

*Discover*

— HOW I BUILT A —  
**\$100 MILLION**  
**REAL ESTATE EMPIRE**



**VICTOR WHITMORE**

## THE BACKSTORY

I grew up in a small rural farm town in upstate New York. A little town called Gerry. The population when I lived there was around 1800. We were like everyone else in town, we were poor. In fact, I didn't even know one wealthy person growing up, not one. My parents bought an old run-down building for \$6500 that used to be the old town store at one time and my dad turned it into a makeshift house and that's where I grew up.

I watched my parents work hard day in and day out, they both have tremendous work ethics, but they never made it out of the rat race. From a very young age, I was obsessed with being rich and starting businesses. In my heart, I knew that I knew, that I would be rich one day and I was laser focused on that. Not kidding, I bet I thought about it nearly every day growing up.

When I was around 14 years old, one morning I walked down into the kitchen to get something to eat, and the only food in the house was a half of a cheese log. A cheese log you might ask. Yes... those you see at holidays, processed cheese logs with nuts on them you put on crackers. I have no idea to this day why that was all that was there.

I vowed right then and there that my family would never have to worry about having food on the table and that I would devote my life to becoming the person who would take my family out of poverty forever.

I started working at a young age, at 10 years old I was mowing lawns with my older brother. I sold candy in school for years and even got in trouble for it numerous times. Around 11 or 12, I started delivering newspapers on my bike and I did that six days a week for two years. I did anything I could do to make a little money and better our situation and I really believed that I could change the future of my whole family if I worked hard. I still believe that today.

# YOU MUST KNOW YOUR “WHY”

When I was 19, my high school girlfriend came to me and told me she was pregnant. I was living at home with my parents, working for Blockbuster video for \$4.25 an hour and going to college. I was scared. I was nervous. I was sad because I thought I had ruined my future. I had no idea what I was going to do or what I was in for. I decided I was going to man up and I was going to do my best.

Kristina was born. She was my diamond. She gave me a purpose I had never known before. She gave me a love I had never known before. I remember wanting to rush home from college so I could be with her. She lit up my world. I vowed to myself, again, that I would do whatever it took, to provide for my family the best that I could. Only now it was real. I now understood my “why” with a certainty that I had never known before. It was awesome.

After Kristina was born, we went to the Housing Authority and applied for a Section-8 Housing voucher. We then went to the welfare office and applied for food stamps as well as the WIC program. We qualified for all three. We moved into a run-down apartment. It had water that leaked through the roof in our bedroom every time it rained. There was a large hole in the ceiling where all of the drywall had fallen away over time as the ceiling leaked.

I remember driving into that apartment building one day and saying to myself. “One day I will own this place.” I was tired of being poor. I was sick of living in a place that leaked water every time it rained. I wanted more. I knew that I was worth more and I knew in my heart I would one day have more. There was no other option for me.

I never did buy that property, but I have bought many-many since, dozens of apartment complexes consisting of thousands of apartments since, and I have helped offer thousands of apartment homes to people who were in the same position that I was once in. People needing help. People needing a property willing to take a housing voucher.

I want to tell you today how I did it. Take note, and you’ll make a fortune. Ignore it, and you might lose one.

# UNMISTAKABLE DESIRE

When I was 26, I found real estate. I borrowed money on a credit card, and I saved tax refunds for two previous years in a row. I partnered with a friend who essentially did the same and together we bought our first run down uninhabitable house in the most crime infested area of Tulsa, OK. This first deal ignited something in both of us. We were hooked. Like we just took our first hit of heroin or some other addictive drug, we were hooked, and we were hooked hard. We would not stop and we have not stopped, even to this day.

At the heart of going from poverty to real wealth, it takes an undying burning desire that is so strong, you are willing to do absolutely anything to see it to its successful end. Within the bounds of what is moral and legal of course. If you don't feel a burning desire to do what you are currently doing, then you need to stop doing it. You need to do whatever it takes to find out what makes you tick, what you are absolutely passionate about, what drives you to wake up early in the morning and continue doing it late into the evening and do that better than anyone else.

The reason most people in the United States are not successful is because they have not found their passion. They've been chasing somebody else's dream, somebody else's expectations for them, somebody else's idea, somebody else's plan.

When I found real estate and eventually began to work for myself, it was almost like I found

my first love. I knew I was home and I knew I was doing what I always wanted to do. It was just right. I didn't do it for a paycheck, I didn't do it for any other reason other than the fact that I was absolutely ecstatic about getting to go to work every day. I absolutely loved it. When times were good, I loved it. When times were bad and I wanted to bail, something deep inside me told me to stay the course and I was reminded that I was still in fact doing what I loved and learned not to confuse a bad experience with the overall experience. There will be a lot of really hard work and troubling times along your journey, learn to embrace it. Learning to solve problems is what you are destined for as a leader, innovator and entrepreneur. You may not be good at any of them today, but you will be with practice and with patience.

Building businesses makes me tick and I am so passionate about it that I literally can work 20 and 30 hours at a stretch without a break. I don't want to quit, I don't want to sleep, I don't want to take breaks, I don't want to be interrupted by somebody who wants to engage in small talk, I don't want to run errands, I don't want to stop to take personal phone calls because I love what I do.

I don't do it for money, I do it because I want to. Some people play golf for fun, others play video games, some people collect things. I imagine ways to make money and then I make it happen... and I love it. There is nothing I would rather be doing. It's my hobby and I love that it also gets to be my work.

# FINDING THE RIGHT VEHICLE TO TAKE YOU TO YOUR DESTINATION

Among all of the investment types out there in a wild jungle of hysteria and uncertainty, Real Estate Investing is the King of all of them, the undefeated King of The Jungle. It has always been and will always be. There is no competition in the world of investing and there could never be, since while companies come and go, commodities change with time and the markets fluctuate like the wind, real estate remains formidably solid and always will. It has remained supreme for all of history, it dominates today and will continue to as time goes on.

Real Estate's long reign of investment superiority has very little chance of being overthrown, certainly not in our lifetime. As long as the general public is allowed to trade real estate assets, it will remain King and will always rule the Jungle.

Real Estate has produced more wealth than any other mechanism in the entirety of human history. This will never change. Next, we will be buying pieces of the moon and other planets. This process of buying and selling illiquid real estate assets will likely continue for eternity and will continue to produce more independently wealthy people than any other industry ever on planet earth by a large margin. Follow the margins. Doesn't it make sense to go with what works? Regardless of how you earn your income, if real estate is not a part of your strategy, you are making a catastrophic mistake within your wealth plan. Leaving Real Estate out of your wealth plan is like leaving sugar out of Coca-Cola; it's not worth drinking. You drink diet coke because you feel like you have to, not because you want to.

Have Jeff Bezos, Warren Buffett and Bill Gates made their fortune in business? Yes. I love their entrepreneurial spirits and I highly respect what they have done... but I promise you, the chances of becoming rich starting a business from scratch is far less likely than the proven methods found in real estate. The likelihood of you getting rich by investing into real estate is far greater than the alternatives.

# DOES IT TAKE MONEY TO MAKE MONEY? NO, BUT IT DOES TAKE A WARRIOR SPIRIT.

Isn't it amazing that the most lucrative vehicle to wealth is the one that only requires knowledge in order to drive it?

Does it take money to make money? No, it absolutely does not. It only takes two things... desire and knowledge. Desire will nearly get you there on its own because when the right kind of desire is there, you will find the knowledge, believe me.

Is it easy? No... of course not. Nothing that amounts to anything great will ever be easy in this life. To be or have greatness will always require diligence, hard work and deep intentional focus. Is it possible to make money in real estate with little or no money? Yes, it is. I went from a negative net worth to a seven-figure net worth in three years and today its eight figures. Not only is it possible but when compared to building wealth via most other avenues, it's actually very easy.

Yes... it takes dedication, it takes a laser focus, it takes a willingness to go all in, it takes cajones of steel sometimes, it takes calculated risky moves, it takes a warrior spirit in that you have decided you are going to do whatever it takes to get to the finish line, no matter what. All in baby. I have my eye on the prize, I am intensely focused on that prize and nothing is going to stop me from getting there. No defeat, no set back, no leery person in my life, no emotion, no...thing, nothing. The Warrior Spirit. I am in it to win it and it's a settled issue.

There is no alternative for me and there never will be. No matter what the set back, I am going to find a way. Along the journey you must say to yourself... "I am already there in my mind, I am only waiting for my physical body to receive and catch up with what I already am and have." It is definitely coming and nobody or any-thing can stop that.

Life has a multitude of ways of separating the winners from everyone else and just like the jungle, it's not usually very nice about it. It knows no difference between success or failure, that is a man-made idea and we often forget how much bigger the universe is than us. It does not revolve around us; we revolve within it! There are people who have the heart of a lion, the winners, those who jump straight into the water and then there is everyone else who think they want to swim but only ever get their feet wet. Decide to be a lion. Decide to never give up. Decide to be a warrior.

You are going to be tested along the journey of your real estate career. You may as well just get ready for it. I can say from experience; these tests will one day become treasured stories that you will enjoy talking about with your loved ones. The trials you will face in your real estate journey will become some of the most unique, funny and remembered of any in

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your life and they will be treasured as you one day tell them to your grandchildren. They will also become a critical part of your journey to wealth. Embrace your journey. Embrace the good AND the bad. When you win, you get rich, when you lose, you learn how to get rich. Either way, you win. Every experience is a win in this game. You cannot lose. Wave your flag. Wave it proud. You are a gladiator in the ranks of business.

You may as well just prepare for battle because I can tell you, the weight you will have to bear on your shoulders along this journey is sometimes hard to do. If you feel like you may not be ready though, that's ok. Keep moving forward because you will get stronger with each step. If you feel like you may not even be willing, that's ok too, real estate may not be for you but let's be honest, that's ok and that doesn't even mean much overall as it relates to being successful. This life is about being happy first, the other stuff comes afterwards, and this article is specifically about making money in real estate so don't try to internalize this. If it's not for you, it's ok, maybe something else is. Most people aren't, that's why most people don't. Decide now. Are you in or are you out? The cars, houses and vacations are easy when the money is there but the pressures that get you there will sometimes be heavy... sometimes really heavy.

Are you ready?

Yes. Heck yeah you are ready. That is why you

are still reading this. You are a warrior. You will not be beaten. You cannot be shaken. You will not stand down. You will rise up when the forces of weakness try to take you out. You will rise up, you will stand up tall, you will win, you are a winner. Rise up. You are a warrior. Stop the chatter in your head. Flick the little man off your shoulder talking down to you and telling you to quit, stop the negative self-talk. You are a warrior. You are a hunter. You were born for great things. You were born, created, formed and fashioned, from the beginning of mankind to take down your kill. You are a hunter. If you are reading this and have made it this far, you definitely can do this.

My brother.... You WILL NOT stand down. You WILL NOT stop. You WILL NOT stop walking. You WILL NOT stop moving forward. You WILL NOT throw down your spear. You WILL NOT stop moving your feet. You are a LION HUNTER and I am here by your side to walk with you, to help carry your spear and to hunt with you. We are doing this together. We will not stop until we eat. WE ARE WARRIORS AND OUR TRIBE IS COUNTING ON US.

When we are done eating, we will hunt again... and again... and again, because the prize is found not within the kill, but within the journey.

We hunt, my brothers, because we love hunting, not because we love feasting.

We hunt because we love the chase, not because we love the meal. We hunt because

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we love the journey, not because we love the destination. We hunt because we love the pursuit, not because we love the kill. We hunt because there is only one thing that drives us in this life... there is only thing.... the hunt. We are driven by the hunt.

We hunt because we are HUNGRY, only it isn't meat we are hungry for but something much much greater. We are not hungry materially; we are hungry spiritually. This hunt is so much bigger, this hunt is so much more important.

We are hungry to be men, to be providers, to be amazing leaders, to prove ourselves, to be ... more. To be better. To be stronger. To make it count. To Make It Happen! We are warriors.

We are hungry to conquer. We are hungry to take over. We are hungry and we will not stop. We are entrepreneurs. We will not stop. Don't you dare stop my man. Your kids are depending on you. Your grandchildren are depending on you. Everything that represents you as a man is depending on you right now. This has perpetual implications. If it's not real estate, that's ok, but be damn sure it's something.

Most importantly, your queen is depending on you.

Do not let her down. Letting her down means the end of your kingdom as a man and we just simply can't do that under any circumstances. That will not happen. That will never happen as

long as we are the king of this castle. No queen = no king. No king = no kingdom and that's not an option.

One is not less than the other. You are equal because there is no true Kingship without a Queen and there is no Queen without a King. There is no position, per se, because you can't "be" without the other. You are a unit that operates together as a single entity. You cannot have your position without the other person in a Kingdom and that requires giving extreme honor, extreme consideration and extreme respect to your partner because when you strengthen them, you strengthen yourself and this is a requirement in building your life.

Your family may not tell you that, they may not even know how to tell you but believe me my brother, you are not only the king of your castle, you are King of their castle, the head of their system and you are the leader of their world. Their success will rise and fall with your decisions, your whims, your weaknesses and your desires or lack thereof. It's not about you, it's about them. It's not about you, it's about the people who will have to live in your shadow, its about the people who will have to rise above your mistakes even though they were not theirs, it's about your loved ones, it's about the most important people in your life.

Take this seriously. Respect this concept if you want to get ahead. They love us; they believe in us even when you don't believe in ourselves,



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and they EXPECT us to deliver the goods my man. It's up to us to deliver and it's up to us to teach them how to do it one day themselves.

Personal note to the reader: Am I trying to exclude women by addressing men in my context here? Of course not. It's just easier for me to talk from a man's perspective as it relates to providing for his family since after all, I am one. I cannot be as passionate trying to be general neutral here (which I tried to do), so I decided to speak from my own perspective. This is an important subject to me, so I want to be sure to speak from my heart.

There is a reason everyone knows you can make money in real estate when few actually

do. Why? ... it's because the tests along the way are more than most can deal with but what I learned along the way is that it's actually no different than any other test in life, no different at all. It's not just with real estate where you will be tested, it's with any endeavor, it's anything in life, it's any new idea at all. Anything worthwhile you go after at all in life will dish out these same difficulties and trials along the way. It's what separates the winners from the losers. They all will test you. Real estate investing is no different. If you can handle life, you can handle real estate investing. You can do this. You can be rich. You can provide exceptionally. You can be a king. To be a King, you must first prove yourself as a warrior.

# JUST KEEP SWIMMING

When you first start investing into real estate, there will be times when you make mistakes and lose money, stay in the fight, its apart of the journey, you're getting smarter.

There will be times when you make bad decisions, stay in the fight, its apart of the journey, you're learning.

There will be times on the roller coaster ride when you feel sick and are ready to quit, stay in the fight, its apart of the journey, you're getting stronger.

There will be many people along the way that tell you you're crazy and are making a mistake, it's all a part of the journey, stay in the fight, you're building your resolve. It's all a part of the process. It's all a part of the journey. It's ok. That's how this game works. Stay in the fight.

Nobody gets it right every single time. Nobody wins on every single deal. Some deals will be better than others. When you win, you win. When you lose, you win. Either way you get rich in this game over time. There is no step you can take with real estate investing that doesn't help you. This is hard for some people to grasp at first, but the winners are those who have lost a lot of battles along the way but who stayed in the fight. Stay in the game even when it feels like you are losing. It's all about the journey, it's not about a big payday. The payday is just the bonus. The prize is found within the journey, not the destination.

Take action... just keep moving and life will deliver the goods. You don't need a lot of startup capital to make money in real estate. In

fact, you don't need any. You just need knowledge and that is free.

In the movie Finding Nemo, Dory said "When life gets you down, you know what you gotta do? Just keep swimming." The same goes for real estate investing. It's going to happen. When you make a mistake and you feel like you've gotten completely off track, when it feels like you have lost, when everyone has said you made a mistake, what do you do? You just keep moving, you keep on moving. Laser focused. In one ear and out the other, my eyes and ears are still on the prize and I do not have room for doubt. You don't quit, don't you dare quit. Instead... be grateful for the lessons you have learned that will one day make you richer than anyone around you. The richest real estate investors are those who have learned the greatest lessons. The one who has failed the most is often the one who has made the most.

Real Estate has always been and always will be the greatest vehicle to wealth on planet earth. There is no disputing that the wealthy people of the world have either made their money in real estate or hold their money in real estate. If you are not already investing into Real Estate, you definitely need to start.

If you're asking at this point... "How?" ... instead start asking "Why?". Within your why, you will find your how. If you're asking... "Why me?"...instead start asking "Why not me?"

## MAKE IT HAPPEN!

# WHO IS VICTOR WHITMORE

From a young age, a pursuit of business success was constantly at work. As a child, Victor helped his parents spearhead the areas first video store when VCR's first came out. The business quickly grew into multiple stores. As a sophomore in high school, he branched out onto his own and developed a new business concept of trading videos amongst competing stores. After graduating from high school, Victor attended IUPUI in Indiana while forming a software company that specialized in writing software for manufacturing companies to manage their hazard chemical use for OSHA and EPA regulations.

Victor co-founded Precision Equity in 2003 with Joel Thompson and started buying single family homes in North Tulsa.

After renovation and lease up, the houses were packaged and sold to investors for massive profits. 100% of the profits were always reinvested and this important strategic plan for growth is still at the forefront of how Victor operates today.

In 2006 Victor began running Precision Equity full time and concentrated the first ten years of his real estate career on the acquisition and operations of under-performing multifamily assets. By leading the day to day operations of the management teams, over-seeing numerous multi-million dollar renovations and through strategic repositioning, Victor purchased nearly 2200 multi-family units and increased the value of these properties by tens of millions of dollars. Over and over, Victor's strategies to add value returned investments many millions of dollars and returns of capital of two, three and even four hundred percent on individual deals.

In 2015, Victor began purchasing retail shopping centers across the country and has since closed on nearly 500,000 square feet of shopping center space.

Today Precision Equity's existing portfolio is worth over \$100,000,000 dollars and continues to grow rapidly as the team works aggressively to reach the goal of having a billion dollar portfolio.

Victor lives in Tulsa, Oklahoma with his wife Lori and their children.

## CONNECT WITH VICTOR



[www.victorwhitmore.com](http://www.victorwhitmore.com)