

# How To Get More Commissions From Your Database

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How Kari Cross Sells 30 Homes a Year as a Solo Agent  
from Her Database

Client Interview Transcript | Vyrat Marketing

Frank Klesitz: Hi there. This is Frank Klesitz with Vyril Marketing. Welcome to a client to interview. You're going to learn how to get more sales from your database today, specifically by recording short little videos about educating people about if you're in real estate, in this case, but what's going on in the market, direction of home prices, things happening in the community to stay in touch with your number one business asset, that's your database. It's all those relationships you have with your past clients, your centers of influence, all the people you know. And if you're not staying in touch with them, someone else probably is and that business is going to go elsewhere. So as you know here at Vyril, we help you do that. We interview you on a HD webcam to create a couple of helpful educational videos a month that you answer a commonly asked question, and then we post them online and we get them out for you.

And today you're in meet Kari. She's been a client for about a year. We met at a dinner a while back, and you're going to hear about how she's using the system and how she's creating her videos and the results she's seeing. So if you're thinking about getting involved with us and really want to know how to maximize the system to make money or if you're currently a client and things aren't working out well for you and you really got to figure out how to get this thing working right, you'll probably learn something from Kari today.

So Kari, thank you so much for joining me.

Kari Cross: Thanks for having me. I appreciate it.

Frank Klesitz: Cool. So you're from the Northern Bay area, been there for about 11 years. That's correct. And your career, you sold about 400 homes. What's your average price point there? It has to be kind of on the higher end, like 600, 650?

Kari Cross: So that would be our average is about 600, but we do everything from 200 to 20 million. So it's all up there, all over the board. But we definitely average around 5- or 600,000.

Frank Klesitz: And how long have you been selling real estate?

Kari Cross: So I've been in real estate for 20 years now, but I was definitely part-time stay-at-home mom. I did it kind of my phone rang, I went and did some work. But other than that, it wasn't a career for me. I've been treating it as a career for about seven or eight years.

Frank Klesitz: Good. And a lot of your business has been coming from your database, is that correct? Where does most of your business come from now?

Kari Cross: So my biggest lead pillars would be my database was definitely number one. I do a lot with social media and video marketing, and I also do expireds.

Frank Klesitz: Got it. So let's just kind of step back now. The question I'll just start off with you is before Vyrat, before you hired us, what were you doing to stay in touch?

Kari Cross: So I'm actually pretty good at staying in touch with my database because I'm a very nurturing person and I like to stay in touch with people. So I do pretty good with that. So phone calls, I was sending out mass emails or private emails, and I was doing a lot of social media video. The problem that I had before coming to Vyrat is I was very inconsistent with it. It was all over the map. It was sometimes I would do it for a month straight and then I would be a ghost for three months because I was so busy. So I was already doing kind of what you guys do. But now I've given that over to you, and I'm so much more organized. And it's everything is being done for me in a systematic way. It's very consistent. So that has been a big game changer for me.

Frank Klesitz: So you had to hire some staff. How big is your team now, or how many reports do you have helping you out with the administrative side of the business?

Kari Cross: So I've had a couple of different changes in my business. Had a buyer's agent that was onboard for awhile and left. Had another buyer's agent that was on board. Both had a lead for... They got out of the business, personal reasons. And so I've had a lot of different team structures. So right now my team has five people, but it's all backend people. I'm the only producing person on the team right now. I do have a part-time buyers agent for if I'm out of town or weekends or if I need some support. But pretty much it's me and my TC, my marketing, my assistant just kind of helping support me in the backend.

Frank Klesitz: What was it like making some of your first hires?

Kari Cross: It's difficult. Actually just made a new hire with an assistant, and it's so hard for me. I don't know. Nobody is me and so it's really hard to get my voice out the way I want it out without doing it myself. I'm very much, "I could just do everything myself," but I'm learning through hiring you guys and some other things that if I could take that off my plate, I could be more productive with my clients where I should be, which is what I'm really good at. So it's been difficult for me. Every hire I've made has been amazing, but it's changed my business in different ways. And I have to step back to do the training, which is a little bit of a time suck, but it has to be done so that I can get that off my plate.

Frank Klesitz: That had to have been a big shift for you to step back and do the training and to take on the fixed expense of hiring staff on a variable real estate agent income. For somebody that's right at that point where they're facing burnout and they have to make their first hire to maybe looking to hire Vyrat, even assistant. How did you handle it? What advice do you have for them when they have to take on the fixed expense of staff and the uncertainty with that on variable income and also set aside the time for training? Tell me how you handled that. What advice could you give people?

Kari Cross: Well, the first hire I did was a transaction coordinator and that was easy because they only worked when I sold something. So it was per transaction. They made a fixed number per transaction. So that was a really easy hire. Once I took that off my plate and I wasn't doing all the paperwork in and out, then I freed myself up to make more phone calls to get more business that kind of thing. So now the next step is to take off the different marketing.

So I was doing all of my own filming, editing, posting, writing, my blog posts. I was doing all of that myself. And like I said, it was great. I could do it. I actually enjoy doing it, but then when I get busy, it doesn't get done because I can't do everything at one time. So that's when I hired you guys. I have expenses being a real estate agent. You got to spend money to make money. And I know that I needed those things done on a consistent basis because being in front of clients is where I get most of my business. So I needed to find a way to do that on a regular basis. So hiring you guys was really a no brainer. It was just another expense in my business.

Frank Klesitz: How did you handle giving up the control of the writing and the video editing and all of that to somebody else? That had to be very hard because you enjoyed doing that and you got to just write the way that you wanted. Whenever you hire someone, it's never just right the way that you want. So how do you handle that?

Kari Cross: Yeah, that's a good question. I have learned over the years that anything is better than nothing. So that's number one. That's my big takeaway because I was doing nothing because I would get busy. And so even if what you guys produced was horrible, which it never is, but even if it was horrible, at least they're getting into my client's emails. They're getting onto my website, blog. They're getting out there. So number one, anything is better as long as it's consistent. That's number one.

Number two is even when I do my own videos, I never watched them back. So you guys send me proofs all the time. I never watched them because if I watched even my own editing and my own videos, I would redo and redo and redo and redo. And so again, I like the fact that my videos are raw. They're just me. I make mistakes. I fumble on words, but that's who I am and that's a real person. And so I don't have the polished videos that maybe Kyle Whissel might have or other people. I've been doing this for so long, they're very polished, they're very proper. I'm kind of whatever. My videos are me and I relate to my clients that way. So I think it resonates good, and then it makes it a lot easier that videos are what the videos are. That's how I am. That's how I talk.

Frank Klesitz: Love it. I've been asked many times to run Facebook ads just for what it's worth with commercials and very highly produced content. And no one watches it. They watch it on television or on YouTube, but not usually online or for quick video. And it's that short, simple webcam, maybe on your phone, personal connection message that really resonates while online.

So let me ask you this question. You are stepping up and you're making video. You have a lot of things going on throughout the day and video requires a time to sit down and slow down. Think about what you're going to say and shoot it, right? How do you handle getting your videos done? What systems do you have in place to get that content created? What was the personal, maybe even emotional standpoint to get it done and the chaos and everything else that's going on in your business?

Kari Cross: Well, one thing I learned by signing up with you guys is I was making it way more difficult than it needed to be. So that's been something that I learned because I literally shoot like five videos at one time, and now I've got my content for two and a half months. It's done. It took me 30 minutes. So I have a coat rack in my office, and I've got different wardrobes that are jackets that I could put over. So if I'm going to do three videos today, I'll do one in this shirt, put a sweater on, I'll put a scarf on. I have a couple shirts. I might change the shirt. I'll pull my hair back for one, whatever it might be. So you guys have it a little bit easier because you couldn't... But you for us as girls, we have to have different wardrobes and different things like that.

But I still am doing five videos at one time. I do 60 second videos. So one thing about Vyril is it's every other week, which I love. But I want on my social media something every week. So on the opposite weeks that you guys don't put a video out, I do a 60 second video with my hedgehog. So they're just little clips.

Frank Klesitz: Your hedgehog?

Kari Cross: I have a pet hedgehog.

Frank Klesitz: Oh, cool.

Kari Cross: So I call it Countdown With Crossing Quill because her name's Harley Quill. And so I have strategically, every single one of those videos, I'm in the same outfit. So they're not filmed the same day. But I wanted the same look and I didn't want to have to make wardrobe changes all the time. So I purposely use that same outfit for every one of those videos that go out every other Tuesday. So that's helped a lot too. So if you can get like a work type shirt that you can kind of always wear, I think that would help me as a girl.

But the hardest thing that I have the biggest trouble with is coming up with content, and I take that from my life. I just had a bad appraisal come in. So I was literally, before I came on here, I was writing out what I'm going to say about bad appraisals and what that means and how we cope with that. I had a problem with the trash out at a house. I'm going to do a video about that and how we take care of those kinds of things. So the videos I do things that my clients are struggling with, things that I'm getting questions about from different clients. I do steal some ideas from other people. I get your newsletter with ideas, and I kind of take some of those and I make them my own in my own

voice, write up a short little script. And I just kind of speak from the heart on those things.

Frank Klesitz: Wonderful. How do you shoot your video? Do you do it the webcam interview style? How do you do it now? Tell me the process to actually record video.

Kari Cross: I now do your videos on the webcam. All of them with the microphone, the webcam. The videos I do myself, I use my iPhone. I do have a microphone that I plug into it sometimes. Sometimes I don't use it. It kind of depends. Like I say, I'm very raw. This is me, so that look works for me. I do community videos a lot and I just take my phone. I have a Smooth Gimbal that I use to get the transition footage. But again, I'm very raw. It doesn't have to be complicated. I don't want to spend a lot of money. I don't have a lot of time and money to put into it. So I say, don't be scared, just do it. I know I don't look the best in my videos, but that's what my clients see when I come to their house. So it is what it is. They're going to see me sooner or later.

Frank Klesitz: So tell me, when did you start doing video? When did you make that jump yourself on camera?

Kari Cross: So I've been doing video for over three years now. I was kind of one of the first in my area. I'm definitely the first that started doing community videos. I interviewed local businesses. I have a show called Knowing the 925 that I do. Because my last name is Cross, I've implemented the 12 Days of Crossmas with my community videos. So I do 12 videos in the month of December, and we give away prizes on Christmas Eve for everybody that's shared the videos. So we call it the largest local social media giveaway in our area. So that's been a big push for us in our community videos.

And when we do 12 together like that, they all feed off of each other. So if somebody found number seven, they'll go back and look at one through 12. So that's been kind of a thing. So I've done that now for three years.

I love Instagram and Instagram stories, so I try to do a lot on that. So I've been kind of doing video a long time. The problem that I had was (A) consistency and (B) whenever I sent out mass emails, like you guys send out emails on the blog every other week, they were going to junk emails. My mom was not getting my email that I was sending out. It was going into her junk email, which was like, what?

Frank Klesitz: So before us, you didn't really have a good a email system to get it delivered.

Kari Cross: well I can name like five of the major email platforms that I use, and all of them had like really, really low inbox rate and even lower open rate. And so when I met you guys, that was one of the first questions that I had asked you was, "Are they going into spam or are they going into email and how is that looking?" And so one of the things that I came aboard was to try out your system and see how

good it was, and I've been blown away. That has been a game changer for me. I don't know what system you guys use compared to what everybody else uses, but (A) they're getting into the mailboxes. And (B) I have a way higher open rate than I've ever had before. So that alone has been so much valuable to me.

Frank Klesitz: Cool. Well, I'll share with everyone how that's done. So before we send an email to your list, we scrub all the emails through a service called NeverBounce, which removes all the emails that are blacklisted or spam traps or gray mail or not good. And then we send it through a very reputable email server that is a expensive, we use a service called Emma to send your emails. And then to make sure they get delivered, we set up... This is technical, but SPF and DKIM authentication with the domain to make sure it goes to your personal inbox. And then we write the emails. We're grading them on what's called like a spam score of not using language or texts and links that try to tend to trigger that. So we make sure we have a very low spam score. And then on top of that, we also like to split test the headlines and we try and maybe an email might have three different subject lines that we send going out. So we've kind of split tested some different headlines to get more deliverability. So we have all those little things compounding, the stuff gets read. Isn't that nice, Kari?

Kari Cross: It's literally amazing. I love it. And I love that you have links in my email as well because you send everybody back to my website, which is what the point is, right? So when I do my other emails through the other systems, I never could figure out how to put links on there.

Frank Klesitz: So if you have a chance, Kari, a go to Emma's website. It's MyEmma.com and download the app called Metric. And Metric is an app you could find in the app store for your phone. And real time, you'll be able to see all your open and click through rates number. And email goes out right from your phone. It's a cool app that comes with a service...

Kari Cross: And wait for the report to come in.

Frank Klesitz: Yeah. But you can also see it in real time on your phone if you have any interest in that. All right. Wonderful.

So how many people would you say you have in your real database now? How many legitimate contacts are in your list?

Kari Cross: So I've got 2000 people in my database. 1200 of them are on my email list, and I actually just got a report from you guys. So I know that it's 1226 people.

Frank Klesitz: Wonderful.

Kari Cross: And there's probably 900 of those that I call at least quarterly and 500 that I call even more than that.

Frank Klesitz: Right. So you're staying in touch.

Kari Cross: Yes.

Frank Klesitz: No doubt. What are you doing to add people to your database? You said you called expireds. Any strangers you talked to to bring them into your met list, a strategy for that?

Kari Cross: So, yeah. So when I talked to my expireds, when I am making contact with them, a lot of times it might be, "Oh, I put a tenant in it. So they're in there for a year." "Oh, great. I'll call you in eight months." "Let me tell you, I can offer this, give you updates about your property." So I'm getting their email addresses from those people. I'm also getting a lot of people through social media. So I do polls. Like my Instagram stories is been a really good feed for me. I'm getting people from other states that are reaching out to me, asking me real estate questions. I just had somebody from Tennessee, so I'm answering her questions and I'm referring her to an agent in Tennessee. And I'll get a referral fee from that. So it's kind of a win-win. So my social media has been huge. It's another big value of mine.

But I did get her information. I put her in my database. I want her to know that I'm offering valuable information about buying and selling homes and other real estate things. So between social media. Just around town and my 925 videos and the people that are interacting with me through that and through social media. I do a lot of messaging people. When they like something or they watch something, I'll message them and ask them a question and engage with them and have conversation and just come from a genuine place in an offer to add them to that list so they can stay on top of what's going on in the market.

Frank Klesitz: Got it. Doing a great job. You got it going on. No, you do.

Kari Cross: I try.

Frank Klesitz: You got a really going on. I think I just wanted to go back to ask this question again. How did you overcome the fear of doing all this three years ago? I mean, this had been quite a shift.

Kari Cross: So I really an I don't care person. This is going to sound weird, but I feel like I'm a pretty genuine, good person. And if somebody doesn't like me, then they must have something wrong with them. That's kind of the mindset that I go with. Right? Or they just don't know me that well enough.

So the first thing I wanted to do was (A) get them to know me better. And the only way I could do that is to be myself and kind of put myself out there. And this is who I am and if you like me, then great. We should work together. And if you don't like me, then I'm not for you. So I don't want to waste your time and it doesn't waste my time. And that's the thing.



I do Instagram stories in bed with no makeup on when I first wake up in the morning saying good morning to people. I've got girlfriends of mine that are like, "What are you doing?" I tell people when I have a zit, and I get really close to it. I mean that's life. We all get zits. Like that's just what happens. So I really, I don't care. I want people to know who I am, and I think that they'll want to work with me and they know that I'm an honest, genuine person that literally is looking out for their best interest. And if it's not right for them to buy or sell a house, I'm not going to try to help them buy or sell a house. I'm going to tell them, "This is not the right thing for you."

I treat everybody like my family. I want them to know how I treat my family, all of those things. So it's my way of getting them to know me in a real way, and I think that's super valuable and I take it really, really seriously. And I don't have an issue showing who I am. Good, bad, ugly, bad hair day. It doesn't matter.

Frank Klesitz: Tell me, this all sounds like a lot of work. I'm just going to kind of ask from a skeptical standpoint. The idea is out there that you shouldn't never do marketing unless you do the return on investment. How do you know the return on investment on let's just say Vyril Marketing? How do you know it's working? How do you know you're making money?

Kari Cross: Yeah, it's a good question. I know Drew asked me that all the time. So I can't really pin point that Vyril Marketing is giving me a return on my investment, but I know that it's working. And I know that it is because I'm at the grocery store and everybody's talking about the last video I just put out. Right? So they're seeing me in their inboxes. They're seeing me on social media. They're seeing me on my website. I'm all over the place, and they're talking about these videos that you guys helped me put together that I know that they're finding value from. From there, they're like, "Oh, by the way, I've got a friend down the street. I know she's going to sell her house. You need to call her, here's her number." So those leads may have come because I know that person, but they wouldn't trust me enough to refer their friends if I wasn't giving them the information on a regular basis that's valuable to them. So that's what tells me that it's working.

My numbers are going up. Not only that, but I used to sell more homes. Like last year I sold more homes than I'm... Well, actually that's not true. I'm going to sell more this year, but when I had my buyer's agent, we sold more homes but at a lesser cost. Right now I'm selling higher priced homes, and I'm getting higher priced commissions. And I know that's because people know that I'm bringing more value now than I had before. I mean, I was always bringing the same value, but they didn't know about it. So now I'm in front of them. I'm in their inbox. I'm on their social media. My blog posts look super professional. You guys do way better than what I was doing.

Frank Klesitz: Thank you.

Kari Cross: So it looks like I know that I'm what I'm doing and I'm super professional, but I didn't do any of it. But I'm able to walk into listing appointments now and I get my full commission. They're not even asking me for a price reduction. They already know that they want to work with me because they've seen what I've done to other clients. They know that my value is worth what I'm asking. Usually when I'm at the end of a listing appointment, they're asking me, "So what is all this going to cost?" Because they know that the value is more than with the average agent that's not doing all those things. So not only is it getting me more referrals because I'm in front of people, but it's also allowing me to get my full commission and not even have to cut commissions. When there's people down the street doing 1% commissions, I'm getting 6%.

Frank Klesitz: Nice. There's people down the street doing 1% commissions. I'm getting 6%. That sounds like a pretty good headline to me. I'll take it. I think that sums up how you measured the ROI on it. Wonderful. So let's, let's talk a little bit more. So you're sending this information out and letting people understand that. You said we give you these reports a couple of days after a email goes out of the people that engaged with your material. Do you do anything with that list?

Kari Cross: I'm going to be honest with you. I'm not the best at that. I know that my rep Drew has been telling me what I'm supposed to be doing. I do go through the list. The people that I don't know or that I'm not in contact with or that I haven't reached out to in a while, I do make sure they moved to the top of my list and make sure I follow up with them. I have a lot of the same people that are watching my videos. Like I have one lady that I know she's going to sell her house when her kids graduate from school. That's always been the goal when I sold her the house. They were living here until the kids graduate from school. So every time you guys send out a video, she clicks the link to go check the value of her home so that she could make sure she's on top of those things. So I don't need to call her every time because I know where she's at with that, but I do still stay in touch.

But the ones that click those links that are searching for properties from that or they're doing something from there that I haven't spoken to that I don't know what their level of interest is, I am reaching out to them. Letting them know... Make sure they're finding value in the videos.

The ones that I think should be clicking the links that are not, I reach out to them to make sure they're getting the videos. And it's usually, "Oh yeah, I saw that, but I was at a meeting. I saved to my phone. I've got to go back and watch it again." Those types of things.

So I say I'm kind of doing it, but I'm not doing it probably to the extent that I could be. And I'm not utilizing as much as I probably should be.

Frank Klesitz: You have an opportunity. I had to make a strategic decision at Vyril how to get our clients more results. And it's not making a better video and it's not sending out more stuff and it's not blowing money on Facebook ads. There's a point of

diminishing returns. Instead of calling the people and talking to people that are engaging with your stuff. So we're building a call center right next door to our agency, and we will actually call those people on your behalf. Calls are recorded. We disclose are being recorded. You monitor it. You get the first 30 days free, Kari. And my team is good, and you could hear and make sure the representing your brand well. They reach out on behalf of you as your assistant to talk. Have you tried that? Do you have any interest?

Kari Cross: I have not yet tried that but that's something I'll definitely have to talk... I've got a meeting with Drew so I'll talk to him about it.

Frank Klesitz: Yeah, you have to get over that fear of like, "I really hope they represent me well and not mess up my database by saying the wrong thing or coming across unprofessional." And I have the systems in place to make sure that's being trained and enforced. So give it a shot. Pretty proud of it. What we're finding is that we're getting about a 25% contact rate. One in four people that answered the phone, and for about 11 people we speak to, they want to buy yourself a home and say, "Call me back." Pretty sweet.

Kari Cross: Interesting. I'll definitely check that out. Yeah.

Frank Klesitz: And then one of the things, do you have a relationship with a lender?

Kari Cross: I do.

Frank Klesitz: Yeah. One of the things you could do is have them participate in some of your videos that you send out or have them participate in some of your marketing. And we have all of the RESPA documentation to have them financially contribute to lower your cost at Vyril. If you want to have them participate any way. You ever thought of having another business, a complimentary business?

Kari Cross: I didn't know that. Yeah.

Frank Klesitz: Yeah. A lot of times a lot of real estate professionals will have like a real estate investor they send their investment grade deals to. Maybe a general contractor for people who want to fix up their home. Maybe a property manager. Mortgage person's obviously very popular, but you can include a little advertisement for them in your videos at the very end and include them in your emails and your blog. And generally they're happy to pay for the exposure, and we have all that paperwork for you if you ever are interested.

Kari Cross: Now is that somebody that has to be on like for a set amount of time, or is it one time this person and one time this person?

Frank Klesitz: Well that's a great question. So if they are on the settlement statement and it applies to RESPA law, there has to be proportional representation. So I have a very specific blog post. We hired a very expensive company to value what that

would look like, down to the minute of exposure. And there's a post on our website about that under how works under the monthly. You can go see how you would include somebody on the settlement statement. If they're off the settlement statement like a handyman or a daycare, car dealership, whatever, whatever you want. There's no requirements of proportional representation with how they are paying to contribute to participate in a co advertising agreement. That's how that works.

Kari Cross: Interesting.

Frank Klesitz: Yeah. So go check it out. That's available to you. Yeah. So you have the calling, you have the a the contribute, the co-marketing is available. Have we sent any direct offers out to your list? Like some of the magical emails that I write that kind of spike response. Have you tried any of those?

Kari Cross: So I have not. I have tried a couple. I got some emails from you that I was like, "Oh, that's kind of a good little twist on something that I've already kind of done." So I use those in my verbiage when I make some of my phone calls. And I really like how it's just a different way to make the call because I know a lot of people don't like the phones. I actually love the phones, but a lot of people don't. And so having that kind of a script or different way to make a phone call, a different value add when you're calling. A lot of people I know in my office would love something like that because they're like, "I don't have a reason to call my database." Well I don't mind. I call for whatever. But that gives people a reason to call their database. So I definitely think that is a big value add too.

Frank Klesitz: Cool. Well let's go ahead and wrap this up. You're talking to somebody who might be thinking of getting involved with us, and we may be talking to a client that wants to see more results. Give them some advice. Listen to Kari, she's going to tell you what to do. What's that advice, Kari?

Kari Cross: My advice is to 100% try it. I was a little skeptical because, like I say, when I joined, you guys, I was already doing it. And so it was kind of like, "What can you do that I'm not doing?" And it I do it for free, right? But then I realized I'm not doing it for free because if I'm on the phone for an hour, I could make \$10,000. Or I could edit a video and write a blog post in an hour and I made nothing. You know what I mean? So (A) the cost is so silly when we think about how much we make when we actually do our work. So that was a no brainer for me. But that was my biggest thing.

It was like I'm already doing it. And then I found that once I did get it, that not only was it the consistency there, but it got in front of my clients. Like I said, the way that you guys sent it out was different than what I'd used in the past. And it's totally changed my business in a way that I am so prepared. I've got like five videos in the queue. Before I'd be like, "Oh my gosh, I need a video to go out tomorrow and my hair is not done. I got to go do a video." It was a train wreck. I was just a mess trying to rush and fire drill things in between my clients. And so you guys got me organized. You guys got me planning in the future and and set.

You guys got my emails getting into inboxes. I'm telling you the price is so worth it. It's a no brainer. Give it a try.

Frank Klesitz: Thank you, Kari. Much appreciated.

I want to thank everyone for watching today. If you want to get a copy of the video marketing plan that Kari's using to stay in touch with her list and get business like we talked about today, you go to our webpage or homepage of our website. It's GetVyrat V-Y-R-A-L.com. It's on the homepage, and then if you want to request a strategy call with us, it's a strategy call. Our sales team's not on commission. We'll just talk to you and see if this is a good fit. You can request it up on our website, and if you want to see some examples of Kari's marketing in the blog post here, wherever this video is going to go. Down below, likely. We'll get you some screenshots of your stuff so people can check out your work, Kari. Sound good? We're going to post it there.

Kari Cross: Sounds good.

Frank Klesitz: Honestly, thank you very much for doing this and sharing your insight. And thank you so much for being a client. We appreciate your time.