investing, talking about self-care, because it all matters, right? It's not just, how do you buy your next property? Are you even taking care of yourself in that process? That matters.

So, we kind of had this vision many, many moons ago. And so Covid happened, we did a couple virtual events, but now this will be our fifth in person event. And we have about 30 companies that come, 250 women. These are high level women growing their portfolios. You know, last year, last year we had 250 women in the room in that group. We had 1.95 billion of assets owned by this group. Over 55% of them own more than five properties. 45 Of these women had over a million of net worth. So, these are women who are, you know, growing their portfolios. Some have small portfolios, some have large. There's no right or wrong, good or bad. It's just, and even the newbies are focused. They, they run other businesses. They've been, they've done this, done that, and they're like, they're ready to, to really take on this information and, and grow their portfolios. So, we curate a really high-powered group of high-level groups of women.

And so, number one, I don't know about you, Matt, but I'm tired of going to events. Thousands of people and you know, one person you meet, you're like, oh my God, this person's so amazing. And the other person, you're like, I don't know if they know their name. Right? That's the discrepancy. So, we wanted to create a high-level curated group of an event where women feels like you're at a large mastermind. It feels like you're at a large transformational event where you come in one way and you leave another way. That's, that's the kind of event that we're putting on. So how we do that is two and a half days. We have workshops on the Sunday and then Monday all-day Tuesday. But we do it differently. We really have keynotes that are not just about real estate, but building partnerships. That's a big one in our business.

We have keynotes on health and mind and then we have some great sessions on real estate investing and core investing strategies. We do intentional breaks; we encourage mindful breaks with women connecting with each other. So, there's meetups happening. Women connecting with each other all the time in terms of networking. Very curated, very intentional. The food, Matt, right. Matters. And the food is like, okay, what can we feed these women that's going to actually feed their mind and their bodies and their souls? It's at a beautiful resort. So, women stay, they come a little earlier, they stay a little late. It's at an Omni. It's gorgeous, right on the mountains, it's probably the world-renowned spa in Scottsdale. That is that where we're going at the Omni, it's called Montelucia. So, but it's just two and a half days of transformation so you can get to your, take control of your financial future and real estate being the driving force. But women are, you know, coming and learning and growing and creating friendships as well.

Matt Bowles: So, for women that are listening to this now, thinking that this is exactly what they have been looking for, how can they learn more about this event and lock in a ticket for it?

Liz Faircloth: Yeah, you know, we have this is a unique spot in that we will sell out because there's only so many, there's only so many seats because of the intimate of this location in particular. We were there two years ago. So, this is just like my, literally my favorite location. But it's [InvestHER Con](#), therealestateinvesther.com you can go to our website and very easily get to [InvestHER Con](#). But that's the, that's the website for the conference specifically.

Matt Bowles: All right, Liz, at this point I want to ask you to reflect back on your entire real estate investing journey. And I love this too because not only do you have all of these years of personal experience, you've also interviewed all

these other people and platformed all these other people and you're really immersed and have so much real estate investing knowledge at this point. So, if you were to reflect back on your entire journey and identify the three most important lessons that you wish you knew starting out. In other words, for somebody, beginning today, what would be your top three pieces of real estate investing advice you wish someone had given you? Let's start with lesson number one.

Liz Faircloth: Yeah. Lesson number one is the market matters more than the deal. So, like I said, and I'm going to use myself as a very good example because lessons, Matt, always come from our own experiences, right? I didn't like go to chat GDP and say, hey, give me three lessons that I can use. These are, these are literally lived experiences. So, lesson number one is all about how most people and most investors get very hung up on the property. You know, if you said, oh, what are your real estate investing goals? They'll normally share, they want to buy a short-term rental. They're looking for X, they're looking for Y. And it's very focused on the property. And then you start asking about the market and they can't answer any questions about the market, but they can give you so much information about the property. And I think you need to be flipped around. You really need to be obsessed about a market and you certainly need to know the specifics about a property. If you're going to buy a piece of land or a property to fix and flip or to buy and hold.

However, people's knowledge base or investors knowledge base based in terms of market or deal, they always seem to know more about the property. And I think that's a mistake. Had I known the power of market early on, I don't think we would have gone as heavily in the Trenton area, for example, we bought a few properties there and then we just kept buying. And if you said, Liz, tell me why Trenton, New Jersey is the right market in 10 years, tell me why. Give me those that give me that information. And, and a lot of what Matt and I, and again, a little bit of naiveness, a little bit of being in your 20s, I was a social work background, right, Matt. So, part of me wanted to see the city change and evolve and develop because it had assets there, had the water, it had a train station, has all like the right recipe. However, the market has to also want to be. There has to be key economic indicators that the market is shifting in a positive direction, where jobs are coming there, people are going there, right? There's economy happening.

So, there's reasons to have rental properties and to obviously invest in real estate. We didn't see those indicators from that perspective yet. We can afford the property and it was close to home and we can make a difference because there's plenty. There was plenty of dilapidated buildings there. And so, my criteria for investing in a market has literally flipped over. And so, I always say you could only participate in a market. You can't control it unless you're literally going to buy every property in a community. And I don't know many people like that, right? Even us, we had bought at least three to four buildings on a street. So, you can control a street, right? You can buy a lot in a particular area. You're not controlling the market, though, with that, that control of the market is usually bigger than you and there's economic drivers that are beyond you and you need to watch those. I think one of the other things that market taught me is supply and demand. It's simple stuff, right, Matt, that, that people just don't always think about. And I think the smart ones do.

But I'm doing a ground up construction in the town that I live in, which is New Hope, Pennsylvania and it's on the river. We're doing, literally, it was a \$2 million home that I tore down. So most expensive property that I've ever torn down from, you know, like, whoa. However, the market supply and demand, people want to live on the river. Properties are going there for millions of dollars. So, there is a strong demand in our market for a Riverfront property. I don't think it's a risk. Trenton, there was plenty of supply, less demand. So, you want to be on the side of high demand, low supply, always. Again, simple economic, you know, factors that I did not think about when I began investing, that I wish I did, but is certainly in my consciousness now. That, that's critical.

Matt Bowles: All right, Liz, what is lesson number two?

Liz Faircloth: Sure. So, lesson number two is all about focus on what turns real estate from a hustle into a system. And here's what I mean by that. Focus is something. Matt, I don't know if you meet investors, but so many people, it's like they're always focused on something new or different. And you, and then you talk to them two weeks later and

you're like, hold on, I thought you were looking for a short-term rental. And then they're like, no, I'm not looking for a short-term rental. I'm looking at this or I'm looking at that, or I really want to do rent by the room because that seems to be, you know, co living because that's, that's what I really want to do. I think people get very distracted and are not as focused as they need to be. Then you have people who are too focused and they're focused on 25 things when really they need to be focused on like a few priorities. So, I think early on my ambition took over. And said, okay, like I said, we got raw land, fix and flip, commercial building, multi family, all at the same time. Now, if you said, Liz, were you focused? The answer is no.

And I think now more than ever, I am very focused in a way that I wasn't when I started. I'm involved in various projects. It's not like I'm just doing my ground of construction here in my hometown. However, I think it's really important to focus and know when something's a shiny object, when it's a pivot, when it's a great opportunity, and when it's just a distraction. And I think that type of diligence that people have to do within what's important to them. You know, what does success look like to me? Like, the inner work helps us stay focused. And also saying no to certain things and saying yes to other things. I think I said yes, a lot more than I probably should have. I should have stayed a little more focused. So, I think it's a good lesson for now. Me in the, you know, where I am in my own entrepreneurial journey. I'm very focused. I know exactly what needs to happen. Versus when I started, I was too distracted.

Matt Bowles: Good advice. All right, Liz. And finally, what is lesson number three?

Liz Faircloth: Yeah, lesson number three is something we had chatted about a little bit earlier, Matt, that I actually have become so committed to because of the work that I'm doing at [InvestHER](#) or with [InvestHER](#) is community, right? What we found, or what I've seen in the years I've been working and building Investor, is that community shortens the learning curve, right? And actually, really softens the mistakes. And here's what I mean by that. We like to say, because we have a. A mentorship program called strive, and a woman will post a question or say, hey, I'm going to the getting to the closing table. My lender just pulled out. I got to get to closing. What do you guys suggest? So, what's neat about it is it's almost like we're a board of advisors for these women. And I wish I had that, Matt, when I was growing my portfolio, you know, certainly, you know, the first decade I had my husband. But it was almost like we always looked at things similarly.

I think having peers and mentors that I have access to peers playing at the same level that I am, right? Not random people, but literally peers playing at the same level that I am. And mentors and then access in a way that if you need somebody in a certain state, that these people know someone because it's our mentorship as nation. These women live across the country and even in Canada. So, I don't know, community is really powerful more than just, oh, it's nice to be part of a community. You know, it's actually shortening your knowledge that you need and shortens the kind of like the learning curve, if you will, and increases access. I always say, in other words, connections, introductions, whatever's getting in your way. And so, I think the other part that I love about community, even the communities I'm a part of myself masterminds, etc.,

People are able to see like your blind spots and also your strengths in a way that sometimes you can't see. And that's important. We live with ourselves. Like every day I wake up and go, ah, you know, I don't always see my what's, you know, something that I'm working through or something that I'm doing really well, either or. Your community that you're around tends to, and they will support you to say, hey, you've been talking about this for a year. And then you're like, yeah, I have been talking about this for a year. So, it creates this kind of momentum in a way that I don't think we always can do by ourselves. It's really hard to do life and grow a portfolio and create financial freedom by yourself on your own island, literally listening to podcasts and just doing it yourself. And if you can, great.

But what I've found is it's so much more meaningful to do it with other people. You know, to again, hand out, hand up and to, to do it in a way that's very consistent and structured because it's not random. You know, Liz, the mentorship we do is consistent. It's structured, it's meaningful, it's intentional and it's there to move the needle. So, I really have appreciated the communities I'm a part of. I'm. I love the community that I have the honor to as a co-founder to be

building. But it's about connection and it's about support. So, I just don't think we could do things by ourselves. You know, we can, but we, it's just harder. I don't know. That's what I found.

Matt Bowles: Well, Liz, at this point, for women that have been listening to this, that have been looking for this type of communities, what are the options for how people can come into your world? Follow you on social media, listen to the podcast you mentioned, the Facebook group, all of that stuff. I also understand that you have a free and very popular five-minute quiz that people can take to get a customized real estate investing roadmap map based on wherever they happen to be right now in their journey. So would love for people to be able to grab that as well. But how, how do you want people to come into your world and give the website again for the, for the live event as well for anybody that might be able to make it there?

Liz Faircloth: Yeah, if you go to therealestateinvesther.com everything that I'm going to share is there. And one of the main drop downs is *InvestHER Con*, so, you know, grab your ticket. I would love to personally meet you there and support you. We do a lot of support during the conference. So, I love that and that's what gets me so excited about being at the conference, to be honest, because I'm one of the hosts with Andresa. I would say the free assessment. We have a free assessment and it's basically helping you figure out what kind of investor are you. And there's basically four types and from that quiz and from that assessment, if you will. And you can't fail it, right? I don't like quizzes that I fail. I always like, oh man, I'm horrible. No, this is an assessment. This is just like where are you? And then you actually get a customized action plan based on where you are. I hate assessments that give me everything I need to do. And I'm like, I don't even know what you're talking about. This is very different in the sense of, okay, these are the next five things to do based on being new to investing, based on growing your portfolio, based on being more passive or interested in being passive. Check out turnkeys, talk to Matt, you know, that kind of thing. It's basically four different kinds of paths, if you will. And it gives you a very customized action plan for free. It is not any cost to it. Andresa and I created every single action plan. This was not created by chat GPT or anyone else. We personally created every single step that you're going to take based on the work we've done with hundreds of thousands of women. So pretty excited about that assessment. We also do live trainings, Matt, that are free as well. So that's what be my invitation for the women is. Don't rely on yourself. Come be part of our community. Get the support that you need. I personally would love to support you any way I can.

Matt Bowles: Well, I am such a big fan of what you and Andresa are up to and want to encourage everyone listening to at least come into your world in some way. I am on your email list. I am in your ecosystem and you put out tons of value on such a consistent basis. So, Liz, with that I also just want to thank you for having this conversation with me and being on the show. And we will link everything up folks in the show notes so direct links to everything that Liz has mentioned. It's all going to be in the show notes. You can just go there one place and just click on it. If you want to get the conference ticket or you want to get the free quiz, we'll have direct links linked up to everything. But Liz, thank you for coming on the show. This was great.

Liz Faircloth: Thank you so much. Appreciate your time, Matt.

Matt Bowles: All right, good night, everybody.

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