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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE  
**85**

**Gary Fletcher**

Show Notes at: <http://www.aesnation.com/85>



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Best of success,



John Bowen  
Co-founder, AES Nation

**John Bowen:** As entrepreneurs, we all have challenges and we get knocked down on occasion, but we're not judged by how we get knocked it's by how we get up, how we think through that process. All those challenges become opportunities if we can think a little bit differently and form the right team to make a huge difference.

I've got a fellow entrepreneur from the UK who is an amazing individual. He's got a great story of making a difference in one of the most challenging areas, working with the government, working with in construction in some of the worst times financially to do things and he's made it happen. Here's some great life lessons that we all can use to really accelerate our success. I'm John Bowen, your at AESNation.com, stayed tuned. It's going to be great.

Gary Fletcher, thank you for jumping across the pond on Skype and joining me here.

**Gary Fletcher:** You're welcome. You're welcome, John.

**John:** Gary is a good new friend from a mutual friend, Dan Sullivan of Strategic Coach, and Gary and I were hanging out together at one of our sessions. I'm listening to Gary's story and I was just blown away what you've been able to accomplish, Gary. I wanted to get you on the podcast, because you really have taken so many life lessons that you've had that we all share certainly nobody gets out of life unscarred. I don't know if we roll up our sleeves, there's scars probably everywhere on all of us, but you really accomplished some amazing things and before we kind of go into those entrepreneurial lessons, what I'd love to get is a little bit of the back story of how did you get to where you are today to being really a major player in tourism and real estate in the UK?

**Gary:** Okay, John. Probably started back quickly if I go just a quite long way back. I wanted to be a soccer player. That was my dream. I didn't quite make it. I played semi-professional soccer for sometime, but having not made the soccer I went and studied sport at college and the logical progression was to manage sport facilities, golf, fitness, sport centers. I did that. The challenge with that is my character is entrepreneurial and that was working with a government agency, they owned these facilities and the bureaucracy and the challenges with that were mind blowing to me, very frustrating.

So in the end I got so frustrated I just walked out the door. My wife wasn't too impressed with that. I had two kids at the time and I set up my own property company. I'm so glad I did. I learned a hell of a lot of lessons, life lessons. Probably the biggest life lesson was I was always scrimping and saving, acquiring properties, refurbishing them and selling and renting them so I got an investor on board. Probably a little bit too trusting I was back then, and he fleeced me. It took me clean out, all my money had gone, and I was in a bit of trouble with two kids and a frustrated wife as well. I had to find a job, I even had to hire a car to go to the interview it was that desperate.

Anyway, I got the job for a company called the Camping and Cabining Club. I thought I would be there for a very short period of time, and then get back on my feet again. I found I quite enjoyed it. I turned them around. They were losing money at the time, and I turned them to quite a profit. While I was with them, an opportunity came along for Forest Holidays which was a government company running a few camp sites and some cabin sites. They were running them quite badly and they wanted a trusted partner, and the deal with the Camping and Cabining Club and myself was I would sort out the Camping and Cabining site so they could package them for them and I would take the highly risky Cabin business and that's what I did. That's the back story.

**John:** Yeah, no, I mean this is kind of we learn lessons along the way. Just about probably everyone with us, Gary, on this has raised money along the way and if you haven't raised money, you definitely will go in a little deeper on it. You've got to be careful with trust. The financial partners along the way can sink or swim great businesses and having the right financial and ideally a strategic partner can make all the difference. Life lessons, I mean life we start out going one way and then low and behold we're going the other way and the market force has told us, but you ended up in the Forest Holiday.

Maybe describe it a little bit more. I'm thinking camp sites. My idea of camp out, I use to love backpacking, climbing mountains, going hiking. I'm in Northern California so Yosemite, I love jogging trails and all that. My idea at the end of the day is to stay at the Four Seasons. How campy are they and then the lodges as well? What kind of business did they look like here? You've transformed them. I want to kind of go a little bit, you know we're almost running at the revenue on the business now approaching \$30 million of pounds. I mean that's a lot of money for camp sites so are the lodges. Give me an idea how this all came about.

**Gary:** Okay, the lodges or we call them cabins are really high quality so you could argue it's a soft form of camping. They're in lovely, stunning locations, in a forest setting. Some of the trees even go through the balcony. They're that close. The internal fixtures and fittings, they're under floor heating, hot tubs, nice vaulted ceilings.

**John:** I'm going to go ahead, Gary, and put up just one. This is the first picture on your website, Golden Oak Tree House. I look at this and I go, I might be able to rough it. I'm not sure this kind of setting. There's some pretty nice properties.

**Gary:** There are, and we've got one in Sherwood Forest which I'm sure some of your listeners will know. In fact, I've even got Dan coming to Sherwood Forest in May of 2015. Yeah, they are quite -- they are very high quality so you can go out and do your walking, your cycling across the forest, but you come back to a nice warm cabin that you can use 52 weeks of the year. We rent them out to customers for short term rentals so either three day or four day break in a week. So short breaks in the UK are very popular, because people are quite

stressed running around the country doing their jobs. They'll do multiple short breaks in a year.

**John:** Well, help me out now, Gary. I mean I've done a few projects with the government along the way, the US and State and so on. Working with large bureaucracy, I'm imagining the pictures that I see on your website and we'll give the references to that in a little bit, but they're pretty nice properties and you're in a whole bunch of locations. Is that what you walked into? I mean what did it look like when you walked in?

**Gary:** Yeah, it was pretty -- everything was wrong when we walked in. The accommodation was wrong. It was a dormitory style, very cold, there was no en suite. The whole team -- I ended up bringing -- it was actually based in Edinburgh and I brought down only one part time reservation agent. It was me and one other person when we started and everyone else either didn't want to move, they were on maternity leave, sickness, or whatever. There wasn't much going for it. It was losing money. The IT system was about to be turned off. We really had to start from scratch.

That in some respects was a positive, because you can just put your own stamp on that. You can recruit the right people. You can put the right design to the cabins and put the sales and marketing, the operational plan together. We basically started from scratch. It was about turning about 300,000 and losing several thousands.

**John:** Yeah, so I mean a lot of people look at that and they might not see the opportunity. You saw the opportunity and how do you take -- I mean, I'm thinking following your story, you had really not a lot of capital yourself. You got this business and you got to turn it around. There's not capital, the tech side is about ready to be turned off, you got one reservation agent. I'm going that's a lot of vision. It doesn't sound like that great a project. I know looking at what you've accomplished, it's amazing. How did you get from there to here?

**Gary:** I think a lot of energy, a lot of will and vision as you described. The commercial sort of drivers were particularly -- we borrowed from the bank obviously. The assets were there to leverage off the bank, but you can only go so far with that. What the opportunity was to change cabins quickly and drive the revenue and do the sales and marketing job on it really. We did that quite successfully whilst developing the camp sites on the other side to gift wrap to the Camping and Cabining club.

We ran both for awhile. One helped the other. So some of the camping revenues which where pure campsites helped the cabin sites. Then when we parted company, we had enough success if you like to get the investment from the bank to start. We had about 100 odd cabins at that time. I think the company is now 620 cabins. We have three sites with just about 100, we've now got nine sites with about 600 cabins. We've taken the bank with us.



I think one of the biggest challenges that we found is raising money in 2007 which is one of the worse times in the history of the world to raise money. Before coming to Forest Holidays, I'd only ever raised me own mortgage.

**John:** Yeah, you picked the worst. I mean 2008, 2009 it's just coming at you. In the States, around the world, this is one of those things we all shared.

**Gary:** Absolutely, we all shared it. It was incredibly challenging. We had a great product and proven it to a point, but the banks were going this is too risky. The equity investors were all running for the hills. There wasn't much appetite for a build strategy, particularly a build strategy. I went through just about the whole of London, up and down the pavements trying to persuade people. We actually found one, and I think one of the key messages I would give is never give up, because I'm not exaggerating, a 100, it would have been that if not more, and we ended up finding somebody who was a property investor who did what they called a sale and lease back in the UK.

We sold him the land, 125 year lease and then they leased it back to us to operate. That was the first one. That was our first large site, a place called the Forest of Dean. We built 76 cabins in there and that was a roaring success. Over 90% full from year one, all the revenues were spectacularly out perform what we said we were going to do. That was great, but we still needed an equity, a big equity investor really. Somebody who was going to take, because each site fully developed is about \$10 million cost. The bank debt wasn't enough. We had to find an equity investor.

We went through again another draft. We were trailed by one company who took us for twelve months down to the line and then they just dropped us last minute. We even found them the bank debt, and they just dropped us which was very disappointing. You've got to do a lot of soul searching, a lot of brain storming with your team, but we turned it around by going back to the sale and lease back company so they'd do the next one. They did Sherwood actually. Sherwood Forest was another sale and lease, but with the same company. It's took in \$11 million each time, and that took us a little bit further.

Then eventually in 2012, we found the equity investors and put a big package together over many millions to allow us to grow quickly, rapidly, and get the product where we wanted it to be. The last two or three years, it's really gone mad.

**John:** Well, this is when we think \$300,000 revenue kind of the starting and approaching \$30 million. You're in a capital intense business. There is a lot of capital. I want to dive into each of these areas, the financial side, the construction side, and the marketing, because as entrepreneurs, you know, not everybody is going to have the construction side, but we all have the capital issues. Some of us are more ... In my business is in financial services, and

it's really very -- it's not that capital intense, but it is for so many of the businesses and raising capital is something that most people don't do, and when they do, they don't do well. They learn a lot of lessons. How did you -- the sales, lease back, I mean it's a fairly common transaction, but it's not really traditional. We all want to get the equity investment or we want to get debt from a bank or might have a private investor show up and in some kind of preferred offering. How did you work through to identify that was a vehicle that you could use during the financial kind of growing the business, but also the distress that was going on around the world?

**Gary:** Really challenging. I think number one, a lot of brain storming. A lot of brain storming with some bright people. I think you got to also trust. I probably set three people off on a percentage. So in other words intermedius. As I said, I didn't know the financial markets. I've learned a lot now. I needed to find people I relatively trusted, because I wouldn't trust everybody in that market, but set them off on a percentage. Whatever you raise, you get a percentage off, off you go in different areas. So the sale and lease back route, the bank route, and the equity route. Set people off, because we were pretty desperate, couldn't go just myself. We had to go in many different areas. That was number one using intermedius and finding ones you trusted challenging, but you just got to use your own judgement.

I think the other key thing that investors do in a very big way is back management. Who's leading this and who's the management team and do you back them and do you trust them? I think that takes a bit of work and so guile and some courageous moves. You got to put your own money in as well and back it, so they want to see your investment as well as their investment and you got a solid plan. I got a lot of belief and I think it comes over when you're in front of people.

**John:** I'd say that's even more critical as a senior citizen. I'm in Silicone Valley, and that's it.

**Gary:** It is.

**John:** It is totally. Obviously, you got to have some kind of collateral or assets and so on, but it's got to be all dressed up neatly. Let's go on to the construction side, because you were proven in the beginning, Gary. Boy, everyone, entrepreneur, anybody that could potentially even look over shoulder at an entrepreneur and watch this has had some construction challenges along the way. I built a couple office buildings and homes along the way and I've learned a lot. I don't real estate now, but what were some of the lessons? You're doing the financial side, getting capital, going to build all this stuff. Then you got to get builders to work with you and then you've got to get the marketing. I want to go to marketing next, but give me a little bit of how did you make this work on the building side?

**Gary:** Well, I looked at the UK building industry is full of legal cases. Very often the projects are late, very often they are over spent, and so I wanted to set something up differently. I first of all started and recruited a gentleman who was out of the automotive industry, a chartered engineer who was not in the construction industry, which is my number one priority. I got hold of him.

We then set about a strategy that brought rather than the adversarial relationship between a contractor and the business, us, we actually put them on them on the same side. We didn't do a tender or how do you say tender in the US? It's sort of putting it out.

**John:** Yeah, putting it out to bid is usually the term.

**Gary:** Putting it out to bid, yeah. We didn't do that, because our experience of that is people either get it to thin or they break even and then they over the life of the project, they find ways of getting more profit. You're not on the same side. One of the things we did was we used a QS to value the project. We knew roughly where it was and we used contractors to bid for each package and we put that package together.

The contractor was on our side. We'd protect their profit, so we'd say look, "Preliminaries, so you set up cost and your accommodating costs are fixed and we'll give you a 5-6% profit on the job." They got comfortable with that and we said, "Together, let's go after the other 95% costs." My god, have we got value for our money in our buildings. We build probably for similar product 25% cheaper than anybody else and we're never late and the quality always improves, because we set that relationship well. The beauty for the contractor is if he gets it right, he gets the next job. If he doesn't get it right, obviously he doesn't. A little bit of continuity.

**John:** It's so powerful what you're doing. I mean you're bringing people in the same side of the table with you and partnering and making clear how you're partners. This is why it's so important to have a growing business, because you're having the success. They're building these nice properties and they can go in the cabins and they can say, "Okay, if Gary and I have a good relationship, there's more business." That's huge.

**Gary:** Absolutely. One of the great things we do as well is when we've opened a site, just before the customers come, we have what we call a soft launch. We invite the builders to stay in the cabins with their families. Now that is brilliant, because A they're so proud.

**John:** I love that, that's fantastic.

**Gary:** As you can imagine. You can absolutely imagine they go, "This is where I've been for the last 40 weeks, wife and kids. I'm proud of this. I built it." We have a few celebrations, a few drinks, but also it gets the cabin in good order for the customer. It's a good thing.



**John:** I've actually done that one too. It's very important to do. It's fun too.

**Gary:** It is fun, yeah.

**John:** I mean it's fun for everyone. It's a partnership. So we've taken care of the financial, the construction. Let's go to the marketing part, because I remember you and Dan Sullivan were joking about Sherwood Forest. As an American, I have spent a fair amount of time in the UK. I've never thought of camping out. That's what Dan said initially in Sherwood Forest. I'm listening, I think I was in the crowd with you, it was just kind of funny. I think of UK, I love London. It's a great country. Scotland, Ireland, parents are from Wales.

It's got a lot going over there, but I don't think -- the weather doesn't feel like it's going to be - I'm in California now. I grew up in up state New York so the weather wasn't very good there. I think for me, it felt like it might be a hard project to market. Boy, when I look at the success though, I want to hear how did you? You're struggling with the finance, the construction, this is one thing all of us as entrepreneurs, we're going to do it all well the whole time. You mentioned early, never give up. I mean, boy, you could give up along the way pretty easily on this. How did you get the marketing working, Gary?

**Gary:** Well, again, I think recruitment is key, but just before we go into recruitment, I think you got to look at the market place. What we worked out is there was some key drivers in the UK tourism market. One was lots of short breaks. People were getting stressed in their jobs. We're aiming at professional people, because they're high quality cabins. So professionals are traveling around in awful traffic, they're stressed, they're working long hours. What they want to do is they're not spending enough time with their partner or their family, so when they have a short break, they want to spend all their time with them.

The UK offering at the time was everyone splits up. Dad goes into bar. Mom goes and has a massage. The kids go and play archery or something. We brought them together. So in our cabins, it's very important that they go in the hot tub together. We even put Scrabble on the table. They can watch movies. It's under floor heating, nice warm, just talk together. We're going against that sort of electronic market, back to real nature. That was a real key driver.

To get that message out to...

**John:** Gary, let me stop you. Did you get that message first? Was that the first message? I'll bring up the website in a little bit. I mean it looks like it's a cold winter day out, but the couple is in the hot tub and with the family. It's clearly a family marketing. I mean the message is loud and clear. Did you get that right away that that was the solution?

**Gary:** Yeah, we did, yeah. We sort of looked at the marketing stats and what was happening in the market place. We positioned the company to take advantage of those trends.

**John:** Yeah, because you're close by. You're definitely -- I'm not sure you're offering WiFi inside the cabins.

**Gary:** We are.

**John:** Are you? Okay. I wondered if you would or not.

**Gary:** We do, we got it.

**John:** Yeah, so you can bring the city along, but you're getting away. How did you get that message out?

**Gary:** Mainly everything driven through the web. You got to get sophisticated on the web. All the marketing -- we did one partnership with a company called Wyndham Worldwide. They own a company called Hoseasons in the UK, and we partnered with them. Everything else is done on our own website and our own brochures. There's some quite sophisticated, we got an eCommerce team and a whole range of other sort of strategies and links up in terms of driving people to our website and do SCO, PPC, all these little tactics to drive people there. It's been organic growth by the web.

But again, my secret is recruit someone better than me, only a little but not much. Get an expert in, one of the senior directors who understand this, reward them, give them clear objectives, and my big thing is give them freedom to achieve. Don't micromanage them. Let them grow so the right people. They'll grow and deliver what your objectives are and make them feel part of the team.

**John:** Well, it's so important to have. I mean, I don't know, Gary, did you have a marketing background?

**Gary:** A little bit. I've done a bit, but not much.

**John:** Yeah, and digital marketing probably, yeah. Nobody had a background in the beginning.

**Gary:** In the brightest are 25 and under now.

**John:** Yeah, and so I'll tell you and we both use digital marketing an awful lot. You know marketing automation, conversational market, whatever you want to call it. It's an amazing

tool for us as entrepreneurs and no matter what size your business, you can do it very cost effectively and really drive to your market place. What I love is you can trust the people that you're working with and marketing more than a lot of other areas, because the reports that you can get for the spend. It use to be in marketing, we kind of shoot things up and hope it works. Now we know exactly the response rates, the organic traffic, the paid traffic and so on. It's pretty amazing.

**Gary:** It's quite sophisticated. That's how we've driven it really.

**John:** That's great. Now, let's go, I mean you've built a phenomenal business. One of the key things I'm walking away is this is, Gary, we're a strategic coach, you're the only guy. This is a group of very successful entrepreneurs that use strategic coach, Dan Sullivan, and you're the only one doing this though to my knowledge, building cabins in forests and building it into a business. You started the story on the soccer and now where we are, how did you thinking differently though these troubled times and the build the business? I see you look relaxed. You're having fun. How did that happen?

**Gary:** Well, I don't know what you will make of this, but I think one of the things that sort of lit me up if you like quite early on was personal development. The Jim Rolands, the Anthony Robins, they struck me with a lightening bolt. Everything they taught, Jim Roland in particular, everything he talked about just turned me on. I suddenly got it, and one of his sayings is work harder on yourself and the business, or harder than your job. I've done quite a lot of that. I understand myself. I understand what my strengths and weaknesses are. I believe, because I'm awful at personal organization, and I understand the numbers and drive the commercials and the electric, but I need a finance guy. So a PA and a finance guy, and I'm in heaven. I think I can take on the world and probably have, well, certainly the UK.

I can drive through anything. You can find a solution if you keep at it and have a good team of people around you, because you'll bounce ideas. You can't do it all on your own. In fact, all the success I've had, I put down to the team. It's their credit.

**John:** No one creates anything material on their own. You got to have a great team around you. I mean the most successful people, a lot of times there's a leader that gets a line share of the credit, but it's really the team. Finding that unique ability that we each have and investing in ourselves, that's why we both know each other. As matter of fact, we're about ready to go to Peter Diamandis' Abundance 360. Another mastermind group to see what the future brings, because none of us are stopping here and this is AES Nation really is a virtual mastermind. I'm bringing Gary, all my good friends from the mastermind group, because we want to share insights.

I'd love to go to the next segment and we call it the book of the day. I'd love to get your recommendation. You had a book that I loved the title and I haven't read, but I just ordered a second ago. Tell me a little bit about it.

**Gary:** Well my book recommendation which I'm passion about is the Magic of Thinking Big. I think it's the heart of all entrepreneurs. I think everyone likes to think big, take on the world, bigger better, more success, more finances. This book epitomizes it to me. I think it really hit me and it's the one I recommend. I've got for my kids and my friends and my family, because it just puts it in. On the front cover it says, "Acquire the secrets of success, achieve everything you've always wanted." The chapters, I've got a copy here just to sort of look at the contents. I probably need my glasses, excuse me.

**John:** Yeah.

**Gary:** The contents are believe you can succeed and you will. This is my favorite chapter, cure yourself of excusitis, the failure disease. Build confidence and destroy fear, how to think big, how to think and dream creatively, and it's a very practical book so it gives you very real examples of how to do it as well.

**John:** That's great.

**Gary:** Definitely my recommendation.

**John:** I will look forward my flight down and get started on this here. One of the biggest challenges for entrepreneurs is thinking big. I mean we get caught up in our businesses and we don't see the world around us. You've been great at seeing the market place and what you needed to do and finding those strategic partners and all of us entrepreneurs, whether you're listening to this or watching the video podcast, I want to encourage all of you to take that time to really think bigger, paint that picture of possibilities and then harness the team both internal and external to play with you, to make that a reality.

Let's go to the next segment which is application of the day. What would be the application on your smartphone that you'd recommend for your fellow entrepreneurs?

**Gary:** Well, I think this one's been really useful for me. Again, entrepreneurs always looking to bigger, better, always looking for more money and striving, but often and I found this in myself, that you don't actually recognize what you've achieved and what you're grateful for today. It's an app called Gratitude and all it does is ask you for three simple or five things you're grateful today. That can be whether you're walking your dog, your family, or certain things in business, the weather, whatever it is, but it puts you in the right frame of mind to start the day which is I'm grateful for what I've got actually, I'm healthy, I'm alive, I've got a

good family. I've done success, and it puts you in the right mood to go and do some in the right away, more relaxed.

**John:** Yeah, Gary, you and I are both believers in this I think. I start everyday too, I use a different tool, the five minute journal. They're very similar and Dan's got the Win Streak. Each of us has to really think through gratitudes, win, there's so much -- we're so privileged to live in the world that we live and when you have that positive attitude, positive focus, it's amazing what you can accomplish.

Let me go to some resources in the next section. I want to put up is let me go to Forest Holidays. All the links will be on the website, but it's ForestHolidays.co.uk. Gary, if any of the listeners or views want to come hang out with you, it's a good place they could check out the cabins and see everything?

**Gary:** Absolutely. There's videos on there. You can see the cabin. You can do a virtual tour. You can see a bit of the forest. Yeah, you should be able to get a good flavor. It's not marketing offering, but actually viewing a lovely warm environment in a forest. It's quite magical actually.

**John:** Well, and the other thing is you've done a great job of writing up as resource an eBook on your experiences. Let me put that on the screen as well. Then why don't you share with us what's in the book?

**Gary:** I was just explaining to you, John, I've stepped down as the CEO November, a couple of months back, and I wanted to document how well the team has achieved and what we've done over the years. The title is Freedom To Achieve: How One Team Took Forest Holidays From Ordinary To Extraordinary. That's the title. I've just documented some of the key elements of that about the team work and what we did and how we did it. It's a short book.

**John:** Well, that's great. You can get it by going, again all links will be at AESNation.com, but FreedomToAchieveBook.com. This has been really good. Let me go into my key takeaways from our conversation today. You know, Gary, I'm looking at this and I got a whole bunch of notes. I'm really amazed. I'm amazed how many different ways there is to create value for our customers, our clients, and then do well by doing it. I was intrigued when Dan said he was going to stay at your cabin in Sherwood Forest. I had to learn a little bit more about it, and I really appreciate you sharing, because I think you sum up that entrepreneurial drive that never give up.

I mean you went through in some of the difficult markets, you raised money, you had to do it. Not the clean the way that we all want to do it, we want the bank to just turn over money to us and we run. We'll pay you back!



**Gary:** It's cool.

**John:** You got to find a way to make these things happen, and this is where I want to talk to everyone of the entrepreneurs, you out there, so many of us do this alone. We get caught up on it, and we're struggling with these issues, life intrudes. We can have the best plan in the world, you had 2008 - 2009, unless you were a bankruptcy attorney it was not a good period. You've got to have not worry alone, you got to surround yourself with really talented people, but one of the biggest keys is never give up on your dream.

Second is to think differently. I mean we think of Apple, we think of other companies that have done that exceptionally well. You have. I mean it would have been really easy to just keep it very modest. You got good locations, just kind of squeak out a living. Instead, you went big. You thought bit and it's really driven a lot of success for you and your team as it should.

I think the thing though that I like the most, Gary, that I didn't know about you is the team building. I mean not only the team building that you surround yourself with really talented people and the expertise that you didn't have, your leveraging your own unique ability, but you also did it through strategic partnerships. I want to encourage everyone, we talked about financial, construction, marketing, whatever the major functions of your business are is to make sure you have strategic partnerships so it's not a one off. Somebody flies in to help you and then they're gone. You want to surround yourself with talented people who are fellow entrepreneurs who are incentivized to create a bigger pie, because it's going to be bigger for them as well.

Yeah, Gary, some great lessons. I appreciate and I look forward to seeing you next week at Abundance 360.

**Gary:** Yeah, will do, thank you. Thank you, John.

**John:** Well, in the meantime, everyone, your clients, your future clients, they're counting on you. Don't let them down. Make sure to take the lessons that Gary shared with us and make them yours. Wish you the best in success.

## A Second Opinion on Your Finances

*A Complimentary Service from Financial Advisor Select for the Members of AES Nation*

Dear Fellow Entrepreneur,

Like many members of AESNation, I'm a serial entrepreneur. In addition to co-founding AESNation, I'm the founder and CEO of Financial Advisor Select, a firm dedicated to helping successful people make informed financial decisions by introducing them to top financial advisors.

If you're like many successful entrepreneurs, you and your family already have a relationship with a financial advisor. You may even work with several financial advisors. If you are completely satisfied with these relationships and confident that your finances are on track toward helping you achieve all that is most important to you, we congratulate you.

However, you may not be entirely satisfied. You may be wondering if there's a financial advisor who is better-suited to address your family's very specific financial challenges. If so, you are not alone. In today's uncertain economic climate, many successful entrepreneurs are wondering if they have the right financial advisor.

To help you find out if you are currently being served well, Financial Advisor Select is offering a complimentary second-opinion service to all qualified members of AES Nation. Simply [contact us](#) to schedule an exploratory call with one of our personal financial concierges. We will introduce you to a financial advisor who we believe has the ability to address your particular needs. The financial advisor will then meet with you and provide you with a second opinion on your finances. There is absolutely no cost or obligation to you.

[Find out more about how Financial Advisor Select can help you and your family.](#)

Why do we offer this service? Because at Financial Advisor Select, we have just one purpose: to help successful individuals and families achieve financial peace of mind by connecting them to top financial advisors in their communities. We look forward to assisting you.

Best of success,



John Bowen  
Founder and CEO  
Financial Advisor Select