Speaker 1: This call is being recorded. Welcome to the weekend my rate at weekly cites from the kind of consultants in New York right now and I'm rubbered vote.

Speaker 2: Well welcome. And today we have a special guest guest Michael Rouse I'm actually going to have introduced himself. We met him many times in our New York market I you sick meet ups. And I am just delighted to have you here.

Speaker 3: Michael I know you have some really good topics that you and other do. Thank you [00:00:30] for having me and Robert thank you.

Speaker 4: Let me introduce myself if you want me to LEAST YOU OWN WORDS few words right.

Speaker 5: So I'm like Ramos Michael Ramos most authentic Ami Ramos. I am the marketing director here at the credit pros. I come from a long history of online development business development online consultant. An undergrad and. Just. Web design. But we all know that the. You know the evolution [00:01:00] of the Internet just became a thing. And so building business online has been my passion for years and years.

Speaker 2: And you worked with multiple platforms right because you work with Marquel but you also did me up for work in city here in New York. You yourself a Geisha Lewington magazine The Nation language.

Speaker 5: Yes. So you know that the way you and I met was I became a. Marchetto customer [00:01:30] but really I was a part of customer for him or just a plenty of years even before sales force Bertus them. And. You know. When I was a new thing the number of users in New York were like hey we need more support we need friends. And so yeah I said hey let's get together and make a user group out of this and it became a thing the sales force eventually supported it and we moved on from there. So I'm no longer a customer there but you know I still keep in touch with the group.

Speaker 6: And I can imagine just how to use [00:02:00] a Group has been amazing because you had said unique feeling the unique you bring. They have a very unique land so to speak.

Speaker 7: Robert and I were discussing about you coming on the past one of the things wake up to say your special super power is kind of helping to express themselves to the generation that in a very authentic way.

Speaker 8: That that's a leading question haha. [00:02:30] I can I I could totally speak to that though because I come from before I was in the credit bureaus I was with Feitel stuff and we really found just amazing ways to build a startup into.

Speaker 5: You know a company with giant evaluation currently. You know we went from zero traffic to six million visitors a month. Right. We went from zero pages to hundreds of thousands [00:03:00] of ex-CEO you know strong pages. Where Google just ate it all up and we were having you know rich snippets and everything that could go into an ex-CEO campaign. So in leveraging brand. For me as a digital marketer it really was more about Etzion campaigns from the very beginning making sure that was the strongest it could possibly be. From a brand perspective though I mean if. If people know your brand then then [00:03:30] you know word of mouth absolutely becomes a thing and so word of mouth from an NGO perspective. Is is. Double the nature.

Speaker 9: Going back real quick you mentioned Israel to 60 million. What was the timeframe.

Speaker 10: Six six million six million six million. OK. They don't get that much. And so I think you're saying the time frame.

Speaker 5: So we in March of 2007 and by 2010 we were at$3 million [00:04:00] a month and then currently there somewhere up to six million a month.

Speaker 9: Now what really will really get you into doing that. Well Louvel is has that always been kind of like a natural instinct for you or is it just from your experience or career. What was that thing that like. Really. Because you know this is your superpower.

Speaker 10: You got really say we talked about it during that one day or so very curious as to where it was displayed [00:04:30] for me honestly it's it's data.

Speaker 5: I love to watch the number grow right so every day we like it literally on the white board in front of us. We had X-amount users today we had X amount of use the next day. And when when when the the the bar chart the line graph goes up up up up up. It's exciting. You know that's the most exciting part. Or when and when somebody like Google calls you and says hey we need you to just make this adjustment you're going to an LP are our number one skritch did [00:05:00] it leave you go hey that's success.

Speaker 11: You know. Got it.

Speaker 9: And you know since you're looking at the numbers day to day what are the things you're actually looking at. Like you know from then what are some of the strategies that help you get from zero to six million.

Speaker 5: Yes sure. And it's funny because we're talking about a Vitale's perspective and it's the most successful campaign I've ever run. So that's why I enjoy talking about it. You know but. [00:05:30] You know. When when you when you're thinking about Allessio campaign back in the day you we're talking 2006 content is king was was kind of written on the wall and I think that's still. Anybody's aspirations if they're trying to look for just you know blogging or. Campaigning where you just add that content and that content rich keywords rich snippets everything that goes into building content you know and then from [00:06:00] a social perspective and how many times you can get people to click and drive that traffic back to your Web site there's a lot of value in that thought and I watched it as it relates to.

Speaker 9: Remind me or question what really inspired me to get into that or was it just natural instinct or is it just from you know someone pulling you into this project then you just kind of dove into the technology [00:06:30] that some key metrics. What was that you know what look like how did you get me.

Speaker 5: There I saw a career drive. So you know you build websites for a living and you're designing front end user experiences and then. When they're your career says hey you know what don't just build web sites anymore build business. And so that's totally my inspiration. Then when you see you go to a conference Dreamforce or a marketing summit or [00:07:00] connections. And you see marketing on a base and you get excited about where the technology is going right so where there's a market conversation where you can see that push notifications are now happening on Web sites. That. They get excited. A one to one and we always talk about the customer journey right most talked about one to one experiences. Age to Age is amazing. The happy experience is when you can see that market really start to grow. You go wow I want to be a part of that especially because [00:07:30] not everybody's doing it.

Speaker 5: And you become a pioneer. You guys know just as well as I do. When you're a first time user of something and you're trying to learn it you're instantly become a leader on it. And I don't necessarily think I'm a thought leader on it but I love talking about it. I'll talk about it all dates on MySpace.

Speaker 6: That's so interesting. Thank you for sharing. How do you teach. Can I ask you.

Speaker 2: So when we talk about authenticity I would say there's probably a huge [00:08:00] desire to drive the numbers you say just to really get to see that and it's growing and it's growing and it's constantly growing back isn't as easy as saying that because you can track a lot of growth that isn't always the right time. How do you sort it out. This is the line. How do you define what's authentic what's his name take and how does that happen in the strategy phase or is this something that you find out as you execute [00:08:30] on demand generation campaigns traction. I can't go too far. I just need to be like yes.

Speaker 5: So I love that question because we hear that the credit pros we do a lot of analyzing who our customers are the pain ones and who is profit. And sometimes they're very very different right. So for example we do a lot of us believe marketing people just driving traffic to us driving for falsely a false [00:09:00] senator. And. Every now and again we'll take a. Filioque campaign and say OK this is the kind of person they they. Drove And they're their. Conversion rates from a sales perspective we're very low right. But from their e-mail marketing perspective they're actually reading e-mails. We have the tape segment that stuff and say OK I've got a really live person on the line. How do we change that mindset and make them customers. And as you know not every customer [00:09:30] is ready to buy somebody in and give me.

Speaker 5: An example here of the credit pros. People go to things like lending Trina's expecting to get a loan. Right. They're not thinking credit repair especially when they get denied for that loan. And so their decision there is to make them aware that when they're ready to change their credit score. We then have the opportunity to. Turn them into customers. Right so there's an interface that goes [00:10:00] way into that. And same thing at vitals dot com. You know people were coming into our Web site and we would see things like they were they were busy missing cardiology type pages and we noticed that. The same customers same same visitors were also going to pediatric. Situations they just weren't looking at e-mails they weren't looking at the stuff we are sending them and so we really stepped back and analyzed who they are.

Speaker 5: [00:10:30] And we realized that if they're looking to cardiology and they're looking at the Actrix they're probably nurturers they're probably caregiver's people who have adult parents that are elder and children also so they're probably in their 40s build a persona on that stuff and that's if I've answered your question right. Really it comes down to nurturing those people. In any way possible from a team perspective making sure that the data matches it is you're trying to market to.

Speaker 2: I was actually just going to ask you about the data because you talked about profiles [00:11:00] and you say we figured out who they are. You used to present progressive profiling. What did you actually do some research that you identified with people who reached out to groups user groups groups.

Speaker 3: You have got to talk to the customer.

Speaker 12: You know we we surveyed them all we can put a survey in front of the million dollar response so you actually brought people in to talk to them face to face. Yes. Or why not apply not just talk to [00:11:30] them directly just get a phone again and killing a monkey and in a situation where you have. You. Know. Compliance issues.

Speaker 5: Gay issues and you need to really be concerned with that. It's almost easier to talk to people. And so yeah we can absolutely and we have absolutely done digital surveys where but always you're going to get just the lower response rate and where you're hoping.

Speaker 9: That begs the question like how many people did you actually [00:12:00] talk to to really get a sense of like. All right. We're on the right track. We got the right profile get the right person.

Speaker 5: So I'll give you an example right now. We have. A campaign going out there we're going to call 80 people. If we get a response rate of 50 percent of that. That to me is a huge win. Right. We also have the same exact 80 people on a boat on our phone and in email marketing campaign with service. If I can get [00:12:30] any percentage of that I'd be very excited.

Speaker 1: Right. This. Just at this you know Naomi you mentioned that you look at Convergys and it made me think of a day with a face to it was a few years ago but I do remember we did an alias live test with our.

Speaker 7: Very specific to an elevated audience. So we've seen this and [00:13:00] I don't have to tell you this. Sometimes it's hard to live that you know energy on it. Sometimes it is difficult to lie to the authenticity of the brand and you have an elevated portion of the training that be quite some messaging and really didn't want to go execute on that.

Speaker 13: Another one didn't.

Speaker 1: And we all we looked we didn't actually talk to them much much faster it was digital world by. We definitely saw a huge [00:13:30] lead on convergence for the affiliate that followed up on the old guidelines versus not. And I'm just curious how hard it would be easy. I feel it is just one of the challenges. How do you in your company you would say you are a nation director and you can say different people sometimes in different cities and countries. How do you align there listen to that. Here's how we would talk to the different audiences.

Speaker 5: And so there's [00:14:00] there's two points to make about Affiliate Marketing there. One is to go to affiliate and one is the bad affiliate right. So the good affiliate will take and ask and want to learn about your brand. The good affiliate will ask you for Aston's to go ask you for messaging they'll ask you. For what your current campaigns are and timely right now. Continue. There's also the bad affiliate right. This is the guy that does the bait and switch similar to what I was trying to say earlier when you look at the data we say this guy is just not converting real well [00:14:30] . And you look at what his campaign is doing and he's doing some Craigslist nonsense where you know we're just grabbing a phone number or grabbing an e-mail address and putting it you know sending it over to me.

Speaker 5: That's useless. And it's it's not fair it's not right. And so to get them to buy in. We do. You know. We vet these people pretty well. We expect them to do the right thing all the time. And it goes back to our core values here. The credit pros we as a company totally builds itself on core values. And if whether you're an employee whether you're an affiliate [00:15:00] if you're not doing the right thing by the customer all the time which is our number one core value. You are a role model for nonpermanent That's interesting.

Speaker 14: So do you for the affiliates do you talk to them on a regular basis as well to show them the results so that they have a good understanding telescreens Arafat's totally transparent. We have you know there's different softwares that you can use from the affiliate perspective whether it's. Invoker for 1 800 phone call [00:15:30] phone numbers whether it's the Commission Junction or has offers.

Speaker 5: Even cake. These are all tools and I just hugged a bunch of women that are or ask them to pay for sponsorship. Right. But I just plugged a bunch of people who who do a really great job of being completely transparent about all were that form lead or where and what the conversion is how they're getting paid whether it's any kind of CPA or or. [00:16:00] Or whatever other. You know. Trackable. Conversion Rate them.

Speaker 11: That's nice.

Speaker 4: Here's a question that came to mind as you were talking earlier and I'm still going back to the zero to 6 million that that the media has produced.

Speaker 9: So how large was your team who you know to kind of go from zero to 60 million. And maybe that was some growth because we're time a couple of years so a few years in public just one me all that.

Speaker 8: And now that's what I thought [00:16:30] . It is the relentless thinking that it all started off.

Speaker 5: And in 2006 we are building vitals that. There was. Just six of us. There was a database guy and FCO guy a front end user experience user design guy. And then the CEO and a project manager and I'm like I think it was everybody that was about two and a half year span. And and we we grabbed a couple of developers we grabbed a couple extra [00:17:00] designers we added a couple of. People and we continue to grow the business so the business right now is well over 200 people and there's consultants all over the world that are developing every single day. And then you know there's a there's another part of that. Six million which doesn't even translate which is their tool now also powers of. Health plan Web sites right. So it's not a combined traffic but [00:17:30] if you get organic. Searches on Google and then you also get that additional traffic coming from health plans. You know the number starts to grow there. I answer your question my answer to your question.

Speaker 4: In the end I did what I heard was like you had a pretty big team. How small a do over time. It sounds like it.

Speaker 5: That's exactly right. And so and it's funny because each time we got investment money we added people. So it started off with a small angel investment. Later on we had [00:18:00] investors come in and put a couple of million in line over the course of several years. We got to a point where.

Speaker 9: Management changed leadership and changed that and we brought in funding from people at Goldman Sachs and it was it hard to convince to get the head count or is it because he had some results. Are you able to justify hey we need because this is our plan.

Speaker 10: We like to grow. Well I mean from a so from a six million visitors perspective [00:18:30] .

Speaker 5: You can imagine a free Web site building 10 million dollars simply on ad revenue. I would say that's a win and pretty easy sell. Right. You know as the products grew from that that particular company. You know more tech. I'm sorry than tech help tech. All the techs out there really want to be a part of it. So it became a very easy sell for that company. But when you getting on [00:19:00] .

Speaker 15: Yeah. Yeah. Because because again it sounds like you know you're meeting on a regular basis daily It sounds like. So you're seeing results. So as you know as the business grew as you know the demand grew then you know you need it and kill on your tea to be able to really grow with the company. Right so because you're seeing results it just sounded like it was not not a big fight in the sense of like hey you need more head kill or you know do these [00:19:30] other things because you probably have a clear roadmap.

Speaker 10: That's exactly right. You know.

Speaker 5: I don't think you could have said any better as as the product guru. You can't do it alone.

Speaker 10: Right.

Speaker 2: I just had a question and this actually goes to a lot of how you think about demand and you don't just execute on something that has in some way seen you just repeating of the guys in the box. And I think [00:20:00] you referred to that as has you talked a little bit about so having to demand change from county to six million say what is the secret sauce. Is that a framework to use or to collect tools that make you successful like the ones that you mentioned once.

Speaker 16: How will how you like it.

Speaker 5: Oh it's so there's no secret sauce we're all doing exactly what we're supposed to be doing. The difference is for me. [00:20:30] I want to explore. Every segment of an audience right. I asked so many questions of my data that I just I have so much fun doing it right. And if I can collect more data and use companies like informatics or. Even got a dot com to pre-load even additional data and ask questions and then you mentioned earlier the progressive profiling right. How many times can you take a form and ask a different question. Well you know what. One additional question [00:21:00] . Something that is so high end that your. Customers will or will not say yes to. You know. And if you don't know your customers that I mean you take this whole conversation backwards. You don't know your customers you're already at the top. So for me it's more about segmentation and having as much data on a customer as possible and really building new and interesting personas on those people.

Speaker 15: So what I'm hearing [00:21:30] here is just like Steve Jobs has that one.

Speaker 9: One additional thing or one more thing you have that one more question I want to hear.

Speaker 5: That's exactly right. I always want to know more about you because the more I know about you the more I can make even business decisions right. So when you find out let me give you an example. I just learned that I can do be to be business. With. Lenders like [00:22:00] I lost it. I'm sorry timeshares to people that want to buy timeshares have money.

Speaker 10: But I want to use that money to buy a timeshare but they may not have the best credit.

Speaker 5: Well that's a paying customer right. Well let's find out who is interested in timeshares. Let's survey those people. Let's find out where they are. Let's get their money and now let's campaign again on a one to one. I didn't even know that timeshares were checking credit reports [00:22:30] . Now I do. Know. So now it's a whole new question I can ask our customers. Have you ever considered a time. Have you ever considered buying timeshare have you. Or I can go over to Disney that that they're going to give me the information. You go to Disney and say hey listen can you give me all your Sub-Prime. Let's talk about a business opportunity where I can share you can share with me your subscribers and I can send back to you people have graduated with higher credit scores.

Speaker 15: It's interesting so what. Yep [00:23:00] . Understanding people in general and asking certain questions is not like a direct question where it's like oh you want to learn it.

Speaker 11: That was more like Have you considered timeshares. So they have they again they're more likely to get some sort of loan that you have to get approved. I mean this isn't necessarily a lesson on credit repair or credit service [00:23:30] but that anybody who wants financial freedom.

Speaker 5: To buy anything. So just imagine we know we can sit in a room for two more hours and ask the question well what else do people need to pull a credit report. You know in order to make a purchase and if if you can come up with that new one that nobody's thought of unless you take an audience and decide who that audience is. That you have a completely different customer base and you have to build a new piece Arg and separate them.

Speaker 7: That's [00:24:00] that's all I am really curious to ask another question. But I think one of the things that brownness is unique about your experience too is haziq of sales and marketing and sales unite and all that.

Speaker 17: And I think so did dilators at the top of the fall.

Speaker 7: I think it's something that we typically see as [00:24:30] we think as a necessary evil that is to control spike. I didn't back when I hope that the letters end we just implemented Marchetto. Now we have a connection between sales force and hecatomb and we have reports on conformance of the team actually sales leaders and marketing leaders got together in the same room and looked at all of these reports you know typically then really share marketers done look at that diary's records but it allows us to pinpoint performance directly [00:25:00] .

Speaker 6: We knew exactly which leads where it went where do you have any sort of suggestion stage set.

Speaker 2: Were you ever there advice that is universal when it comes to having market connect the sales and sort of dial in. So here at the credit Proz we call it marketing right.

Speaker 5: Sales sales and marketing combined is marketing. And if I get on a soapbox for a minute here at the credit [00:25:30] prose marketing run sales sales doesn't run marketing which is the argument a lot of different places somebody getting really mad for me saying that for. A couple of points to be made about it is. We collect information landing pages Marchetto forms whatever. And the minute that information gets collected and Marchetto it instantly goes in the sales force. The minute it goes in the sales force it goes right into a dialer. [00:26:00] I am not waiting to send an alert. To some sales rep who may or may not follow up on our hottest lead I could possibly have and that. Right. In. My hot leads me in their thinking right now and we want to talk to them. Immediately. Especially because we have so many products.

Speaker 5: We have a very niche service and I think especially when it comes down to service you know from an e-commerce perspective if you buy toilet paper from Amazon you can just get on your echo. But if you want to buy [00:26:30] service you want to know what you're being offered and if you can trust that company and what you know what comes back to be in that trust and trust the person on the other side of the phone line that becomes a thing. Now let's say don't pick up the phone. I have so many other options for them. One would be hey let's send them an S M S Let's send a message see if they respond. Who is is is actually communicating with me. And how are they communicated. I can do a full cell. Text message.

Speaker 5: Wholesale. I'll do. I can absolutely do that. [00:27:00] I can then take a step further and. You know if they're not submitting if their eyes are on the phone they're not submitting text messages. OK now we've got that e-mail miniature campaign. Who is coming back to our online subscription tool. And you know now they don't have to talk to a person at all. But I've now leveraging all of my outlets right. And then following up with that perspective from all my social outlets driving that traffic back to you that the online tool driving those phone calls [00:27:30] whatever it takes. But the. Original point was that every lead that comes in is dialed on and we really take it make it a point to talk to people. And that's why we have an A-plus rating with the Better Business Bureau because. And like I said earlier about our respect their customers that's what we do. We are customer centric company.

Speaker 2: I was curious too when you said competing it might be. Do you have individual phone numbers [00:28:00] that you track expected you can play. Or do you just look at any data points and it doesn't really matter in terms of day folk if what means is that you looking at Linux it has to be both right. So.

Speaker 5: Especially from a regional perspective we know who our customers are and not that I want to turn out you know just throw them all under the bus who they are where they are but you're not looking regionally if you're not looking locally. You have to look at you know zip codes in. An area [00:28:30] codes and understand where they are and where a buying buying power is. So when you see an area code 9 1 7 New York. You know you have big buying or California with some area code there. You start to spend money in places where you know area codes are going to be.

Speaker 7: Much more productive. Interesting. Yeah that makes a lot of sense. I'm just wondering if it's affecting the story. Is that something that just some companies do it sounds like you have to do right.

Speaker 2: Well that's what I do.

Speaker 12: [00:29:00] They say that it is almost Rommel's is the company that has the best practices what the practice of it. If you can think about it let's try it once and see if it works that.

Speaker 10: Way. So it seems like a lot of testing as well though. Absolutely and you have to. A lot of test. There. Is.

Speaker 5: From a marketing perspective. I am always sending just one email to see if if if if it actually gets in. If you send one [00:29:30] e-mail to a very random person and they open it. Or actually take action on it. Holy moly. Let's send it again. You know that small segments I'm not talking one person what small segments oh ok.

Speaker 4: Are I was imagining.

Speaker 5: Actually why would one person see if you guys are good. Don't get me wrong I've sent one just to see what happens. But all very small segments make up you know and we've been told by segmenting a lot. Send just send a small segment and see if anybody is actually out there. And that's also [00:30:00] you know we talk about lists hygiene and things like that it's also a way to get a really good perspective on if people are opening your stuff if there's deliverability and all those other things that go along with testing and making sure that you're effective in the inbox.

Speaker 15: Wow. OK so you're not only testing digitally you know the e-mails that your.

Speaker 9: But also in person meaning bringing people in and you're saying bringing actual customers into talk to user groups that hey test.

Speaker 11: Just to get get feedback in and really [00:30:30] understanding them.

Speaker 4: But you're Yeah you're doing even other things that I never really thought about. That was pretty amazing.

Speaker 9: Like that whole you know do you know that additional question rate that you mentioned above you know.

Speaker 11: Have you ever got or considered timeshares. Really in your face kind of understand your audience so you're doing really a turn to truly understand the audience. Robert let me give you another example of how we've actually reached out to to customers that [00:31:00] a Facebook campaign inviting people to our office. To come and sit on a first time home buyers they. Say are.

Speaker 5: During the presentation. We do literally do a hand hand raising exercise throughout the entire presentation. So do you want to do this. Raise your hands any second. You know if you're checking percentages of handless. Right and you're you're documenting the questions that you want in the presentation are literally learning opportunities [00:31:30] brain take a percentage of those answers. And. Then we can go back and not that we're taking that making them even fill out a survey. It's literally the managers at that point. And that's how we also get these people to now become customers right. So we've we've double track them. One is we've got a number of you know 20 30 people in a room taking survey. Listening to the seminar listening to a sales opportunity. And converting all in one shot.

Speaker 18: Well you'll pay.

Speaker 15: Because initially when I [00:32:00] when we started this conversation I was thinking oh you can leverage that brand to the convention but really it goes goes more into really understanding your people understanding your audience understanding your segments and in doing. Again a lot of different things to really dig in and really understand who they are see actually message to them at many levels.

Speaker 5: Yeah. And don't forget both both of the companies I've been describing are very much service oriented. Right. No when service [00:32:30] you need to be able to be a trusted brand. And so word of mouth becomes a very big part of that. So if you understand your customer and you can make them a part of your world. That word of mouth definitely comes into play. And that goes back to region sharing. Right. So let's take this back to the conversation of digital. You've got people who are. Filling out reviews and you're getting you know tens in here and yes you can instantly turn to that person again and say hey listen. Share with your [00:33:00] five people will give me$50 off your service. So there becomes brand opportunity from a finding an advocate and then nurturing that advocate to really become you know leverage their their. Their opinion of.

Speaker 17: You. It sounds like Rehberg what Michael does is actually he uses it to manage that theory that he is applying them rigorously with consistency. And what I am actually Brough's [00:33:30] it's just really you just getting down to the T. You even invited me and.

Speaker 2: I know that it often times in software you forget that they actually people and we can actually make them legal.

Speaker 14: And it's a hard science it's an art in science for you. It sounds like great it's because it good because again it's like learning and then kind of applying some concepts and learning some more than applying it a little more but through understanding tool we say [00:34:00] how much I hate people.

Speaker 8: No matter how hard it will be better. If you've never gone walk through the mall with me I am a people watcher.

Speaker 5: And I don't tell you who's happy at dinner and who shouldn't be any more of an art and who would be a potential buyer. Instead they're buying Strout you know the guy standing in front of you. What or did he pull out of his wallet. You know why you just think all those interesting [00:34:30] things and then take that back to the office and say you know I see all these people all pick up the exact same item and not purchase it.

Speaker 4: Right right. I remember that actually when we were having that dinner you were kind of telling stories about the folks around us.

Speaker 6: So yeah that's I think if are a good manager you must be like that. I don't know if you're not interested in people would be very difficult. Hey I don't know that we're at the end of the past. I just really wanted to thank you. Michael [00:35:00] it's been fantastic to have you here. I know that I hope you can join the next. I think our next magazine July 26 We're going to talk about final signs.

Speaker 2: Michael will be joining us. Slammed him from Iowa and would love to have him packed up so they're back to growth. They still have the philosophical question to ask you is growth. You know create sustained growth forever. So I would love to see you. They really do. Thank you so much for sharing some of your secrets today.

Speaker 4: Your superpowers [00:35:30] of course dropping dropping the knowledge. As always thank you for having me.

Speaker 2: All right. So we always look for people to join us to bring base solutions as well I think this is very to say no and we have local people that are just people who are connecting on the grade level so to speak. So if you just take this text you know at 6 or 6 at 8 6 8 5 6 0 1 6 4 6 8 6 5 6 0 [00:36:00] 1 will get in touch and chat with you.

Speaker 19: Thank you very much.

Speaker 6: All right. So Jane the week recess from Mark Gonzalez in New York and talked to you about that next week we wanted to bring in.