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**Jeff:**We're very much the Millionaire Next Door even in our neighborhood and we're really in the prototypical neighborhood that was described in that book to where everybody's driving the Mercedes or in, you know, 567 hundred thousand dollar homes, a lot of attorneys and I'm pretty sure you know, they're all up to their eyeballs in debt.

**Narrator:**You're listening to the Millionaire's Unveiled Podcast, where you'll hear the stories and interviews of everyday millionaires, we'll unveil their decisions, their strategies, and their current portfolio allocation. Now to your hosts, Clark, Sheffield and Jace Mattinson.

**Jace:** Hello, and welcome to another episode of the millionaires unveil podcast. This is episode number 90. On this show, we tell the stories and strategies of everyday millionaires and unveiled their portfolio allocations. If you enjoy the show, we'd appreciate you leaving a review on iTunes iTunes, it helps us gain new listeners and reach new millionaire interviewees. Last week on the show we had Jeff from Raging Bull, we had a discussion about Jeff's background, stock trading, entrepreneurship and driving his Honda Odyssey, despite being worth eight figures. So, if you haven't heard that guest interview, go check that out, a really great story, again, that's episode number 89. Before we get into the show, just want to thank our sponsor Obsidian Capital for supporting the show, creating passive income is one of the quickest ways to create and establish wealth.

At Obsidian Capital, their core philosophy is to enable qualified investors create long term wealth passively, your strategic real estate investments to a team of experienced real estate professionals identifies stabilized and value add multifamily real estate assets that will provide strong financial returns, a healthy risk profile, tax incentives and additional benefits that come with investing in real estate. They pride themselves on high level of integrity and have experienced acquiring and managing over $300 million in multifamily assets. Furthermore, their leadership has over 45 years of combined industry experience, view their website today to learn more about their streamlined investment process at www.obsidiancapitalco.com. If you'd like to invest in our multifamily opportunities, feel free to reach out to us at millionairesunveiled@gmail.com and we'll jump on a call with you to discuss the opportunities and strategy. We have opportunities available now for both accredited and non-accredited investors throughout the country. If you'd like to be on the show, as a millionaire in interviewee, or one close to millionaire status, please reach out to us, our email is millionairesunveiled@gmail.com. We think that each millionaire has something to add to the show and there are people interested in both on story and investment allocation.

On today's show, we have Mr. Hobo Millionaire, he has a net worth between 6 and $10 million. He is an entrepreneur and has been his whole life. But in his words, he's only been a successful one the last 20 years. He owns a small software company and has a few Airbnb rentals along with some money in the market. He also shares insights into his business, his investing mistakes and his plans for the future. So, without any delay, please help me welcome Mr. Hobo Millionaire. Mr. Hobo Millionaire, do you want to just give us a little bit about your background and kind of what you're doing now?

**Jeff:**Yeah, sure. I am a lifelong entrepreneur, only a successful entrepreneur during the last 20 years but plugged away at it for a good 30, currently running the site Mr.HoboMillionaire.com. I also have a software company, also involved in real estate, do some rentals including three Airbnb rentals that that I'm doing with my son in Arkansas.

**Jace:**Awesome. And what is your net worth today?

**Jeff:**My current net worth is somewhere around 6 million, it could be as much as 10, depending on how you value recurring revenue which we can discuss some little bit. I have a small niche software company, but it's around 6 million net worth.

**Jace:**And how is that broken up?

**Jeff:**Let's see, so the business is the biggest part of it, that's around at least $4 million in net worth, I also have a million dollars in stock, which is all invested in VTI, which is a total stock market ETF. It's also known as BTSAX, as a Vanguard mutual fund, and it's, that stock, we'll come back to that in a minute. So, a million in stock, a million in real estate, that's part personal residence, and then also four rental houses.

**Jace:** And you shared with us before the show that your personal residence is paid off, do you want to just maybe shed some light on that decision? How long maybe it took you to pay off and kind of why you decided to pay that off?

**Jeff:**Sure. Well, I was, if I'm honest about it, I was partly affected by listening some to Dave Ramsey. I think he's really great in discussing stuff about getting out of debt. I'm not really sure about some of his investment stuff, but really, really fantastic advice on getting out of debt and it really affected my mindset, listening to his show, and then hearing them talk about the paid off house and I've never had a paid off house and I didn't necessarily ever came, you know, and I didn't come from money in any kind of way. And I just, you know, I got this excitement, this idea about getting a paid off house, and it happened pretty quickly once I focused on it. I did it in about, the house that we're in, we bought around 2013 and by the end of 2016, it was paid for. So, about three years, all in, the decision to do it was all about being completely debt free. It was the only debt that we had because we had gotten to the point where we weren't carrying car notes or anything like that, wanted to pay off the house, focused on it, knocked it out. Looking back, you know, hindsight is always 20/20, the market ended up, you know, doing, is pretty strong from 2013 to 2016, up to now, mathematically, you could make a lot of points that it wasn't worth it. The money would have grown quite substantially, running some quick math numbers like it was almost like twice that it would have grown what I paid into it, so you could almost say, I had a 50% loss, but there is still Dave Ramsey's term financial peace that comes from being debt free. Without a doubt I enjoy not having to make a house payment and just not worried about that at all.

**Clark:**Yeah, it's interesting that you mentioned Dave Ramsey, because that's a big reason of why we started this show, is that, you know, occasionally we both listen to it and, and we wish there would be a little bit more investing advice, right or some of these callers and what would kind of tell us, hey, this is how invest, or you know, he kind of does his millionaire theme ours, but you don't really get a lot of information from it, you know. So, anyway, just a thought to add, So, paying off your home in three years, that's really quick, how much is the house worth?

**Jeff:**It's worth 600, you know, it could go as much as 650 or so but it's definitely a solid 600. We got into it, you know, this is 2013, we got into it for roughly 480 but we put about 50 to 75K of upgrades into it to really customize it for the kids. We, my wife and I work out of the house, so since we're here, almost 24/7, we put a lot into just customizing it to, you know, for our enjoyment. So, we've probably got about 550 into it in costs and it's worth about 600.

**Clark:** Gotcha. And I know just from talking to you before, it's because your incomes been a little higher in these later years, but let's just back up a little bit, right, you're an entrepreneur and I know you've had a lot of ups and downs, so maybe just take a few minutes and kind of talk us through your journey and what you tried, what didn't work, what worked and kind of your path to it, to where you are now?

**Jeff:**Okay, well, I'll probably end up jumping around a little bit because there are, it's just a ton of ups and downs. I guess I'll start to an extent when I was in my 20s, because I'd gotten out of college, and early in my 20s, I had always had this desire to have a software company, I used to read this magazine called Database Advisor. All the ads that were in it were with these smaller software companies and I used to just dream and my 20s have been one of these companies with just to have enough money to run an ad and be one of these small software companies. So, I plugged away at doing consulting and stuff like that in my 20s, while I work, which is a whole other part of this, I'll try to remember to loop back to my jobs and how all this work. But, in terms of trying to create a software company, my first attempt at it was in my mid to late 20s, from 92 to 95. I worked three years building Help Desk software, which are pretty popular these days with ticketing and all of that, my background came from the mainframe environments, and there were help desk systems in the mainframe. So, when PCs started becoming the thing and then obviously the internet hits just prior to 2000, anything that was on mainframe was eventually going to come over into the PC World and then onto the internet.

So, my first product that I worked on was a help desk software product. Long story short, I had a friend who knew someone who had just sold his company for $10 million. He got the guy to invest 150K in this business, I was all excited about it, as an investor is going to be able to go to a trade show. I was really good at scrimping by and bootstrapping things and doing things cheaply. But this investor wanted me to spend this money, so he wanted me to go to trade shows, he wanted to, you know, pay for an expensive booth, he wanted me to have the right phone equipment. So, long story short, he had me blow through this 150K pretty quick and we did go to the trade show, got tons of leads. I should mention when I got this investment, I quit my job which at the time I was working for Sprint. We did this trade show, we got tons of leads from the trade show but what we were selling was a long sales process and long story short, when we didn't start having sales, immediately this investor that I had found shut everything down. So, we like started and finished within three months.

Now, this was one of my first lessons that I learned with creating a company, working with investors and all that. And that is, you know, the big one is be careful who you take money from, be careful of how much you negotiate, power wise, because I actually gave him a large percentage of this company to where he'd have control. It was something that he wanted, and I had to deal with him to where, this may sound silly to some but I had to deal with him to where, if I reached a million in sales within two years, I could get back like 75% of it and then I could run it. And I believe so much in myself when I was selling, like I was okay with that. It would never once dawn on me that, well, he has control so he can shut everything down if he's not happy, like, I was just in my young 20s, I just never thought about that. But to reiterate, I spent three years of coding this software, quit my job, within three months it was over, and I actually had to go back to Sprint and ask for my job back. They didn't know what I was doing, you know, I left in a nice way but like, that was a really, downtime of trying to start a software company and then it was flopping.

Past that, so that was, like I said, that was around 95 or so. One of the things, this is a really long story, so if you want me to stop it anytime, let me know. But this is good stuff and explains a lot of my ups and downs. So, it's mid-90s, the software company gotten shut down but one of the tools that I use for making this Help Desk app was a reporting software and without getting too specific, let's just say it was Excel. But it was reporting software and I started doing consulting and in this reporting software, then I did two years of that, I would work my full time job and then go do part time work doing some of this reporting stuff. So, come 1997, the internet, you know, was starting to become the internet and I registered some domains related to this software product, put out some, just some pages to do consulting and training in it, I'd become really good at it and I put consultant requests and believe it or not, I started getting random requests from all over the US to do consulting and training on the software and I put out a crazy rate.

At the time, I was doing consulting for $1200 a day and that was for an eight-hour work, but I would paid for all the travel, so they'd have to pay for anything. I travel anywhere in the country, $1200 a day and most of these places were doing, you know, week, two weeks, stuff like that. So, I did that for a little while, earned some money, was trying to pay off some debt at the time. And I was, oh, I should say I was able to travel around the country doing this because I worked a, my full-time job was a weekend shift, night shift job. So, I work Friday, Saturday and Sunday night, towards the end, I'm skipping over a couple things, but towards the end, I was working for Fidelity Investments. And so, on Friday, Saturday and Sunday night, I would work there, and this is in the Dallas, Texas area. And Monday through Thursday, I had time to do consulting and even some on Friday and I'd literally traveled around the country doing consulting and training, saving my money and flying back into town on Fridays and sometimes going straight to work. So, I was just working crazy amount, of hours, trying to do something with the business one way or the other. And then that gets us to, May of 2000 was the last time that I was employed by anyone that was when I gave my two weeks’ notice at Fidelity, and I haven't been employed with anyone since.

**Clark:** Yeah, let me just ask a follow up question for you. So, initially, right on these first couple, after you've been doing it for a few years, what kept you going? Why didn't you just say, hey, maybe, you know, maybe it's not for me to start my own software company, maybe I should just go work for a software company instead, what was kind of the drive that you wanted to be so entrepreneurial?

**Jeff:**Oh, man, two things drove me for sure. And actually, and still do but two things that drove me was my father was employed his entire life, I saw him work really hard for companies and the best job he ever had that company ended up going bankrupt and he lost a lot of his retirement and but my dad was a workhorse. He's my, you know, he's my hero. I tell my son all the time that you know, even this crazy story, I'm telling you about how much I'm working, like, I still feel like my dad could outwork me. So, he had such a strong work ethic, he gave everything to his companies, that drove me, combined with, once I did work for companies, I was a really good employee, but I did not enjoy the corporate politics. It just, it made me bonkers. And, you know, I'm a big believer that the world's not fair but I did not like the idea that things weren't fair on a job and that if you outwork somebody that someone else might still get promoted ahead of you. That kind of corporate stuff just made me bonkers. So, I was just always driven, I want to do my own thing, I want to do my own thing, I want to do my own thing and that drove me. And I should mention, my father, when I say, he worked a lot, he was not good with money. He was still working at the age of 68, got cancer and died very quickly. And this happened back in 2013. So, he was still working, and when I say still working, you know, 50 hours a week but he never gave up and all the working that I'm doing, it always still felt easier than what my dad went through. You know, he got up to an alarm clock from the age of 20 to you know, to 68 and prior to 20, He was he was a paratrooper in the Vietnam War. So, he was in the hundred and first airborne, so nothing that I do, even to this day, I don't feel like I still work as hard or that as much as my father did. I feel like I've still got an easier life than what he did. And you know, from a psychology standpoint, that changes your perspective. So, even with all my hard times, I, you know, I wasn't crying when all this stuff went bad, I wasn't happy but I'm pretty upbeat person most of the time and I just keep plugging away. But I plug away because I just, I constantly think of my, I still think of my father, and just how hard he worked and I didn't inherit money from my father, but I did inherit a ridiculously hard work ethic. Not the smartest guy but and I'm referring to me, not my father, but definitely work hard.

**Clark:** Well, props to both of you guys. You know, I think it's hard sometimes to hang in there, whether it's challenges in life or in business or careers, or you know, whatever, maybe, we all have them obviously, but sometimes it's hard to hang in there and just keep going, right? So, first of all props on that and then second of all, obviously, your dad sounds a tremendous guy and taught you how to work. Where did you kind of learn some of these financial things? Was that kind of just trial and error when you started doing it on your own?

**Jeff:**Well the financial stuff came about and if you're referring to, I guess I'll just ask, are you referring to like, in terms of acquiring wealth and then what--?

**Clark:**Yeah, just real estate and investing and asset allocation and what to invest in?

**Jeff:**Yeah, so that all started around 2012, it's not like I've been saving for you know, all my life acquiring assets. I did, I mean, I did save earlier in my life when I was employed by the various companies and Fidelity Investments was a, you know, a fantastic company to be employed by in terms of benefits. So, I was familiar with 401Ks, and they had great matching and all of that stuff, but I got divorced in around the year 2000, mid 2000 and without getting too much into it, I walked away from all assets, took all debt and I just wanted full, my company wasn't worth much at the time but I just I didn't want any strings attached, I wanted it to be all mine so I left all assets, took all debt and we divorced. So, all of that, to say between 2000 and really 2012, all my time and effort and energy was still focused on building a company and surviving, really, I can't emphasize a survive enough because that's all I was doing between that time. And around 2012, long story short, that was the first time my software company crossed around 200K in sales and that's when I knew, all right, I got to start doing stuff right, I'm making enough money, I had no excuse not to start saving again and really start looking at money and I got with a, actually I got with two CPAs, one to do my bookkeeping and one to help me with taxes. And my tax CPA recommended at that point to do an SEP, which enables you to start saving 25% of your business income, tax free. And so, that's when I started saving.

And then, in terms of how I learned and acquired knowledge after that, I really just buried myself in 2012 I started reading, I don't even remember what blog I read first or any of that stuff, but I just started reading about saving money, investing money. I had a friend who did some stock investing so I met with him a couple of times, just to get some basic feedback but all the knowledge came from just reading and reading and getting books and Bogleheads forum and John Bogle and finding out about Vanguard and just reading and then reading his little book of investing and you know, just, I went all in. And then from that time of 2012 until now, my software company has growing, I had more and more money that came from that, just kept investing that into the stocks and stuff that I'd studied up on and then got into real estate. I'd always wanted to get a little bit into that and my son actually had an idea of doing some Airbnbs and in Arkansas that cater to mountain bikers, so he move there to run it and then we both invested because he had some savings, he sold his house here and took money took from that and invested it with me and we got three more houses there and that's doing real well and what we're focusing on the mountain bikers there

**Clark:**And is that what he does full time now, is work with those houses?

**Jeff:**He works on the house thing full time and then part time he works, he does do some stuff for my software company, but he's working about, you know, I don't know the exact number but he's working like at least 60 hours a week between doing three Airbnbs because he does all the cleaning and maintenance and mowing and it's not--. Some people get into real estate and outsource everything, that's not what we're doing. We're very focused on doing a lot of it ourselves. Some of what we're doing ourselves also just from a, is partly from a work ethic standpoint. It's also from learning because I believe real estate is something you need to get in and for sure, when you're first learning it, you need to get in and get your hands dirty, work on some rehabs, paint some walls, inside outside, learn how to caulk, replace a toilet, do some basic plumbing. I just think you need to learn that; I think to make really super big money in real estate, you do need to figure out how to outsource a lot of that as you go. But I think you need a foundation of knowledge of learning all those basics and there's nothing like rehabbing a house or two and being super involved in that with learning real estate.

**Clark:**Sure. Are those houses, is that three of them, is that right?

**Jeff:**It's, yeah, we have one rental house that just, you know as a normal rental here in Texas and then we have three in Arkansas that are, all three are Airbnb.

**Clark:**Gotcha. And are those paid off?

**Jeff:** No but they're 50% paid off, each, yeah. We have about, those three houses, we have roughly 300,000 in equity.

**Clark:**Awesome. And then talk us through it here, I guess for somebody who maybe isn't familiar, how many nights a year do you rent those out and what do you charge?

**Jeff:**Oh, gosh, the Airbnbs are rented year-round, it slows down a little bit in December, January, because that's when it gets a little colder in Arkansas. It's not a ton of ice and snow but if there's going to be ice and snow, it's around those two months. But other than that, they have tons of mountain biking and my software company, focusing on a niche market, I really think there's a lot of, you know, there's a lot to be said for businesses that focus on niches because then you can, you know, you can offer stuff that people don't offer. And in Arkansas, we're focused on mountain bikers, because that's becoming an industry there in Arkansas. And when I say focus on mountain bikers, I mean we have bike wash stations at the houses, in the garages, we have repair stations, complete with, I don't know what you call it, but grips to where you can hang up your bike and work on it. They're on a workbench and we have tools and grease and ways to clean them and fix flat, all that kind of stuff. So, we really catered a mountain biker with that kind of stuff. And then since my son lives there and works them so closely, we also offer free emergency pickup if you have a flat tire or need natives to come picks you up on the trail, we can do stuff like that. So, really, really focused in on offering stuff and an Airbnb that no one else can offer or no one else wants to.

**Jace:**That's awesome. I bet my buddies were probably written from me a few months ago when they went up there.

**Jeff:** Awesome. Awesome. Yeah, yeah, this is all mainly in Northwest Arkansas around the Ville area.

**Jace:** Yeah, I've heard it is amazing mountain biking, I haven't been myself yet but hope to make it up there someday. So, in terms of like ROI, what do you end up getting out of an Airbnb on average? Are you looking at like a 10% cap rate or 12% cap rate, or does it end up being a little bit better than that?

**Jeff:**It's going to end up being a little bit better than that. I don't, honestly, I'm not super hyper, I'm probably more focused on like the money that I've made from my software company, the real estate, especially with the Airbnb is a semi long term thing. I'm older, it's actually something even though I own it with my son, and I should say, my son is an only son so he's going to inherit a lot of what I have anyway. So, the real estate is just kind of a long-term thing. I will tell you that because we're doing Airbnbs, a house that would normally only rent for 1250 to maybe 1500 a month is generating in cash that we get, you know, around three grand and some sometimes close to the four grand a month.

**Jace:**Yeah, that's awesome. So, you've got a great software company, you've got this real estate, your house is paid for, I know you say you're old, but we know you're relatively young, where do you go from here? What's kind of the goal, do you have a net worth goal, do you have a passive income goal that you want to hit? Is there a number of rentals or Airbnbs you want to continue to accumulate or software, where do you kind of go?

**Jeff:**My software company is pretty passive at this point, I only have to work on it, maybe an hour, about an hour a day. Long term though, because, you know, I'm 51, I don't know if I want to still be doing a software company, at say, 70, although if it's an hour a day, it won't be that big of a deal but there's probably a window to even how long my software company, because of the niche market that we're in, I don't even know what that market is going to look like in 20 years. So, I'm hyper focused on taking chips off the table right now and whether that's putting money into real estate or buying more VTI stock, I save our after-tax savings rate is at least 60% and maybe closer to 70%. So, I'm really loading up the stocks because the real estate, kind of, its on its own and takes care of itself at this point. So, I have a goal. Right now, we have about a million dollars and in VTI and my goal for age 65, which is roughly 13 years from now is to get that closer to about 8 million, but because I have software company like, it all goes into VTI, so if the market goes up or down, it kind of doesn't matter and I'm a big believer in the market going up over time. Yes, it has dips and yes, it can have some really big dips but I'm just a huge believer in and especially the US market over time, that it is always going to go up over time. So, at this point, I'm probably saving about 300K per year in VTI, is what ends up getting saved and that and that's close to 60K in an SEP and then the rest of that goes into taxable accounts.

**Jace:** Awesome. Do your friends and acquaintances know how well off you are?

**Jeff:** No, literally no one does. My son is somewhat aware of where we're at but other than that, my parents have both passed away. They were just starting to see how good things were kind of going although, you know, they had no idea of net worth but my current relatives, you know, they know we're doing okay, they know that we've been working from our house for a long time and that kind of stuff but no, nobody knows where we are money wise, my neighbors don't know, we're very much the The Millionaire Next Door even in our in neighborhood and we're really in the prototypical neighborhood that was described in that book to where everybody's driving Mercedes or in, you know, 5, 6, 7 hundred thousand dollar homes, a lot of attorneys and I'm pretty sure, you know, they're all up to their eyeballs in debt and they have no idea that, you know, we're sitting here everything's paid for and no, no one knows.

**Jace:** Has your spending habits changed as you've accumulated more wealth and as you've, you know, reduced your debt and paid off your house and everything?

**Jeff:** Well, in a weird way since I've been so focused on taking chips off the table and just wanting to convert business assets into stock and real estate, in a weird way, my spending habits have got even a little more frugal. Although if anybody looked at us and saw the house we lived in, you know, we're not frugal, I don't want to give in, we're not laying fire or anything like that, like we're not, we probably spend, you know, 100K a year even with a paid for house. So, we're fairly loose in our spending, but not super loose either. I mean, I don't, I've been working so much like I've taken two vacations in the last 15 years and that is something we're getting ready and my wife and I are going to start doing more vacations. And it's just gotten to a point to where we can finally do that, not to be overly super negative, but we've been caring, my parents passed away over the last five to six years when my dad passed away in 2013, I've been caring for my mom the last five years. My wife had two grandparents that passed away, she spent a lot of time in Phoenix, helping them pass, we did a lot of stuff with, you know, even like hospice and like literally helping them pass and all that kind of stuff. So, we've been real, focused on our family the last few years as well, which thankfully, our money allowed us to even have time to do that. So, that's been a blessing. But we're just now getting to where we're going to start spending more on vacations and the likes. We don't, you know, my wife drives a Lexus, it's not super fancy, but it's, you know, it's paid for two years ago, two and a half years ago, I bought a used 2013 F150 Platinum for about 32K, you know, paid cash, it's paid for. I'm as happy as can be driving that, it's a really nice truck. I don't drive that much because again, we work from our house, when I do get out, that's what I drive, an F150

**Clark:** Wow, so that answers a couple of these rapid-fire questions but just want to ask you a few more here before we go into mistakes and advice and kind of wrap it up. So, what's the most expensive pair jeans or pants you ever purchased?

**Jeff:**I've paid over $100 and the jeans that I like cost about that much. I got them at the Neiman Marcus, it's called the rack store or something like that. It's like used, not used but discounted Neiman Marcus, that's where I, because I have trouble finding pants that I really like. So, I found these jeans, they're a little over $100 but I have to tell you the last two pairs that I bought, I went looking for them on eBay just to see if anyone sold them and I swear to God, I picked up a pair for $20 and a pair for 7, there you go.

**Clark:** All right. Most expensive shoes?

**Jeff:**I'm a walker, you know, a few times a week I try to, you know, walk a you know, like a four mile walk around the neighborhood kind of a thing. So, I spend $80 or so for nice running shoes, every now and then.

**Clark:**Okay, most expensive car?

**Jeff:** The Lexus hybrid for 50, I think is the number, I can't remember the number but, you know 50, 55K for that. We bought it used but we pay cash for it so that that's the most expensive car, it's my wife's. But generally, I'm fine driving up a used $30,000 truck.

**Clark:** Okay, most expensive meal out that you've personally paid for?

**Jeff:**We don't really eat expensive meals. I mean if, I'm just going to take a pass on that because we just don't. Okay, we don't eat out, but we have started trying to eat more, I'm not full-blown vegan, but we're trying to eat more meals that way. And there's a service company called Purple Carrot, it's $25 per meal that, they ship everything we buy, like four meals from them a week. So, 100 bucks a week, we get four mail sent to us for 25 bucks each. That's not something you do when you're Uber frugal, because that that's obviously a gift to be able to spend that kind of money but it's really, really like if you want to start eating more vegetables, I can't recommend this kind of stuff any higher because they have a way of making that stuff tastes really good. It's amazing.

**Clark:** What item or items or experiences are worth spending more money on to you?

**Jeff:**Well, we're getting ready to start taking more vacations and we don't plan on doing it cheaply. Like we have a, you know, we have a one-week cruise scheduled coming up here in September. You know we, you know got us, we are not doing one of the cheaper rooms so, I think that stuff is worth paying for once you've acquired some money, I would never spend that kind of money not doing it. But I have to tell you the one thing that I enjoy spending money on now that I have it, is flying first class. I still would never, I wouldn't unless I was going to Hawaii, I wouldn't spend like $3,000 on a first class ticket but if it's a difference between flying first class and paying 1000, or flying coach and spending, you know, 250, 300 all in that, and that's something for me that I enjoy spending up for.

**Clark:** Okay. What's your predicted retirement age and net worth, if you had to guess now, I think we kind of got into that a little bit earlier?

**Jeff:**Yeah, yeah. So, I consider a semi-retired now because we're only working an hour on the software company, we work on other stuff that we want to work on, which is children's books. So, we're putting more hours into that but that's just out of choice and enjoyment. In terms of, I don't know if I'll ever be fully retired, but I'm definitely, I'm not killing myself at this point and mainly, we're just trying to get to a, you know, a net worth of x million, you know, 5 million at the at the lowest in like stock because I plan on living, long term, I plan on living off a 2 to 3% withdrawal rate that nothing, no problems with the 4% but I'm just trying to be ultra conservative and with 5 to $10 million in stock that's, you know, 100 to 300K per year.

**Clark:** Yeah, it, kind depends how big your top line is too, right? So, what was your high school and college GPA?

**Jeff:** Oh, I don't remember exactly. But, I'm definitely the prototypical low B, high C to I think my college average was like 2.8, but I worked full time. Most of college, I worked full time through college for what that's worth.

**Clark:**Okay. How much do you spend a year, household spending?

**Jeff:**Roughly in round numbers, 100K.

**Clark:**Okay. Any favorite books or websites or investing tools or anything that's kind of helped you along the way?

**Jeff:** Yeah, for sure. On, there's a few things, I have the typical books which I'll run down, you know the Millionaire Next Door, Thomas J. Stanley, that was a really great book, How to Win Friends and Influence People, Dale Carnegie, Thinking Grow Rich by Napoleon Hill, and more recent years because those are older books, more recent years, I enjoyed reading The Simple Path to Wealth by JL Collins, Start with Why by Simon Sinek is a really good book. Another one that you may not have heard of is Perennial Seller by Ryan Holiday and it just talks about creating something that that last. Other than that, there's two more things I'd like to mention if you've never heard of it, but I want everybody to Google, Theodore Roosevelt, The Man in the Arena, and it is just all about ignoring the critics and pursuing what it is that you're pursuing and it is one of the most beautiful things that I've ever read. And I just recently heard about it about six months ago, in passing, listening to Renee Brown talk, do a speech on something. But Google Theodore Roosevelt, The Man in the Arena,

**Clark:** It looks like it's just a speech, is that right?

**Jeff:** Yeah, it's a subset of the speech, it's a subset of a full speech by Theodore Roosevelt. But the subset, or you got to read is that, it is beautiful and powerful.

**Clark:**Awesome. So, just wrapping up here, you know, maybe a couple minutes on any mistakes you've made and what advice you now give, you know, you kind of took a little bit different of a path and a lot of the people that we've had on the show in the sense that for 30 years or so, or I guess, 20 years of your working life, you know, you didn't have much of a net worth and you weren't really, if you put it on paper, right, you weren't quite there and then all of a sudden, in the last six or seven years, it all started going together and now you're at 6 to 10 million and it happened pretty quick, right? I mean, obviously you worked along the way and all those things helped you to get to where you are but kind of took longer, maybe year after year, you didn't necessarily see your bank account and your investments building up. So, what advice do you give to people and maybe what mistakes have you made or what would you do differently on your path?

**Jeff**Well, yeah, I mean, there's been lots of mistakes. So, the one thing in terms of mistakes is try not to repeat your mistakes and try to learn from them. I had a lot of stuff that I tried over the years, and a lot of stuff programming wise that I tried and I only told you about one of the things that failed, there were 2, 3, 4 other things that failed before I made this current thing work. But I'll tell you, I'm sure you've heard the 10,000 hour rule from, you probably heard about it from Malcolm Gladwell, although I don't think he invented it but he made it popular, but I accidentally, I use that term loosely but I accidentally got in my 10,000 hours on really hard programming, trying to do other things and it was terrible, in terms of the failures, but it made me a better programmer over all those years and trying to do different things. So, learn from your mistakes, don't repeat them. But yeah, God, I've made lots of mistakes, don't beat yourself up for your mistakes. You know, definitely done dumb things with money, especially when I didn't have money. I did a number of dumb things of money, but you know, don't give up, keep plugging away, keep your life cheap. That's another thing I did for a very, very, very long time, I lived really, really cheaply. I did some dumb things with my money during that time, but in terms of how I live, I lived in a really cheap apartment and I just kept my expenses down for many, many years and that's really the only thing that saved me, was keeping the expenses cheap.

**Clark:**Awesome. Good for you so just in closing here, tell us a little bit about your website, maybe what you're up to there, what you talk about and what's new?

**Jeff:**Website's MrHoboMillionaire.com, if you don't want to spell all that out, you can just type in Mr.HoboM.com and that will take you there. I share just a lot of the ups and downs and stuff I've learned throughout my life. I mean, there's just so many stories and I just want to share them. I have a really big desire to help especially younger entrepreneurs, younger people getting started with money. You asked me earlier, like, do friends know that you have money and stuff and they don't they know that we're okay. We've tried to give some advice to some people and like, you just see people doing the dumbest stuff with money and you try to give them advice and whether it's, you know, sending their kid to a college that they can't afford or you know, buying a car they can't afford like, I just want to help people. I've got a crazy story for getting to where I'm at today, but it doesn't take all that craziness, you can work a normal job and save a normal amount of money and accumulate a great deal of money. More recently, I've been doing math, as I told you about wanting to help younger people, I've started to have this concept of young people shouldn't between the age of 20 and 30, you should really work on either still living with your parents as long as you can, and figuring out a way to save like $1,000 a month instead of putting it out on rent or get roommates for 10 years, however you want to do it. But the math, if a 20-year-old can save 1000 a month between the age of 20 and 30, compounded at the age of 30, you'll have about 200-grand. If you did nothing in terms of saving for the rest of your life and let that compound from the age of 30 to 65, you would have close to 4 to $6 million from just that 200,000 of saving. And that's what I want to get across to people to make better decisions when you're younger. And I want to tell my story and just, but I really, really want to help young people make better decisions because the reverse of that is what typically happens in our lives, we make a lot of really bad decisions in our 20s and they have profoundly long lasting effects.

**Clark:**Yeah, well, thanks for sharing and it is, I agree with you, it is pretty remarkable once you kind of plug in those numbers and see even at a low return, you know, how big they get when you start at a young age. So, pretty remarkable. Well, hey, Jeff, thanks so much for joining us. That's Jeff from Mr.HoboMillionaire.com, net worth of 6 to 10, maybe we'll split the difference and call it 8 million. Thanks so much for coming on the show today.

**Jeff:**Thank you, Jace, thank you, Clark. Appreciate your time.

**Jace:**Thanks, Jeff.

**Narrator:** Thanks for listening to the Millionaires Unveiled Podcast with Clark Sheffield and Jace Mattinson. For more stories, investment opportunities and information, check out our website at millionairesunveiled.com. See you next time when you'll hear from another everyday millionaire.