

## DNRE13 Danny Morel

**Casanova Brooks:** [00:00:30] What's up DreamNation. We are back again with another real estate episode, and I'm excited to bring this one to you because we have a man who has been a legend and a staple in the real estate community for many of years. And we have on the show today, my friend, Mr. Danny Morel. Danny, you want to go ahead and say, what's up to DreamNation.

**Danny Morel:** [00:00:50] What's going on DreamNation? How are you guys?

**Casanova Brooks:** [00:00:53] It's a pleasure to have you here. Now for anybody who's not familiar with your story, I always love to give the proper introduction. And I know that there's a lot of people out here that are wondering how they can live a life by their design, which is what I've learned from you.

And so the way that I like to do that is I compare us real estate agents, brokers, and even entrepreneurs to superheroes. Why is it because we're flying around the world, we're putting on our Cape and we're trying to solve the biggest problems. And so behind every Superman, we know that there's a Clark Kent. And so I would ask you behind the Superman known as Danny Morel, who is that Clark Kent?

**Danny Morel:** [00:01:31] That's a good question and I think the way that I could best answer that is my life has radically changed in the last two years. And so who was that Clark Kent two years ago was completely different.

Two years ago, he was arrogant and egotistical, and he was focused on himself and yet he didn't realize that any of this was going on. And so who am I today? I'm love. That's who I am. I'm love. And, when you are love and when you really are connected with yourself, money and everything that you want to accomplish, that's all easy. That just is literally just attracted to you like a magnet. And, so if you were to ask me who was Clark Kent, I'm love, that's it.

**Casanova Brooks:** [00:02:13] Got it. Now, let me ask what was the epiphany? What was the pivot or the shift? Because if you said you had the world in your hands before and you were more egotistical. Was there a crash that happened or what made you have this shift to find your true self.

**Danny Morel:** [00:02:28] There's a quote that says, "man will find himself when he knows he is going nowhere and has nowhere to go." And that's what happened to me at the time I was going through a divorce which if you follow my story on Instagram, my ex-wife Claudia and I, we love each other. We care for each other. We're actually going on vacation together with the kids this weekend. We have a very interesting dynamic for sure but I was going through a divorce, and this was a couple years after my mother had passed away.

So I just got out to a place in my life Casanova where I literally was like, there's something more to life. There's more. It's we do a billion dollars a year in real estate sales, what does that matter if I'm overweight and unhappy and miserable inside?

And I had just sold my dream home. We had built our dream home over an acre, beautiful house. And that was an older apartment because, through the transition of the divorce, I was going through this. I remember, I would just cry there at night because I was uncomfortable with being alone.

I wasn't comfortable with being just by myself, I needed someone around, I needed a relationship. I needed a bottle of alcohol. I needed all the things that human beings need just to be. And that's why, I was able to disconnect from my mind and just to start to really see, why is that?

Why am I so uncomfortable with this process right now? What's going on inside of me. And that's where my journey began. Really, that's where it began.

**Casanova Brooks:** [00:04:00] Got it. And I think that's so critical to hear, because obviously right now we're living in a time where there's so much uncertainty, there's so much fear and there's so much resentment, but when we put it back, it's really a lot of, we're not loving ourselves.

And so my question to you is for someone else that's listening to this, how much of it was you finding you or was it your surroundings? Did you have friends? Did you have family that says, Hey, Danny, look at where you're going. This is not the route that I know that you want for yourself, or was it just you talking to your spiritual, God?

**Danny Morel:** [00:04:35] It was me finding me because the other thing about it is that we are the creator. We are the conductor. We are equally for a magnet. And so all of the friends that we have in our lives, all of the circumstances that we're faced with all of the situations. All the money we have or not have all the relationship we have or not have. All the lifestyle choices we're able to make or not make that is all 100% a reflection of what's going on inside. And so yeah it was me really needing to search for me basically.

**Casanova Brooks:** [00:05:05] Got it. Now, one of the things that you've been able to do is be able to coach and invest and empower so many real estate agents and brokers all across the world. And my question to you is right now, there's a lot of people that are thinking about getting into real estate.

Do you think that it's still the best time to get into real estate right now, or what's there being so many other opportunities? Would you advise somebody else to maybe look at a different path?

**Danny Morel:** [00:05:30] I can honestly say, I think being a real estate agent is probably the quickest way for a hardworking, dedicated, and focused individual to create wealth for them and their family to be financially free.

I would say that regardless of what's going on in the outside world, regardless of, right now we're getting to with COVID or the election, or whatever's going on, if you were able to focus yourself on what you want to accomplish, that real estate license gives you the ability and the power to go out and accomplish it. That's what that does quite frankly. And so yeah, I would say no, I would say absolutely go for it.

**Casanova Brooks:** [00:06:10] Got it. For people that, okay, say, you know what I am going to go for it. But my biggest thing is I don't know where to start. And I know that you see this a lot of the times where you get a brand new agent, they are excited about real estate, but they can't necessarily produce.

What has been the tips that you've given so many people that early on in their career, they can hit the ground running. Is there one or two things that they should be focusing on to drive that business?

**Danny Morel:** [00:06:38] Yeah, that's a great question Casanova. I was pretty fortunate and when I say I was fortunate because I didn't have a silver spoon in my mouth.

It was literally myself, my mom and my two younger brothers and we were dirt poor. We were on welfare. We lived in a little, two bedroom apartment in the hood and the whole thing. And I say I was fortunate because there was no going back. There was no second option that I had no choice.

There was no hero coming. My dad wasn't around. You know what I'm saying? If something was going to change in our lives, I was going to have to be the one to change it. Period on this story. And so I say this all the time, I say pressure is a privilege. And I say that because it truly is. It's a privilege to have pressure on you.

Because that pressure is going to do one of two things. It's either going to make you, or it's going to break you. And I just decided to make it into who I am today. And so I would say number one, anyone out there listening in can make their first commission check in 90 days, cold turkey.

If they do what I'm about to tell them to do. Number one, burn the boats. There's no plan B. If you're going to do this, you're going to do this with all your heart and soul that's it. And that energy and that decision and that choice will change everything. It will change who you need, who you don't need.

Remember you're the conductor, you're the source. I would say that's number one. I would say number two, work seven days a week for 90 days. See now, this is where it gets tricky Casanova, because I'm telling you the keys to success and yet most people don't want to pay the price for success. That's where we, as human beings have to make a decision.

We have to make a decision. I just got goosebumps because I was just listening to Kobe. I had him at my event, literally six months before he passed. And he was at Snoop's house and he was kinda teaching Snoop son and Kobe told them Sunday is usually going to be the lion or the gazelle.

He says, I tell my daughters this all the time, you can be the lion or the gazelle. He says, it's fine. Whatever you want to choose, I'm still going to love you. But if you're going to be the gazelle, you better be the fastest gazelle out there because if not a lion is going to eat you, and I would say that's the same advice and the same thing I would tell your listeners is you got to realize you're either going to be in the lion or the gazelle in this business. And if you decide to be the lion then a lion is going to go on and do whatever he or she has to do, that will make it happen. Especially at the beginning. Number three, spend 80% of your time prospecting.

If you spent 80% of your time searching for business and 20% of your time servicing the business that you get, that's what we'll start building momentum to make money. You see the reality is nobody should be afraid. Nobody should be worried. Nobody should be feared with doubt that they're not going to make it into real estate.

Because making it in real estate is a choice. Just like making it in life is a choice. Just like being happy is a choice. You're the one that makes the decision. And I would say it all starts with that decision. And from there it equals you there.

**Casanova Brooks:** [00:10:02] I think that's so powerful for anybody who knows my story it's the exact same thing. I made the choice. Losing everything within a matter of a couple of weeks, mom, house job. And then within the next nine months, 46 deals, \$8 million in volume, rookie of the year, brand new to real estate. We have such a similar background but I think that the number one thing that you said there was, you have to make a choice.

And I think that's so big because people, they don't burn the boats when they get into real estate, they still keep that job. And I think that allows you to feel like I could be a part-time agent. And if you do that, you get part-time results.

**Danny Morel:** [00:10:38] It's interesting you say that because we coach a lot of people, right now in my program, leverage . we've got people selling 380 homes a year, and it's not just the number. Here's the kicker.

They're only working four days a week to make that happen. So that's, what's possible for all of you listening and yet it's interesting you say that because at the beginning, if we're speaking to a new agent in our company, or we're speaking to someone coming into our coaching program or that, wants to inquire about the coaching program.

And I asked them and I say, how many homes a year you are you selling? And they say five because I know the game. So I know the games. I know wherever you are in the country, five means, depending on where you're at in terms of price ranges, between 30,000 a year to 50,000 a year give or take, unless you're on the high end.

So then I know when you can't really live off of that and if you can't live off that, without even asking you, I know you have a secondary source of income. And nine times out of 10 Casanova, here's what happens when people are having a hard time breaking out of their shell or really making it into the business?

I can just ask one or two questions and really find out the root cause. And the root causes typically a secondary income. They don't have to. And when you don't have to, you won't.

**Casanova Brooks:** [00:12:05] Right, I think that's so critical. Then the second thing that a lot of people are wondering, but for people to prospect the search for 80% of the time and then service the other 20% of the time that comes with a lot of discipline in the power of delegation.

And I think for a lot of agents that get in, that becomes a problem. One of the first things that I heard from one of my mentors, they said, if you don't have an assistant, you are the assistant. And I was like, wow. A lot of agents, they struggle, especially new agents with getting that help. How have you been able to get people over the hump of understanding that you need a team?

It doesn't need to be agents under you, but at least admin and people like that can help you service the business.

**Danny Morel:** [00:12:51] That's a great question. So we have a very detailed roadmap that you follow and depending on how many units you're closing per year, then that should trigger certain decisions that you need to make in your business.

So for example, I would say right away, everybody can afford a transaction coordinator. A transaction coordinator is somebody that is typically provided to you by your broker. They have a TC in the office you pay for per file. I would say that's the first hire you need to make right away.

Cause you only pay them when the money comes in. So that's the first hire we teach, start using the TC that is in your office, and that's it. So that's the first one. Now the second one is the assistant. Now here's the kicker Casanova, you really don't need an assistant until you're closing about 25 deals a year.

Outside of that, you've been doing it on your own. Problem is most people that start off in the business and they're closing 25 deals a year, 70% of that business is buyer based instead of seller base. And so what we work with people doing if you ever going to have any leverage, any freedom, or have you ever going to scale your business?

You have to convert that into a listing based business. See, because nowadays people take the shortcut. So what do they do? They go spend money on Zillow or Redfin, or, whatever BoomTown or whatever is out there. And they get all these leads and then they dish them out to people. You're at the mercy of the market like that, you have no inventory, you need to take listings.

So we teach people how to really learn the skill of taking listings, because imagine Casanova, imagine> at my prime, you'll appreciate this. By myself, I was taking eight to 12 listings a month. just think about that.

Southern California, eight to 12 listings a month.

That's a hundred listings a year, 120, 130, this is all day long. Do you know how many times the phone rings just from sign calls? How much leverage that gives you an open houses? Do you know, now, if you want to advertise on Facebook, you can advertise your own inventory to the community. See, it's a game changer.

Problem is the mindset. No one wants to put in the work and there's two types of work that you need to do. Number one is your psychology. Got to see yourself as a leader. You got to see yourself as being able to close. Opening a door for a buyer, there's no sales in that, there's no skills in that.

There's really no effort in that. You just drive them around and open the door. They just say, I liked the house and you go cool sign here. That's it. That's all you do. That's all you do is what's the first lie that people fall into an industry. They think, Oh, wow, I make a hundred grand a year.

Things are going great. You don't know how to sell yet. You know how to sell when you can meet someone cold turkey and you can convince them to sit down with you and invite you into their home or now on zoom. And you can grab a pen and you can get a signature on a contract. I'll tell you a quick story real fast. to show you the power of sales skills I'm on the phones. I'm making phone calls. I'm calling expired listings at the time. I'm like 26, whatever the case may be. And, I'm on the phones. I used to dial two headsets. I would hide two little custom keypad.

They look like this. And I went down on one now on one press mute. Ask the question to both of them, press mute, listen to the answer, unmute one, talk to one, mute this one, talk to this one, mute this one. It was just back and forth. Two headsets. I had a custom made and I would just wait until the conversation was getting hot with one and I would hang up with one and then just like dial the next phone number and start the new conversation over there.

And then every once in a while I'd have a hot one. And I would just focus on this one, right? Sure enough, I got a hot one. She goes, Oh, you know what, son, you sound so sweet. But the thing is, I'm going to reenlist they're coming at 12 o'clock. It was 9 in the morning. Casanova. Tell me right now, how many people, 10 agents would go, Oh, okay, good luck. And if you need any help next time, how many out ther?

**Casanova Brooks:** [00:17:50] 10 out of 10, for sure.

**Danny Morel:** [00:17:51] It's 10 out of 10. You know what I'm saying? Nobody pushes to try to find the angle. Casanova. I arrived at that house at 10 in the morning, an hour later, I set the appointment. I took the listing. I handled the objection of what am I going to tell the other agent. I was out of there by 11:28 AM with the listing, because I knew how to think.

And I knew how to talk. Do you know how much business is literally, how much money we're losing because we have the wrong psychology and the wrong skillset. That if we could fix those two things, your life will change and never be the same. And that's why to answer

your original question. That's why people have a hard time when it is time out to hire assistant, because they think from fear, Yeah. They don't see themselves as leaders, right? They don't want ourselves and being able to handle the responsibility. Shit. I gotta make more money for myself and my kids now are going to make money for you and your kids too. It's like your base psychology that people are in. That's what we specialize in.

We specialize in helping real estate professionals unlock their true potential mentally through our retreats and our programs and on a daily basis, show them how to sell so they can take listings and start working with so many buyers or delegate them.

**Casanova Brooks:** [00:19:10] Man. I love it. I love that story. And you hit it right on the head. So many people, they operate out of fear. They have a scarcity mindset, and that's why they never hit those goals and dreams because any real estate agent, or even a broker, when they first get in, you get in because you have big dreams. You want financial freedom. You want to be able to empower other people underneath you, but then you're operating in fear.

So you never get there and you get stuck being a solo preneur, or you get stuck chasing that rabbit will a buyer's or cancels or something like that. So I'm glad you brought that up. I want to ask for your journey, now it's been an amazing one. Anybody who's listening at this they're inspired and they love what you have to say, but if you could look back over your last let's even go just 10 years.

I know you've been doing it a lot longer. If there was one thing that you wish you would have implemented sooner to accelerate your dream, what would that thing have been?

**Danny Morel:** [00:20:02] Don't spend so much money on bullshit. So let me teach you all something. I don't like using this word because it's not true.

Okay. So I'm not going to even use it. I'm not going to use the M word, but society would call people of the skin color of you and I, a certain word that starts with an M. Number one that is complete make believe that there is no difference in white, brown, black, hispanic, asian. We're all human beings.

It's you, and you have to really buy into that because if you don't your perspective of the world and your place in the world is being altered by someone else's conditioning. So I'm telling you that right now, this might upset you. If you're Hispanic, I don't see myself as hispanic. I don't, I'm a human being.

Okay. So that's number one,

So what happens is or when we don't have love in our life, our ego creates a story.

And the story is that, we're either not worthy. And so we want to become worthy. We've been let down. And so now we want to show the world that we've made it. And so you finally start to make money. And what do you go out and do, please listen to me everyone, because society thinks this is normal.

You go out and buy a Mercedes. You go out and buy a Rolex. You go out and buy a Louis Vuitton bag. You go on and buy gold glasses. You go out and buy a Hermes belt. You go out and buy a fucking shoes with the Gucci emblem model that are gonna cost you \$2,000 when you can buy a pair of shoes for 200 bucks.

We want to literally, please listen to me, please all of you, you are programmed to do ing this being used as a tool, and a vehicle to get wealthy brands like Gucci, brands like Louis Vuitton, brands like Mercedes, where you should be getting your family.

And that is an issue of programming that you have to go inside of yourself to understand what is wrong inside of me that makes me need these things. Now you could be listening to me right now because I was that guy. And I'd be saying, yeah, but it's okay because I make the money and I can do it so forth and so on.

No, I humbly come to you. And so I was a guy that had a F so habit it's in my safe with a \$35,000 watch, gold. What is it? The Rolex sky dweller. I can't even learn that.

Why? Is I found myself love it. So when you find yourself, you realize you don't need the things that the world tells you need. I was sitting next to Kobe Bryant, but the people where I'm interviewing him, here's a man that's worth probably 50 times more than what I'm worth, a hundred times, whatever, sitting there he's just such a beautiful human being who had found himself.

And then look over on his wrist and you know what he's wearing? An Apple watch. He's wearing an Apple watch and here I am interviewing him in a rolls gold Rolex. And he's worth a hundred times more than I'm worth. What is the problem in that? Here's what it is. And it's not to say that he doesn't own them.

And it's not to say that there's anything wrong with it. What's wrong with it is why do we feel that we need that? That's the question. That's the question we have to answer as human beings. Why are we programmed to go out and make money to simply go spend it on things, to validate our existence. And until you answer that question, you're not free.

**Casanova Brooks:** [00:24:01] I know we're coming up to the end of our time, but this is so amazing cause I want to ask you, I think for somebody that's listening right now, they're saying, okay, that's great, Danny, but you've already made it though. And when you were younger, you did buy those things.

So then you had to go through the experience to come out on the other side and understand, but I still want to experience what you experienced when you were 26, 27. I don't know when the end of my time is coming. So how do I get to experience that now with me, trying to find myself as well.

**Danny Morel:** [00:24:33] Beautiful question. And I would say first, you need to identify with what you actually want to experience. Let me give you this example. My last home was on 1.2 acres, beautiful custom built Spanish, Italian, the whole works over 5,000-6,000 square feet, whatever it is but it wasn't my home.

It didn't feel like my home. And I started to look back at all of the homes I had ever built. They were all big. They were all fancy. They were all, quote unquote, either mansions or mini mansions or whatever you want to call it. And none of them felt like my home.

And I started to ask myself why? It was simple. I didn't know who I was. Therefore, I didn't know what I wanted. You don't really know what you want until you find out who you are. Everything you think you want has been programmed inside of you. I say why did he buy the ads and so forth and so on?

So now I live in a home that is smaller and too, but to me, I love it. It's my home. And so I do understand that there's a balance, but I will tell you if you want to cut to the chase, just start to really look at the decisions you make and ask yourself, is this an ego decision or a heart decision?

Because what we're really looking for is not the brand, we're looking for the feeling right. And the feeling of freedom is what we're all really looking for. The freedom to be able to do whatever we want to do. All I'm going to say is the minute that you get into that over something material, whatever the case may be, you're actually doing the opposite.

You're putting yourself not in freedom, but a bondage so that you have to work twice as hard now. To pay the thing. And then what happens when you paid the thing? I'm going to tell you what happens, your ego wants another thing,. So it's a never ending cycle man. So now we're on the cycle and it's the human conditioning and it's the human condition that we have to run through .

**Casanova Brooks:** [00:27:07] I think I'm so glad that you clarified that and what I took away from it, it's just upfront. We all want to experience so many things, just like you said, we want that feeling, but if we could just identify who do we want to become at the end of the day, all of the things, those won't matter.

But at the end of the day, who do we want to become? Because then you can ask yourself, does this thing helped me become more of that person? Or am I just chasing an emotion and really not putting logic into it because sometimes with that logic, the toughest part is that discipline is involved with that logic.

And we don't want to really have discipline in life. We want to be like you said, free, and we look at free. That means no discipline. There's no structure. So I could just do all these things, but then we start to go back down that rabbit hole. This has been a phenomenal conversation. And I want to say thank you again to my brother.

I look forward to watching your progression, helping many more agents, just like myself, inspiring and given so much wisdom. The last thing I would just say is for anybody out there that's listening at this and they say, you know what? I love what he said, but I don't think that I'm strong enough. I don't think that I'm smart enough or maybe I just don't have enough resources. What's that one thing that you would tell them to just take action?

**Danny Morel:** [00:28:23] I would say the action is not where it's at now. I would say the being is where it's at. Three words, write them down. Be, do, have. So many people mid

from the do right> in order for you to do anything in order for you to take action in order for you to go out there and make it happen. You first got to decide who you're going to be.

And you said, maybe they're out there they think I just don't have what it takes or whatever, because maybe that's a being choice. It's a negative being choice, but it is a being choice. And that would leave your listeners with this is. no matter what you believe religiously or spiritually, I think that we can all agree that we are creations of God.

And therefore we are made in the image of God. I just need to challenge you if you're made in the image of God, does God doubt, does God worry. does God have fear. And if he doesn't why should you?.

**Casanova Brooks:** [00:29:28] There you have it. For anybody who wants to stay connected with you, we'll make sure we put all of the links to your coaching and to your profiles in the show notes, but where can they find you at?

**Danny Morel:** [00:29:38] Yeah, that's a great question. By the way Casanova, I'm going to tell you I'm really impressed with you. I like you so much. Would you mind sending me this copy? I'm going to put this on my show.

**Casanova Brooks:** [00:29:48] Yeah, absolutely. Absolutely.

**Danny Morel:** [00:29:51] Yeah, I think this was a good one for people to hear, but, [Dannymorrell.com](http://Dannymorrell.com) is getting a facelift right now.

My Instagram is my easiest place. Danny Morel and then for those of you that are interested in our coaching programs, I would love to get to know you and talk to you with that. You go to [dannymorel.com](http://dannymorel.com) for that, but we just launched our first ever week long retreat.

The next one was going to be until the New Mexico, January 24th through the 30th. Casanova, I think that's a great place for you to go to, and, the new, beautiful experience. And that's at a

**Casanova Brooks:** [00:30:28] [journeytohigherself.com](http://journeytohigherself.com).

**Danny Morel:** [00:30:32] But Instagram, just everybody go to Instagram and from there you'll find everything.

**Casanova Brooks:** [00:30:36] Okay. again, DreamNation, just as he said, you have to figure out who you are. It's not about the action, which normally that's what we say, but I love the spin on it. It's about the being. And so to get to the action, you have to first figure out who we're trying to become and getting that being because otherwise that dream that you have will only merely be a fantasy.

That's all we have for this one. We'll catch you on the next one.

