



## EPISODE TWO **Surreal Estate** WITH RYAN SERHANT

In 2008, with the subprime mortgage industry failing, investment banks collapsing, and the nation quickly moving into financial turmoil, Ryan Serhant decided it was time to launch a career in real estate. One of the stars of Bravo's *Million Dollar Listing New York* and author of the bestselling book *Sell It Like Serhant*, Ryan has become one of the most successful real estate brokers in the world at just 35 years old. Join us as we combust with Ryan and engage his unique blend of wit, charm, and disruption to dig into the secret sauce of what it takes to think differently about an industry that affects pretty much all of us.



[RyanSerhant.com](http://RyanSerhant.com)



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### THEMES & INSIGHTS

1. Even during tough times, opportunities are out there. Take a risk and grab an opportunity by the balls.
2. If you want success, take the risk. You will experience fear and rejection, but keep trying and improving until you make it.
3. Ignore what other people say and do. Focus on your end goal and keep striving.
4. Move towards your goal by doing what no one else is doing. When they catch on, you'll be in the end zone.

### COMBUSTION QUOTES



"I think it's one of the many secrets to success for anybody. You gotta have thick skin. You gotta roll with the punches. You gotta be okay with other people saying things about you. And you gotta understand that no one knows what's right and what's wrong."



"So the creative disruption is that I don't create content in media about real estate; I create content in media about stories where the skeleton is the real estate. But I let people get interested in the story, and I entertain them. And in that entertainment comes real estate. And that's what people then wanna see."



"So, you know, you gotta have a goal. Like, what's your goal? And it can't just be, 'I want 1,000 followers because Becky has 1,000.' Like, what's your endgame? Are you trying to sell something? Are you trying to tell a story about something? Are you trying to raise awareness about something? You gotta have a goal and then back yourself into the goal."

### RESOURCES

[RYAN'S BOOKS](#)

[RYAN'S VLOG](#)

[GOOGLE TALK](#)