

# Managing Stress as Entrepreneurs

Gwenn Aspen: This episode of Bootstrappers, Jeremy and I are going to talk about how to manage stress as an entrepreneur so it doesn't impact your health. And we're going to go over real life situations that stress us out and how we dealt with it. That's next on Bootstrappers.

Jeremy Aspen: This is the Bootstrappers show for property management Powered by Anequim, a podcast where we have real conversations with industry experts that you can apply to your life and business.

Gwenn Aspen: Welcome to Bootstrappers, where we talk about topics that are important to real estate and property management entrepreneurs. I'm your host, Gwen Aspen, here with my spouse, Jeremy Aspen. And on this episode we're going to talk about how to manage stress as an entrepreneur. Jeremy and I have both had our own ups and downs with managing stress. We talked to lots of other entrepreneurs who are freaking out because they have some physical ailments due to the stress of owning your own business. And we're going to just talk about some strategies that have worked for us on managing that.

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Gwenn Aspen: So Jeremy, I mean, the stress with entrepreneurship is real.

Jeremy Aspen: The stress is real. I mean, we're a part of entrepreneur groups and that's one of the things I think we talk about the most, whether it's induced by familial reasons or entrepreneurial reasons or social reasons.

Gwenn Aspen: It's a lot and it's real. And so just to take note of all the things and just if you are an entrepreneur out there, give yourself some compassion because

just making payroll super stressful, we have struggles that, well, we don't have struggles, but I always just want to make sure everybody gets paid on time. And so it's something that I am always cautious of is like, when's payroll? What's going on with it? Is everything going okay? Creating growth opportunities for our team members. I'm always like worried that we're not growing fast enough even though we double every year. But I just want to make sure that the company is growing so that we have more opportunities for everybody so that they can reach their full potential. As we know, there's like no safety net. Like no one's coming to save us if we screw up. So that can always be a little bit stressful.

Jeremy Aspen: And I would actually say odds are if I'm looking back in time trying to figure out, you know, do an assessment of my life, my, my being back then I don't think I even really knew I was stressed out. I mean, it kind of hit me.

Gwenn Aspen: You don't really know if you, like, live like that. Like for both of us. I mean, I've had a job since I was eight when I had my paper out. And so I don't really know how to live a different way. And so you don't really know until your health hits a wall that you're really stressed out. But another thing is working crazy hours. I mean, when Wistar started, you would work like probably ten hour days, then all day on Saturday. And then my crazy hours were most I don't always work crazy hours, but when we started our Rent Manager call center, I would go to work and work at Wistar Group or Property Management Company during the morning and do all the quality assurance there. Then I would do remote professionals in the afternoon, into the evening. Then I'd come home, make dinner, hang out with my kids, and then I had the call center all night because the calls would roll over to me at the beginning if no one answered or if there was. I was the manager on call for the first seven months of the call center, and that was probably my hardest time with crazy hours. But entrepreneurs do that. I mean, we all make those sacrifices and work those hours at some point in our career. It is unsustainable.

Jeremy Aspen: But yeah, I was actually watching a Tik Tok video the other day and it was pretty obvious they had a serious Elon Musk. Joe Rogan. Joe Peterson.

Gwenn Aspen: Jordan Peters.

Jeremy Aspen: Jordan Peterson. I call them Joe. And they the one thing they all had said is that you will not be successful unless you work hard. 60 to 80 hours a week is not an impossible. And it's actually kind of the secret to being able to get ahead, which is why I kind of feel bad about kids these days. They're not looking at doing anything like that for themselves. They have a little bit, I think when they're young, too much of a balance or they're working too hard to have that balance. I like where I am. Like, I just figured out at 50 that, Oh, you got to add some balance. That's not totally true.

Gwenn Aspen: Well, I mean, when we were young, when we were first made. Or I should say I was young. But we had like you were starting with Citigroup. I was a pharma rep and then we flipped houses all weekend like we never took a day off.

Jeremy Aspen: Well, and here's what I think, especially if you're in that phase where you just have to do more work because tough shit, that's how that's physics. You have to put in more hours because that's the one thing you've got over anybody else, right? Yeah. And that's where you learn. That's where you realize that you can make the system better and it's where you make the system better. It's. Anyway, what was I going to say about that? Make the system better.

Gwenn Aspen: The what the hell. While you're while you're thinking about that. The other thing.

Jeremy Aspen: That. Oh, sorry. Go ahead. All right. So it's not that you put the hours in. I don't think it's the long hours that stress people out. I think it's that during the course of the day, jumping to and from different subjects all the time in rapid succession and not necessarily in any order is the most stressful. Like it just keeps a certain hum in your brain. Like you're just always bombarding your brain with something new all the time.

Gwenn Aspen: And that's that fire drill part of a brand new company. Yeah. Before you have processes and procedures and right. You have people specializing in certain areas and that's what is exhausting.

Jeremy Aspen: And then you try to lasso it in. But during those hours that you're working so hard, what you end up having to do is during those hours, usually you're just working really hard to get the actual product out there to be done, and then you have to layer on top of that if you're ever going to go anywhere the time it needs to make your processes better. And then you need to start working with other people to help make sure it becomes part of the DNA of your company and all that bouncing back and forth. You get home at night, your brain still kind of playing ping pong with itself. And it's that's what I think stress was ended up being for me.

Gwenn Aspen: Well, yeah, I think that your comment that you can never turn it off. I think it's also harder for us to turn it off because we're married. But any entrepreneur, even when I was staying home with the kids, that company was so important to our livelihood. We still talked about it all the time. Yeah, all the time. So I think every entrepreneur may go through that. The other thing is that like, we don't really go on real vacations. We go to Michigan and then work somewhere else. Yeah, that's, you know, or we'll take like a Friday off and we'll be like, Wow, we got a vacation. We took a Friday off.

Jeremy Aspen: So when we actually caught this year and we're doing something.

Gwenn Aspen: We're going to go on an actual vacation this year. We say so at any rate. But that's these are all the reasons why entrepreneurs are stressed out. And I think it's just important to delineate them, because when you're in it, you kind of forget that the whole exercise is very hard and that's why it's stressful. But at a certain point, if you're like Jeremy and me, it starts to affect your health and we kind of want to discuss that. So tell us about when your health got affected.

Jeremy Aspen: Yeah, I realized that I had definitely I thought I had cancer or something because I was I remember I was in Kansas City and I don't know, I guess I went partially blind and I.

Gwenn Aspen: And I forgot about it.

Jeremy Aspen: Yeah, I went partially blind. That's what I was reading the newspaper and like Elephant looked like L and T and then I'd move my head a little bit. And so it was an all thalamic migraine.

Gwenn Aspen: Well, you also felt like you got punched in the head.

Jeremy Aspen: Yeah, I was jogging, and I thought that I really literally felt like I had just gotten punched in the chest. And then by blood, high blood pressure and my doctor is just like, okay, these are all stress induced. And at the time, you wouldn't have done I mean, I couldn't have really known, but that's when I and that was probably ten years ago.

Gwenn Aspen: And that was seven. That was when we first got married. Yeah. That was when you were quitting your corporate job to start.

Jeremy Aspen: Oh, yeah. Yeah.

Gwenn Aspen: But then it hit you again when your your blood pressure went off.

Jeremy Aspen: Yeah, that was probably five, six, seven years ago. Oh yeah, maybe a little longer ago. And you just kind of realized that you have to. So what we did is we bought a property for us to go hang out, kind of R and R, and at that day after we bought it, I no longer worked Saturdays. It was just, I'm not going to let my health deteriorate. I'd seen my dad kind of have a rough time with his physique. And so I just since that day, even now, that was, what, ten years ago, I have not worked on a Saturday or Sunday and won't it just became a rule because you have to have that downtime and then also during the. Course of my career. My dad died of ALS. So then you start, you get MS syndrome, which is medical student syndrome. You know, you think, oh, my God, I've got this, too. Especially since there is a genetic component. So for three years, I just really couldn't get sleep. I couldn't sleep very well anymore. And it was January 3rd, 2018. I decided I'm working on this. And then it was about July, August of that same year that I finally got an eight hour night.

Gwenn Aspen: And your work. You're still working on it. You're still not a great sleeper, but you still work on sleep, right? Yeah. So that you can maintain your health because you have a lot to live for. I have a lot to live for.

Jeremy Aspen: I got a lot to live for. You, the kids.

Gwenn Aspen: And you are good at stress management, which we'll talk about later. But I'm terrible. I'm still terrible at dealing with stress. I don't think I'm as good as it as you are. And I used to have insomnia. I'm a great sleeper. But then I would get these insomnia moments where I literally couldn't sleep and it was driving me crazy. I also feel like I drank too much and it wasn't like crazy, like drinking during the day. But I did quit drinking 16 months ago just to live a healthier lifestyle and not use that as a crutch for stress. Also, I struggle like feeling hungry when I get really stressed out. So I'm really watching, like making sure I get my three meals a day in. And then another thing that happened this year was our EO groups started wearing these wearable things and I was tracking my RV, my RV was so low, I was like a dead person. And so I managing my RV. So right now what I'm doing is I'm meditating every single day. I'm trying to focus on that RV and getting that up.

Gwenn Aspen: And so I won't work out if my RV is crazy low so that I'm maintaining my health and I'm focused on sleep. And that's really helped a lot. I think that I feel more energetic during the day, so a long ways to go with stress management. But I did want to talk about some specific incidences that were very stressful in our careers and how we manage to frame them to reduce stress because Jeremy is particularly good at this. So one of the instances was that we have a 11 unit complex that we owned and this is when we had really little kids. We sold it when everything the market was really hot, but the heat went out and it was a super cold day in winter and I was freaking out like, Oh my God, these people don't have heat. Like what's going to happen? And Jeremy was like, We have people who know what they're doing at the apartment complex working on the heat. What is your stress actually accomplishing here? Like, are you going to go and fix the boiler?

Jeremy Aspen: Yeah, your boilers license or whatever it's called.

Gwenn Aspen: And I was like, Well, what if we have to get them space heaters? He's like, Well, we'll wait a few hours, pick a time, and then if it passes at time, we'll buy everybody's space heater. Like this is not something that you have to ruin your whole Saturday over.

Jeremy Aspen: Or think about at.

Gwenn Aspen: All. Yeah. And you were very clear like just forget about it until 6 p.m. and then we'll buy everybody space heaters and it's fine, like just chill out. And that was a really important moment for me because I do think that there is some use in stressing a little bit if you have a problem, because sometimes you can come up with a creative solution, but you have to. The creative solution was the space heaters in this case, which is not that creative, but like we already came up with the solution. So just pick a time and then worry about that. But yeah.

Jeremy Aspen: Even I would say don't worry about it because literally worrying and I think this is stoicism, but worrying in and of itself does zero good.

Gwenn Aspen: Yeah.

Jeremy Aspen: Once in a while it'll be a trigger for oh, I better remember to do that. But then you just have to, you need to reframe it because it in and of itself damages every single part of your body and does nothing to make anything any different. If anything, it makes things worse.

Gwenn Aspen: And you are really good at staying calm in a crisis. There was a moment. So we have a lot of money going down to Mexico. And there was a moment where we thought the money had left our bank account in the United States and wasn't showing up in our bank account in Mexico. And the finance person was stressed, called Jeremy. She was so stressed out, she couldn't even see the line item that showed that the money had arrived. And you were so calm that you were like, Oh, the money's right there.

Jeremy Aspen: Well, that's how I was calm. I wasn't at a computer at the time, but she had called and said she was going. And we're missing like 300,000. And it's like, no, I don't think that doesn't make any sense. So that's kind of how you go into it. It's a normal procedure. We do this all the time. We did exactly the same thing. And so we should reasonably, reasonably be able to predict that the outcome will be exactly the same. So I was just like, you know, worst case scenario, we can look at this on Monday, find out where the money actually went because we're a legal entity in the United States or a legal entity in Mexico. We have standing and we can dispute anything. Then know, I think a couple after a couple of hours of some other people worrying, not me, they were like, Oh, no way. The money already made it. So the worrying did nothing except irritate me because you just kind of have to walk through things like there's legitimate things to worry about. Those would be things like, my kid has cancer. Like that is something that you can't get out of your head.

Gwenn Aspen: Framing things and we'll get into that. But I just want to get into some other examples because I think that this is like how talking through this helps other entrepreneurs. So I had an employee, a manager who was so stressed out because she had an employee who was he just got hired and he was just not making the mark. He got out a call from a bar. Bad idea. It's like his first week. It's like, read the room, man, it's not going to work. And that we made our sales goals. So a team went out and celebrated at bowling. He comes to the event completely wasted. So strike two again. It's like his second week and then he's just, like, rolling out of work without letting anybody know. And anyway, she's super stressed out about this employee. And I looked at her and I was like, Look, this is a self-firing. I'm sorry, but if someone is going to be so dramatically bad, you just document it, but do not lose sleep over this person. And we've had a bunch of these instances. One was where an employee who had been with us for a long time in the office, we see her all the time. And it is always emotional when you have to fire somebody, especially when they're like part of your life. But she told her manager that he was a terrible father and husband.

Jeremy Aspen: Crazy.

Gwenn Aspen: We're like.

Jeremy Aspen: What do we do.

Gwenn Aspen: Girl? You can't do that.

Jeremy Aspen: Yeah, that's your boss.

Gwenn Aspen: Super personal. That's a self-firing. Like, what do you get to that point? You're firing yourself. And then the other one that was funny was the guy who was making homemade porn on his work phone.

Jeremy Aspen: That happened on his work phone.

Jeremy Aspen: You can't.

Gwenn Aspen: Dude, you.

Jeremy Aspen: Can't. Nobody wants to see your (...), dude. Nobody. I mean, maybe you can find somebody, but do it on your personal phone.

Gwenn Aspen: So if someone's self-firing, do not think about that after work. Just go about your business and then do what needs to get done write the documentation down. But that's not to stress out. The other thing is letting go of the outcome is something that I how I frame things so well a few years back. Gosh, it must be like four years now. We went from paying everybody in Mexico via PayPal at the time and then we were going to become we were becoming a legal entity in Mexico. So everyone was going to get their taxes paid. They were going to get insurance. All the all the legal stuff was happening in Mexico. And we weren't going to increase our rates. So it was like a win win for our employees. It was like a 30% pay increase because they didn't have to pay their taxes in the way that we were operating. They were going to get a bunch of things for free. And there was a group of people who were sure somehow screwing them over. And they all were at one entity. And it was just the the most amazing thing to me because I'm like, I'm literally giving you free stuff, like a 30% pay increase. And they were just like, no, you're screwing me over

and I don't know how, but I'm sure you're doing it. And then the client ended up leaving us because they didn't know who to believe because they like their employees. But it was just the the darndest thing. I mean, yeah.

Jeremy Aspen: There's crazy when things do get out of your control. Like in that instance where there we could have spent dozens of hours trying to calm the waters, make sure they understand it. But there is a point in time where you just need to you just need to cash out.

Gwenn Aspen: Well, you just say, I am going to let go. This is how I frame it in my mind. I'm letting go of the outcome. I'm operating the way that I think is how I want to show up in the world. Right. I want to give people benefits. I want to be a legal entity in Mexico. I want to provide, 30% pay raise to everybody. I'm showing up in the world the way that I want to. And if people have a problem with it, I got to let go of that outcome. And so I do that a lot in my life when people get mad at me and just ask myself like, Am I proud of how I behaved? If the answer is yes, I can't be responsible for other people's responses.

Jeremy Aspen: We had another client that was asking you to lie to one of the remotes.

Gwenn Aspen: Oh, that was kind of funny. So this was another moment where I just was sure about my ethics, and I wasn't going to be swayed, you know, swayed to do the wrong thing. But these two business partners had a remote professional together. Then they broke up, and in their breakup, one of the business partners got the remote professional as part of the deal. Well, the remote professional didn't like the partner that she ended up with, so she wanted to move to the other partner. And, you know, it's not my business to get in the way of someone's career in an emerging market. So I'm like, Yeah, if you want to switch people, I mean, let's make it happen. And the guy she was going to was like, Oh, don't tell my old business partner. You know, it just isn't great. And I'm like, I'm not going to get involved in your business. You know, I'm not going to say anything proactively, but sure, whatever. So anyway, the old business partner freaks out at me and starts yelling at

me. And I was like, Whoa, whoa, whoa, is what happened? Like, I'm I'm going to just tell the truth here because this isn't my secret, and I don't keep secrets for people.

Gwenn Aspen: And then right away, I called the guy who told me not to tell him I'm like I told him I did. I'm just going to fess up. And anyway, ended up being like a big legal thing. And they kept telling me, don't tell the other person this, don't tell the other person that. And I was like, Look, guys, I am not the person. If you want to keep a secret, don't talk to me because I'm going to tell you both exactly what I'm telling the other person, because I'm not part of this. I don't want to be part of it. And one of the guys was like, You're a bad business person. Don't you understand how business works? And I was like, Yeah, it works when you don't. I was going to say a bad word. Well, you don't screw people over. Yeah, that's how I do business. He's like, How do you ever make money doing that? And I'm like, I don't know, because.

Jeremy Aspen: Dumb luck, dude. Yeah, but he was.

Gwenn Aspen: So insulting to me, but, so back to it. You just present yourself to the world the way you want to be, and then let go of the outcome. Because if people aren't going to get it, then they're not for you anymore. There are 8 billion people in the world. You don't.

Jeremy Aspen: Need that guy

Gwenn Aspen: Yeah.

Jeremy Aspen: Yeah. And also just knowing if you do have a mistake, like if you can legitimately determine that you or one of your employees made a mistake, you don't spend any time covering it up. No ends up.

Gwenn Aspen: Just just never come.

Jeremy Aspen: One they don't (...) they do not believe you. But you're not going to convince anybody that you didn't screw up unless you have a very.

Gwenn Aspen: It's just like Nixon. The cover up is always worse than just admitting it. It's always worse than just whatever the error, the initial error.

Jeremy Aspen: If you're doing your job right, all the mistakes show up in numbers anyway. So I mean, there's there is a there are breadcrumbs to every mistake.

Gwenn Aspen: So another one that Jeremy does that he tells me about when I get stressed out is it's too late. You already screwed up or it already happened. Like, you can't go back, it's too late. Like, stop stressing about it. What are you going to do? Turn back time?

Jeremy Aspen: I did not know. I'm this kind of a sage, I

Gwenn Aspen: You are brilliant. Well, you're really good at like not letting the small things I do know but it's because you went through the medical issues and you're like, I don't want to die. I have like kids. I want to see them grow up and.

Jeremy Aspen: I'm dialing down the stress.

Gwenn Aspen: Yeah. So, but I love that he's like, it's too late. I'm sorry. It's already been done. Just moving on.

Jeremy Aspen: Whatever the mistake was, it's a mistake. And now you got to kick in to to repairs.

Gwenn Aspen: The other one is having hard conversations. So I am better at this. But if I if someone is keeping me up at night because I do think about work all the time, but if something's keeping me up at night or I'm thinking about it while I'm doing my hair in the morning, I have to tell that person in a short succession of time like it has to get done because I need that to be dealt with.

Jeremy Aspen: Well, and this is kind of like our thing, which we've talked about on the show before, where we have the 24 hour rule because we're married.

And so if I go to bed and I'm uncomfortable about something, I know for sure that I will not sleep. So I don't usually need 24 hours because immediately I just have to bring it up. We talk about it, I'm right. She realizes she's wrong and I can sleep.

Gwenn Aspen: All right, all right. That's exactly how that goes over every time. No, but I really believe that. I think having hard conversations is part of being a true professional. I don't think that your company can grow if you can't just face the uncomfortable truth head on. It doesn't have to be mean.

Jeremy Aspen: Sooner than later.

Gwenn Aspen: In fact, I'm not. I don't feel like I'm ever mean. I mean, I'm sure I've come across mean at times, but I'm generally not mean about it. It's just like, here are the facts, Jack, or here's what's going on, or This is what I need and I'm not getting it and having those right away so you can move on and not be stressed out. Not Stu is very helpful. Another one that you don't do is shortcuts. So yeah. So I want to talk about talk about specifically when the auditor comes.

Jeremy Aspen: Oh yeah, auditors, people for the real estate commission, it's government. They come in and they check to make sure you're not screwing in

Gwenn Aspen: Don't they come randomly twice a year?

Jeremy Aspen: If you're big enough, they come twice a year and they don't tell you when. But if you have all your ducks in order and your operation is sound, then you literally have nothing to worry about when the auditor comes. If you're concerned that the auditor is going to come and find something, it also means that you your books are not done well enough to be able to tell a client that you are going to handle their financial security, their financial future, their investment. If you can't pass a state audit, you probably just need to get out of the business and..

Gwenn Aspen: Or get help.

Jeremy Aspen: Or get help. And that looks a lot like making sure that your dispatching is connected to bills. And you can just you can just drill down to everything very easily, because if you can't, then you're working way too hard, especially when a client has a question.

Gwenn Aspen: Well, and I just want to go back to the stress component. You never stressed out when the auditor came and there was one moment where they couldn't find something and they were there a day.

Jeremy Aspen: They were there are two days or so, I think maybe even three longer.

Gwenn Aspen: You knew similar to you knew the money would be there in Mexico. You're like, I do everything right. So what are you going to find?

Jeremy Aspen: I also, the black and white part of it is kind of nice because it's their responsibility to make sure that our books are in order and we just need to present everything. So there's a certain point when the auditor starts to think that maybe there's a problem. And so they kind of almost suggest that, hey, you could be in trouble here, but if you know that your books are in good order or if there is a mistake in there that it's not something egregious, then you have the upper hand, because all you have to do is tell the auditor, No, I am not going to help you find this. This is on you because I know the books are right. You don't. Your responsibility is to find out if there's a problem. I'm not going to I'm not going to make it unnecessarily difficult. But I don't need to get I'm not going to put myself into a tizzy right now just because there is a 0% chance that I'm wrong. You they're the ones that are using 1980s, 1990s technology of spreadsheets, trying to copy, paste shit into it. You're like, okay, that's not that's your problem. You guys are using spreadsheets. I have software that I spend a lot of money on.

Gwenn Aspen: I'm right. And go to the three set the three set Saturday. Yeah. So we call it at our house.

Jeremy Aspen: It is. So one time I did and this is where like. Zero tolerance for money being missing. Zero tolerance. There was a weekend I could not figure out

where \$0.03 should have gone. And we had deleted something. Something got goofed up. And I needed to find out whose \$0.03 these were. Now, most people would just be like, okay, \$0.03. Big deal. Not anything to worry about. But it turns out that \$0.03 can also be \$1,001. And \$1,000.97, and that's what happened. So you're off to accounts are off by about 1000. And the difference is \$0.03. So if you don't work hard to find out what the answer is, then even a three cent what looks like three cent little mistake can end up being a really, really bad mistake. And if you know for sure that your books are in order because you've got the systems in place to make sure that it is, you don't have to worry about that.

Gwenn Aspen: And it's just a slippery slope.

Jeremy Aspen: If you are going.

Gwenn Aspen: To and you always want to tell our employees this, you're like, you're going to find the \$0.03 because we're not going to allow ourselves to ever steal money.

Jeremy Aspen: Yeah, just absorb three.

Gwenn Aspen: Not even \$0.03. We're not we are not doing it. And so you set that standard so everybody understands on the team that ethics are not negotiable.

Jeremy Aspen: Yeah. And I'd caution you, some people try to make it so that well, I'll just add 0.07 hours to an invoice. No, that's not what we mean. You need to find out why your books are off by \$0.03. Because if you keep that kind of integrity, then, you know, in every instance, it comes up when an owner wonders about what's going on. You do not have to worry about people having done anything that looks inappropriate.

Gwenn Aspen: So that reduces your stress level because you know that the ethics run through the business or if they didn't, you would fire that person and they would they know everyone that worked at Wistar and everyone that works at Anequim. They know that it's not tolerated to do the wrong thing. And so when you

go into a situation, you are digging to find out what happened and you have that security that the business runs ethically. Your stress level is high, heightened.

Jeremy Aspen: Well, and think about it this way. If you own a company, if you've ever gotten your car detailed or had someone else clean out your car and you have \$0.03 in the cupholder. If that person takes those \$0.03, that is a measure of integrity. We've I think probably all done that. It's almost like a test.

Gwenn Aspen: We just all done it as in left it there.

Jeremy Aspen: Yeah. Just you leave the money in the cup holder and then you find out later that it's gone. You're like, oh, that.

Jeremy Aspen: That was a lack of integrity. They should have left the \$0.03. They're not absorbing \$0.03 into your books is exactly the same thing. It's their money. Don't take \$0.03 from anybody. That's the mentality I always had. And if I if you don't take \$0.03 from anybody, then you then you took \$0.03 from nobody.

Gwenn Aspen: So the last thing that's really hot. Well, there are two other things I wanted to bring up, but one is we are like weird about debt. We're no debt people and that helps us sleep because if a big money thing happens, we'll still be fine because we still have our house.

Jeremy Aspen: Like, you know, if our private jet crashes.

Gwenn Aspen: Shut up. Just kidding. No, but. But just not over leveraging some people. Leverage too much and that causes stress. And what is that Warren Buffett quote like?

Jeremy Aspen: Don't do that, idiot.

Gwenn Aspen: Don't do don't take risks that you don't need to take to lose what you already have. There's yes.

Jeremy Aspen: Yeah. It's something like that. I think he came up with that. Yeah.

Gwenn Aspen: The last one I just wanted to talk about before we wrap this up is that people aren't always going to like you, you know, and that causes people stress. They're like, Why doesn't this person like me? I was at a business thing and I was talking to another business owner and she's growing her business. She's going into a new market. And she had an Instagram reel showing her in the new market. And her team was like jealous or rude to her when she got back. And it's like, Why are you mad at me for creating more opportunities for, you?

Jeremy Aspen: Know.

Gwenn Aspen: You know, that's too bad. Like, Oh, you're so fancy going to this other market, making things happen. It's like, I'm going to do my thing. And this is kind of like just showing up in the world the way you want to show up. She's doing her thing. She's creating jobs, she's creating business, and she's going to have a little fun while she's doing it. Haters are going to hate. Just don't worry about those people. Just do your thing. It's lonely at the top and live your life and forget about the haters. Yeah, because that can cause stress, too. Oh, the last one is big clients leaving. You want to just address how you manage that because that's always stressful.

Jeremy Aspen: So whenever a big client would leave, like if they took a 40 plex or something with them or not with them, but like if they're selling it, you know, yeah, it kind of sucks to lose 40 units in one fell swoop, but it's also a selling point. So this goes back to reframing it. The property did well enough to be able to be sold, generally speaking, for way more money than it was worth when you took it over. You just make a list of those and make sure to tell prospective clients of those successes. So yeah, you're losing 40 units. It sucks bad, but it's not all bad news, so don't stress about all the work that you put into it. All it did was turn into a sale and God forbid it be a sale that somebody else gets. Big deal. It also becomes a selling point for you in your company. That just goes back to reframing things.

Gwenn Aspen: Yeah. And when you're telling your team how to frame it, it's important to say, hey, you guys won. I mean, sometimes clients grow out of your services, sometimes clients are successful. But if you are part of that success, that's a win, not a loss. Right? So it's another reframing. So Bootstrappers is powered by Anequim. If you're looking for professionals who can help you grow your business, go to Antoinette right now for a discovery call. If you set up a discovery call, you can get 50% off your first placement fee by mentioning the Bootstrappers show. So that's a wrap. We'll see you next episode on the Bootstrappers show.

Jeremy Aspen: This is the Bootstrappers show for property management Powered by Anequim, a podcast where we have real conversations with industry experts that you can apply to your life and business.