

Interview with Garrett Gunderson @ Wealth Factory

Introductions

- **Who are you?**
 - Our main clientele is entrepreneurs
 - We serve a neglected market
 - Businesses doing between \$1m - \$10m in revenue
 - Most of their net worth is tied up in the asset
 - Business below \$1m, but are earning \$100k in salary
 - People just starting / Sidehustlers
 - We outsource anyone who is higher networth to other firms
 - “We are experts in efficiency and Cash Flow”
 - Saving on tax, interest, non performing investing fees, downside risk, insurance.
 - Do they have enough cash flow from assets and other ventures?
 - We don't buy into the notion of retirement and waiting for 30 years...
 - We're looking for a 2-7 year path to economic independence.
 - How can we make more money?
 - How can we keep more money (without budgeting)?
 - How do we grow our money (through investing)?
 - Due Diligence
 - Investor DNA
 - Sustainability and Legacy

- **How'd you get started in the financial advisory industry?**
 - In 1998, sold life insurance contracts and mutual funds
 - Commission based products
 - When the markets crashed in 2000, everything changed
 - Over the 26 month period of time, I learned about Family Offices, advanced tax strategies, and started geeking out
 - Cashflow is the name of the game
 - Frustrated by the status quo of conflicting advice
 - “I want to make more money as an investor than giving investment advice”

- “Tell them the market is on sale when it goes down”
- “Tell them they need to be in it for the long haul”
- **Why did you decide to start Wealth Factory?**
 - 2001, started Enginuity with a few people
 - Abandoned the AUM model
 - Went towards a comprehensive service model
 - “Tuition Based model backed by results and implementation”
 - Took about 13 years to build the business and find the accredited network.
 - Who are the people who are the best in their field and aren’t only working with billionaires, or at big city rates?

The Opportunity

- **What is the Mega Trend?**
 - #1) If you are a business owner, the things that happen from tax perspective can be the greatest return you get
 - Net Operating Loss from the CARES Act
 - An entire tax framework exists
 - #2) Small Businesses for sale
 - You’re going to be able to buy businesses at a discounted rate
 - #3) Real Estate (for the right person)
 - #4) People who build intellectual property based businesses in the digital area
- **How big is the opportunity?**
 - In the past, people believed the “invest early and often” and “Set it and forget it”
 - The accumulation model is dead.
 - Whether it’s deflation or inflation, we have an enemy that is right here
 - If we don’t learn how to build cash flow, the world is moving so rapidly, companies that seem stable aren’t
 - 84% of all returns go to 10% of the investors
 - Hedge Funds
 - Short sellers
 - Flash Trading
 - “I want people to build up liquidity and cash”
 - Automate your liquidity and cash flow processes
 - Then, look for opportunities
 - Garrett is looking for businesses right now that support his existing business and infrastructure.
 - Find Money (not cutting back)

- Don't Commingle it
- Focus, Don't Diversify
 - Put all your eggs in one basket, and watch it like a hawk (Andrew Carnegie)
 - We diversify when we don't know what to do
- Build a Team

The Problem

- **What is the story about this opportunity no one is telling?**
 - The advice the financial industry is giving you is counter to what they actually do
 - They tell you to accumulate
 - But they are in the game of cash flow
 - If you are willing to be active up front, you can be passive over time.
 - Find the place where you have the edge.
 - The public markets are heavily over valued
- **What are the major problems no one is talking about?**
 - People think to increase cash flow, they need to "live within their means"
 - Cutting back, eliminating, scrimping, savings, and budgeting
 - Much easier to expand your means
 - Focus on growing, not shrinking.
 - The reason DC plans came out...
 - Pension plans were failing, and they wanted to shift responsibility to the investor and away from the company
 - Great for Wall Street. Bad for Investors.
- **What are the major problems investors face they don't know about?**
 - The 4 I's
 - IRS
 - Interest
 - Investment
 - Insurance

The Catalyst

- **Why is NOW the best time for this type of investment**
 - Even if you're in your 70's it's never too late

- It can liberate you in the next 2-7 years.
- **What happens if they don't act right now to solve this problem?**
 - It's going to be painful if you don't take care of this problem now.
 - The rules of the game have changed...
 - We've been told we don't have enough time. But buying into that narrative is what is preventing you from changing your life.
 - What we don't have is the right priorities, beliefs, and mindset
 - What we don't have is confidence in ourselves

The Mechanism

- **How do people take advantage of the new opportunity?**
 - The 5 Levers
 - **Fix the Leaks**
 - Boost the bottom line
 - Increase profit
 - Restructure inefficient loans
 - Take underperforming assets to pay off high interest rate loans
 - Reduce bills by negotiating
 - Tax strategies
 - **Engineer Wealth**
 - Reverse engineer how much money you need
 - Are you overpaying on car insurance? Home Insurance? Other policies?
 - Life Insurance? Is it designed properly?
 - Do you have the right cash flow reporting statements?
 - What assets do you have that could create cash flow?
 -
 - **Accelerate Investment Income**
 - Do you have stagnant resources?
 - Lazy assets?
 - EXAMPLE:
 - Client had real estate that was negative cash flow. Selling it would create a loss...
 - Moved him to an AirBnB strategy
 - 72(t)
 - **Scaling Revenue**
 - What tweaks can you make in your business that can generate a higher rate of return?

Professional Investor Workshop

- **Invest in Yourself**
 - You are your greatest asset. Invest in your knowledge.
- **Cashflow Banking**
 - As you find money, put it into overfunding whole life insurance policy.
 - You'll do 400% better with your dividends than your bank account.
 - It's available to you before 59 ½
 - It comes with a death benefit
 - Turbocharge your investment account
- Major corporations do this
- Rockefellers do this
- Banks do this
 - They put their reserves into cash value
- **What makes your offer different from what else is out there?**
 - Bonds are taxable and has lots of downside risk in a low-interest rate environment

The Solution

- How can people watching this interview get started with this new opportunity (and using this new information/strategy)
 - Book: What Would Billionaires Do
 - www.billionairesmethod.com
 -
- www.Garrett.Live <<< This goes to Youtube
 - www.youtube.com/garrettgundersontv
- Newsletter: BUILD
- www.wealthfactory.com/private
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