

# Episode 207 - Brandon Cobb

## CEO at HBG Capital

### *Show Notes & Action Guide*



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#### **It's the "Who," Not the "How": Hiring and Training for Success**

**Guest: Brandon Cobb** - Is the CEO of a real estate acquisition company called HBG Capital. He's a trusted voice in the field and has spoken multiple times at the Realty for One Investor Expo, appeared on the cover of Rei Wealth Magazine, and has even written an article for Forbes. He and his team at HBG handle around 40 transactions a year, which involves a lot of moving parts - that's why he knows all about the importance of hiring and training the right people to get it all done.



# What's the One Big Tip?

Brandon's One Big Tip is that when you get the stuff that you're not good at off your plate - and even better, the stuff that you hate - it's a complete weight lifted off your shoulders

## Action Guide

Brandon says the key to solving problems in your business comes down to the "who," rather than the "how." That means you should focus on hiring great people to get the work done well. Brandon and I discuss not only how important hiring and training an incredible team is, but also how to handle the process in the best way possible. From finding great candidates to creating top-notch onboarding materials for them, our conversation is filled with helpful tips for handling it all with ease.

## Take Away Points

1. **Hire the Right People** - Brandon explains his background and gives us some insight into the type of work he does at HBG Capital. He says that no matter how hard you work for somebody at the end of the day, these big corporations have to make tough decisions sometimes. And for Brandon that was a big realization that no matter how hard you work, and little somebody can just get like go like that and so that really gave him the opportunity to pursue things on his own. A successful entrepreneur, Brandon says that getting things done is "about the who, not the how" - AKA, hiring the right people. He further explains how important it is to hire people who can take your venture to the next level. Brandon shares success stories of his hiring process and emphasizes the importance of a detailed onboarding guide. Brandon says that maybe we're at that stage where we are hiring people but we're not systemizing the business right and taking the proper steps to lay that foundation.
2. **Onboarding Guides are Important** - Brandon explains that the right hiring sequence is all about fixing one problem at a time, starting with building systems and processes to make training easier. That includes training videos. Brandon advises all the business owners to take that one puzzle piece and make sure that you clearly outlined it with those duties and responsibilities, that was a huge game-changer for the employees. So, he highly recommends if you haven't already built your customer experience roadmap for whatever position it is, and make sure that you outline the key expectations out of each stage that you're handing that customer often when you're building out these onboarding guides for your team.



3. **Find the Strategy** - Brandon explains how they started building out the processes and systems they needed for the project manager position. Another example he brings is about construction. He says that this was a little more difficult because he didn't have the construction experience. Brandon and his partner developed a custom-built software program. Everything they did in every position had to be understood by a third-grader. He explains his point and says that if you can't communicate in terms of third-grader can understand you have not properly explained it. So, they went out and we built out in chronological order, step one, all the way from pouring the foundation, with a training video, framing, with a little video. All the way through, Brandon can give this template that they've built out in the project management software, with all the training videos. He says that whether or not they can actually do the construction is a whole nother point. He concludes by saying that it eliminated so much back and forth and allowed Brandon and his team to scale their business.

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