OVER 6,000 SUCCESSFUL DEALS CLOSED THROUGH JIMMY AND HIS REAL ESTATE TEAM

THIS REAL ESTATE GUIDE WOULD HAVE MADE ME MILLIONS

Everything I wish I would have Known When I started Building my Real Estate Empire

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Welcome to the last Real Estate Guide you will ever need

The money is made in the little details...

When I was a kid, I noticed very early that most of the wealthy people I came across all had one thing in common, they all owned a lot of real estate. I was hooked from an early age and knew this was the vehicle that created more millionaires than all other asset classes combined. But I was also in the thick of the real estate downturn in 2008-2009, and I saw couple after couple getting crushed. So what made the difference between those that succeeded and those that failed?

The ones that succeeded had a strategy and a game plan.

SUCCESSFUL STRATEGY:

1. A PROVEN GAME PLAN
2. SPECIFIC PLAN OF ACTION
3. TIME TESTED AND PROVEN TRACK RECORD

Warren Buffet famously said, ***"Risk comes from not knowing what you are doing."*** So simple and so true. That is why I decided to put together this simple little guide to understand what you need to know to invest in real estate. Done right, real estate creates more millionaires than all other asset classes combined. But, done wrong, it is a never-ending and very unforgiving nightmare.

This guide isn't going to be large enough to get you all the information you will ever need to build a great real estate portfolio. Still, it will cover all of the significant aspects of investing so that you can feel confident buying an investment real estate property.

If you are in your 30's or early 40's then you probably, much like myself, remember the real estate crash of 2007 and 2008 very vividly.

You probably have a little bit of hesitancy when it comes to buying houses, and you probably have some PTSD from watching people that you knew suffer because of their decisions in buying real estate. Here is the good news, we can learn from the past! The situations that caused the real estate meltdown are all but gone now, and the risk currently is minimized, just like Warren Buffet said, ***"by simply knowing what you are doing."***

If you are under 30 years of age, congratulations because anything you bought since 2010 has appreciated as you have been part of a bull run that is the longest in the United States housing market's history. You could've purchased just about anything in the past 11 years, and as long as you weren't completely taken advantage of, you are sitting in equity in your home. I want to point out that this had little to do with your or your expertise in the market.

Rule number one in creating wealth is simple, ***"Never lose money."*** If you obey this one rule; over time, you will be rich. We are all familiar with the book ***"Rich Dad Poor Dad"*** by Robert Kiyosaki. The rich dad in the book is a man named Keith Cunningham. He has written several books, including his latest book, ***"The Road Less Stupid."*** In that book, he talks a lot about the ***"Dumb Tax"*** that basically all people pay at some point in their lives. He asks the question, "How much money would you have right now if I gave you the ability to unwind any three financial decisions you ever made?" I think the answer is the same for pretty much all of us.

The fact is, most of the dumb tax we have all paid is due to making overly optimistic and poorly thought out decisions. In my own life, I have had to learn the hard way that success is never going to come down the path with the least resistance. Investing the correct way in anything and especially in real estate is quite boring. It is a long game that favors you over time as you accumulate assets and equity. If any real estate investor or agent promises you riches in the short term, they are likely to use the 3 P principle to make a few bucks. Pitch, Propose, and Pray. They are hoping to ride a hot market so that you make money and come back to them for additional help. The reality is, real estate should make you money regardless of the type of market you buy it in.

My Path To Real Estate Freedom & Why I Am So Passionate In Helping Others Build A Portfolio

To many people, it doesn't make any sense that I am taking as much time and working as hard as I am to help educate others about real estate investing. I have been **financially free** for several years now and I am no longer caught in the grind of the rat race of just trying to make money. Thanks to some real estate properties that I bought in 2010 and 2011 and the investments I made by selling those properties, I could retire today and not have to change any of my lifestyle. But what a tragedy it would be if I didn't pay it forward and help others learn what I had to learn the hard way. My real estate journey has been a brutal one with many pitfalls, but this story is powerful because when you make every possible mistake in real estate, all before the age of 27, you learn a lot, and you know what not to do going forward. More importantly, you know what you do need to **invest in real estate the RIGHT way**.

I am so passionate about real estate because it has provided me a great life where I get to travel the world, invest in amazing companies, spend as much time as I want to with family and friends, and give back in so many ways. I love helping others create their financial freedom strategy as well. Real estate doesn't have to be painful, and I'm going to explain in this guide how to make sure. But first, let me share my story and help you understand a lot more why I passionately want to make sure you don't make all of the mistakes I did.

I like to joke around that I was born at the wrong time. I was born in 1981, so that meant I started buying real estate just a few years before the great recession. I bought my first real estate investment in 2003 when I moved away to college. I got my mom to co-sign with me and bought a condo property so that my roommates could pay my mortgage each month instead of me paying rent to someone else.

Shortly after that, I bought property number two and three and so on until one day I woke up and had nine real estate properties under my name. Of course, back then, you could get into a property with nothing down, plus I could even get paid a commission when it closed, so essentially, I was getting paid to buy real estate. Oh, the good old days! Can't imagine why the market collapsed?

Thankfully, I had a great real estate mentor that told me in Nov 2006 to sell everything. He was about seven months ahead of most people and he saw that the market was about to collapse. I went from owning nine properties to only two. A year later, I would wish it was zero. Once the market collapsed, it all happened so fast. Overnight nobody could qualify for a loan and those who could choose not to buy anything because the market was falling several thousand dollars per month.

Soon we were full-on in a popped real estate bubble and the middle of a real estate recession like this country had never seen. The two homes I owned had loan amounts of $75,000 above the fair market value and the neighbors on both sides of me and all down the street were giving their homes back to the bank. I was in big trouble and couldn't afford the mortgage because they had a negative cash flow of about

$600 per month and the bank wouldn't let me short sell them because I was still making too much money in my day job as a realtor.

I had broken all of the rules to being a successful real estate investor. I had no game plan, so I bought homes that made no sense as investment properties. I bought at the peak of the market, the properties didn't cash flow, and I bought way too many homes way too fast. I also didn't put any money down, so I was way over leveraged and I had no reserves for this scenario.

Eventually, I made a deal with the bank to sell the last two houses at market value. I had to take on two zero-interest loans, and it took me about 18 months to pay off the $150,000 balance those two bad investments left me. It's pretty depressing to pay towards a few properties each month when you no longer own either property.

When I finally paid off that debt, I was in my late 20's, had made and lost millions of dollars, had zero assets, no money, and no debt. My credit dropped significantly for the next few years. I was officially starting over. I wasn't depressed about it, though, because I had one thing that only a several hundred thousand dollar, first-hand education can give you; I knew exactly what not to do the next time. And more importantly, I decided to learn exactly what to do if I wanted to succeed in investing in real estate.

There are many rules and things to learn to invest the right way in real estate, but here are the five basic rules that every investor needs to know if they want to be successful investors.

STEP 1 - HAVE A GAME PLAN

A few years back, I went to Tony Robbins "Wealth Mastery" program and the number one thing that came out of that for me was how to truly "retire." It wasn't a number you needed to get to; it was a simple formula. "How much money do I need to live on, coming in each month, without lowering my principal balance?" There are steps to achieving this.

STAGE 1 -

Getting my basic needs met. Food, water, shelter, utilities, etc. For me, usually about $4,000-5,000 per month.

STAGE 2 -

Add-in clothes, some entertainment, maybe a trip each month, etc. Usually about $7,000-8,000 per month.

STAGE 3 -

How much money would I need to keep the same lifestyle that I have today?

STAGE 4 -

How much money would I need coming in each month on leveraged income to live my dream life?

I realized that I had been thinking all wrong about investing. I didn't need to reach some magical number or net worth; I just needed to figure out how to have $50,000 coming in each month from leverage income — my stage 4.

You can achieve this in many different ways, but to me, the most obvious way was to own enough real estate rentals, paid off or paid down enough to bring in that rental income each month. For example, if each door brings an average of $1500/mo in rent, I would need to own around 33 houses paid off to live my dream life. Or I could own 50 homes that brought in an average of $1000/mo cash flow after paying down the debt service. All of a sudden, I had my road map.

While those numbers may seem daunting to some, they were very encouraging because I don't have to make the entire $50,000 per month now to be financially free. I just had to bring in enough to pay for my lifestyle today. That number is closer to $12,000 per month or 24 homes that each cash flow around $500 per month. (I currently own 21 houses and have several more Under Contract closing later this year.) I am financially free!

Knowing these numbers, I set up a strategy and a game plan of exactly what to buy and what was most important in the property. I focused on cash flow to assure myself not to ever get in the position again where I couldn't afford to keep my property.

REAL ESTATE TIP - IF THE MARKET WERE TO DROP 20% OVER THE NEXT 2 YEARS AND YOU ARE STILL GLAD YOU OWN THE HOUSE, YOU HAVE A GREAT PROPERTY.

STEP 2 - KNOW THE MARKET

Remember when I told you about my story and how I got in trouble because I didn't prepare when the market turned? What I did wrong was simple math. I owned properties that didn't make good rentals in a down market. I was buying hoping they would appreciate instead of using sound investing principles and focusing on cash flow and rental income.

As I started to build up my investment portfolio, my partner Tyler and I looked at over 92 markets across the country to find the two or three very best markets for cash flow and macroeconomics to help future appreciation.

Job market

Are people moving in or out of this area?

Is it a business-friendly state or will the government shut down here in a pandemic or other unforeseen event?

What is the affordability rate for this area? (Average mortgage amount compared to the average and % income of families living in the area.)

STEP 3 - UNDERSTAND THE LEGAL FACTORS

Knowing legal factors is vital because so many people cannot afford to hire a full-time real estate attorney if something goes wrong. Suppose I'm buying a property that already has renters, I need to know the rent laws. If rent moratorium is in the area, what does that mean for my ability to pay the property's mortgage and cash flow?

These are just a few of the dozens of legal questions that come into play when investing in real estate. Additionally, it is so essential to understand the tax advantages of buying real estate and the structure that must be used to take advantage of the tax laws.

STEP 4 - UNDERSTAND THE NUMBERS

This one rule will keep you out of a lot of trouble when it comes to real estate

- **IF IT DOESN'T CASH FLOW AT LEAST $1 FOR EVERY $1000 YOU BOUGHT IT FOR PER MONTH, DON'T BUY IT.**

FOR EXAMPLE, IF IT IS A $100,000 HOUSE, IT NEEDS TO CASH FLOW $100/MO MINIMUM. THIS ISN'T A GREAT RETURN KEEP IN MIND, IT IS SIMPLY THE MINIMUM. SO A $400K HOUSE NEEDS TO RETURN A MINIMUM OF $400/MO.

Understanding all the numbers that go into a real estate deal is crucial to your success. The more you know, the better your chances of this investment going well. Do you understand cash on cash return? Interest rates? Property management fees? Cap rates?

Here is a real example of an investment property that I own so that you can see the depth that I go into to ensure that the numbers are fully understood.

REX REAL ESTATE TEAM

Market	
Orlando	
Property Info	
Purchase Price	$221,990
Down Payment	$55,498
Estimated Closing Costs	$8,880
Rehab Expenses	$1,000
Acquisition Fee	$3,995
Total Property Investment	$69,372
Financed Income Breakdown	
Monthly Rent	$1,650
Monthly Principal & Interest	$725
Montly Taxes	$275
Monthly Insurance	$56
PiTI Monthly	$1,055
Returns	
Cap Rate	6.23%

Property Address	
305 Hickory Course Radial Ocala, Florida 34472	
Assumptions	
Down Payment	25%
Closing Costs	4%
Interest Rate	3.250%
PM Fee	8%
Vacancy/Repairs	6%
Annual Apprec. (YR 1-2)	9%
Annual Apprec. (YR 3-5)	7%
Annual Apprec. (YR 6+)	3%
Annual Rent Increase	5%
Closing Costs on Future Sale	6%

Cash on Cash ROI			
Annual Average	5 Year	7 Year	10 Year
Cash on Cash ROI	7.90%	9.00%	10.94%
C on C + PR	11.63%	12.83%	14.90%
C on C + PR + Apprec.	33.09%	31.87%	32.44%

Year Built	Square Feet	Bedrooms	Bathrooms
2020	1828	4	2

Income / Expenses

Year	1	2	3	4	5	6	7	8	9	10
Gross Rent	$19,800	$20,790	$21,830	$22,921	$24,067	$25,270	$26,534	$27,861	$29,254	$30,716
Taxes	$3,300	$3,597	$3,921	$4,038	$4,160	$4,284	$4,413	$4,545	$4,682	$4,822
Insurance	$670	$670	$670	$670	$670	$670	$670	$670	$670	$670
HOA	$408	$408	$408	$408	$408	$408	$408	$408	$408	$408
Property Management	$1,584	$1,663	$1,746	$1,834	$1,925	$2,022	$2,123	$2,229	$2,340	$2,457
Vacancy/Repairs	$0	$1,247	$1,310	$1,375	$1,444	$1,516	$1,592	$1,672	$1,755	$1,843
Net Operating Income	$13,838	$13,204	$13,775	$14,596	$15,460	$16,370	$17,328	$18,337	$19,399	$20,516
Annual Principal and Interest	$8,695	$8,695	$8,695	$8,695	$8,695	$8,695	$8,695	$8,695	$8,695	$8,695
Gross Profits	$5,143	$4,509	$5,080	$5,901	$6,765	$7,675	$8,633	$9,642	$10,704	$11,821
Monthly Cash Flow	$429	$376	$423	$492	$564	$640	$719	$803	$892	$985
Property Investment	$69,372	$69,372	$69,372	$69,372	$69,372	$69,372	$69,372	$69,372	$69,372	$69,372
C on C ROI	7.41%	6.50%	7.32%	8.51%	9.75%	11.06%	12.44%	13.90%	15.43%	17.04%
PR Alone Year Over Year	3.55%	3.64%	3.73%	3.82%	3.92%	4.01%	4.11%	4.20%	4.30%	4.39%
C on C + PR	10.97%	10.14%	11.05%	12.33%	13.67%	15.08%	16.55%	18.10%	19.73%	21.43%

Annual Appreciation/ROI

Year	1	2	3	4	5	6	7	8	9	10
Principal Reduction	$2,464	$5,045	$7,759	$10,606	$13,586	$16,699	$19,946	$23,326	$26,839	$30,485
Appreciation	$0	$19,979	$16,938	$18,123	$19,392	$8,893	$9,159	$9,434	$9,717	$10,009
Apprecation ROI	0.00%	28.80%	24.42%	26.13%	27.95%	12.82%	13.20%	13.60%	14.01%	14.43%
Cumulative Equity Gain	$0	$19,979	$36,917	$55,040	$74,433	$83,325	$92,485	$101,919	$111,636	$121,645
Proceeds In Event of Sale	$44,642	$66,003.18	$84,639	$104,522	$125,730	$137,203	$149,060	$161,307	$173,955	$187,009
ROI w/C on C + PR + Est. Apprec.	10.97%	38.94%	35.47%	38.45%	41.62%	27.89%	29.76%	31.70%	33.74%	35.86%
Deprec. / Tax Savings	$2,260	$2,260	$2,260	$1,375	$2,260	$2,260	$1,375	$2,260	$2,260	$2,260
Deprec. ROI	3.26%	3.26%	3.26%	1.98%	3.26%	3.26%	1.98%	3.26%	3.26%	3.26%
Hypothetical Appreciation 8%	$0	$17,759	$19,180	$20,714	$22,371	$24,161	$26,094	$28,182	$30,436	$32,871
Hyp. Apprec. as ROI based on pi	0.00%	25.60%	27.65%	29.86%	32.25%	34.83%	37.61%	40.62%	43.87%	47.38%
Cumulative EG with Hyp. Apprec.	$0	$17,759	$36,939	$57,653	$80,025	$104,186	$130,280	$158,462	$188,898	$221,769
Proceeds if Sold w/ Hyp. Apprec.	$44,642	$63,916.47	$84,659	$106,978	$130,987	$156,812	$184,587	$214,458	$246,581	$281,126
C on C + PR+ Hyp. Apprec.	10.97%	35.74%	38.70%	42.19%	45.92%	49.90%	54.17%	58.73%	63.60%	68.82%
C on C + PR+ Hyp. Appr. + Deprec. of asset	14.22%	42.63%	49.41%	55.63%	64.84%	73.22%	80.79%	91.40%	101.25%	111.63%

Glossary and Assumptions	
Appreciation	The Appreciation value is calculated cumulatively.
Appreciation ROI	Return as calculated from Appreciation to Total Property Investment
Cap Rate	Cap Rate is calculated by dividing the Net Operating Income by the Purchase Price.
Cash on Cash Return	The Cash on Cash Return is calculated by dividing the Annual Net Cash Flow by the Total Property Investment (TPI)
Closing Costs	Percentage of closing costs adjusts based on loan amount. 100K and below= 5.5%, 100-150K=5%, 150k-200K=4%, & over 200K=3.5%
Depreciation ROI	Return based on depreciation to property investment
Depreciation/Tax Savings	Assuming Average 28% tax bracket
Principal Reduction	The Principal Reduction is calculated cumulatively based off a 30 year ammortization, fixed rate mortgage.
Proceeds on Sale	The Proceeds on the Sale is calculated by taking the market value (Purchase Price and cumulative Appreciation), and subtracting Loan Amount, and Closing Costs on the Future Sale.
Return on Investment (ROI)	Return on Investment
Taxes	Taxes increase at same rate of property appreciation
Total Property Invesment (TPI)	The Total Property Investment value is calculated by adding the Down Payment, Closing Costs, Rehab Expenses and Acquisition Fee
Vacancies/Repairs	Vacancy/Repair expenses start in month 12 since the homes are typically rehabbed at the start of year 1.

Abbreviations		Property Value		
PM	Property Management	2	$221,990	$19,979
Apprec.	Appreciation	3	$241,969	$21,777
Deprec.	Depreciation	4	$263,746	$23,737
C on C	Cash on Cash	5	$287,483	$8,625
V&R	Vacany and Repairs	6	$296,108	$8,883
Hyp.	Hypothetical	7	$304,991	$9,150
PR.	Prinicial Reduction	8	$314,141	$9,424
PI.	Property Invesment	9	$323,565	$9,707
EG	Equity Gain	10	$333,272	$9,998

When I started repurchasing real estate in 2011, I wanted to focus on one thing, cash flow! The formula to solve was my total monthly payment, adding a small percentage for management, vacancy, and repairs. Is it still a good investment when I add up to get my cash flow number? By doing this, I started accumulating real estate properties without risk and stress quickly and before long, I owned six houses again and I was well on my way to creating the life I have today.

STEP 5 - DON'T GO TOO FAST OR TOO SLOW

How do you know when it is the right time to buy another property? My secret to purchasing a lot of real estate is to learn to live on a lot less than you bring in.

To Explain: If you are making $100,000 per year and spend $90,000 per year to live your lifestyle, it will take you five years to build up a $50,000 down payment.

However, if you learn to live on half of what you make and bring in $100,000 per year, it only takes you one year.

As one of the top real estate agents in the state, I've made great money every year in sales. I had a life-changing moment in 2010 towards the end of the year that has allowed me to build up my real estate portfolio. That was when a mentor of mine taught me to set up two bank accounts;
one to run my business plus life and the other one strictly as a savings and investment account.

I have always been good at making money, but I was also really good at spending it like so many. If I saw the money in my account, I'd buy something I didn't need, go on a vacation I could have skipped, or I'd give it away by spending more than I should have.

The day I opened up that second bank account is when I started to create wealth. All of a sudden I didn't have that extra money in my account and so, of course, I didn't spend it.

I was making high six figures in my job and so within a few years, I already owned half a dozen real estate properties, all of which had excellent cash flow and all of which I had put down at least 20% to start. My recommendation is to learn to live off of half of what you make. You can do that. Everyone can.

I also suggest throwing any bonuses that you get into the investment account and pretend it never happened.

Controlling your spending is the secret to creating wealth over the long term and if you want to live like nobody else does five years from now, you need to learn to live today as nobody else does. The sacrifice that this takes is highly rewarding.

I get asked thousands of questions about investing in real estate, so I wanted to gather the most commonly requested and add it to this guide.

INVESTING 101

Q: Why Invest in Real Estate?

A: Real estate is a tangible asset, offers cash flow in all types of markets (up or down), has tax advantages - depreciation and 1031 exchanges, appreciates over time, and allows the owner to control as the decision-maker.

Q: How does real estate offer cash flow and a positive ROI for investors in bear markets when values are dropping?

A: If we look back at the clients we helped purchase investment properties in 2006, 2007, & part of 2008 - one might think they "lost it all," as many did that invested in real estate. Because of our strategy and the type of product we promote (more on this later), we are happy to hear that they did not reduce rents one single time as we talk with clients today. While the values may have dropped, they still made 6-10% cash on cash ROI during a massive recession, and now those same houses have seen incredible growth. Buying the wrong homes in the bad markets in '06, '07, or '08 could have meant short sale or disclosures if not careful.

Q: How does depreciation work?

A: The IRS allows you to depreciate an investment property over 27.5 years. The depreciation amount will often offset the taxable income from cash flow, resulting in little to no taxes paid by the investor. Let's look at an example: A home worth $250,000 would result in approx. $9,000 in depreciation each year. If you are taxed at a rate of 25%, this will result in tax savings of approx—$ 2,250 per year.

Q: What are the best markets to buy in?

A: I will use a few examples of markets that I have been working in the past few years. Utah is a phenomenal market to purchase in right now based on the local economic factors. One thing to know about Utah is that appreciation has outpaced rent increases over the last several years, so cash flow is a little less today. Still, it has been offset by appreciation, and predications lend to that appreciation continuing to outpace rent increased for the next several years. Rents do tend to catch up over time.

We also search out other strong investment markets across the country to offer our clients. Some markets may focus on equity, and others on cash flow. To determine what market is best for you, we sit down for a game plan consultation and make recommendations based on your individual circumstances and goals.

Q: What is the best way to hold ownership and protect my other assets?

A: The most common way is to establish a real estate holding LLC. If financing, you can typically transfer the property's ownership after closing into the LLC.

Q: What type of financing is best for investment properties

A: This is a simple answer. We always recommend 30-year fixed-rate mortgages. Lenders require a 20% down payment as well. If clients want to accelerate the principal paydown or are interested in a 15-year mortgage, we typically recommend doing a 30-year mortgage but making the 15-year payment. Because it does not obligate you to make the higher payment, should cash flow for the extra payment amount be down for some reason. Committing to the 15-year mortgage puts more risk on the investor. However, we believe firmly in working to pay down and eventually pay off real estate as quickly as possible.

Q: Is there special insurance required for investment properties?

A: You will want to get a standard home insurance policy, specifically an investor policy. Be cautious here, as many agents do not do investor policies as a core part of their business, and they may not ensure properly. There are umbrella policies and other strategies to provide even more protection for investors. It's essential to find an agent experienced in these types of policies.

Q: Do I ever have to recapture those tax savings?

A: Yes, Each year, you depreciate the property, which reduces your "basis" in the property. If you depreciated each year for ten years and then sold the property, your basis would be $160,000 ($250,000 minus the $90,000 of depreciation).

If you sold the property for $300,000, your "gain" would be the difference, so $140,000. Even though you only "made" $50,000 more than what you paid for the property, your taxable gain is different due to the depreciation. Many people do not understand this and enjoy the benefit each year and are surprised when they sell.

Q: Can I avoid or defer that gain?

A: Yes – while you cannot avoid the taxes, you can defer them via a 1031 exchange. A 1031 exchange is when you take the sales proceeds and buy additional real estate with that money without ever going to you personally. There are many rules associated with a 1031 exchange, but done right, it gives you more capital to work with since you defer the taxes owed on the gain.

Q: What's the best type of real estate to buy?

A: This is a complicated question. Done right, one can have success in real estate by implementing many different types of strategies. Commercial, retail, industrial, multi-family, single-family, land development, new construction, storage units, flips, etc., etc... There are many, many types of real estate. We specialize in single-family, buy and hold real estate. Why? We choose this product to create as much predictability while minimizing risk and maximizing return. We like homes that are priced at or under the average home prices for any given area. This means that we have the largest "customer base" of potential renters and buyers for our product. We also do not go below a specific price, as this begins to eliminate the sweet spot of renters and buyers where we find we can produce the best returns.

About Jimmy Rex

Jimmy Rex is best known for his top rated podcast "The Jimmy Rex Show" and his best selling book "You End Up Where You're Heading." But his life is so much more than that. He is a real estate expert having sold over 2500 homes in his career, an angel investor in over a dozen businesses including a seed round investor in Nikola motors, entrepreneur, adventurer, and family man.

Jimmy is also an adrenaline junkie and loves to give back, always looking for the next great story. Whether it is swimming with tiger sharks, climbing Mt. Kilimanjaro, running with the bulls, or working undercover to help rescue kids being sex trafficked, Jimmy is never bored. Recently he returned back from his 70th country visited. His mission is to share love with all and to show everyone around him how to live an extraordinary life.