

11 WAYS TO BOUNCE BACK AFTER ANY SETBACK

# MAVERICK

## BUSINESS SUCCESS

LEGENDARY COACH

**LOU HOLTZ**

on What It Takes  
To SUCCEED

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#1 SKILL NEEDED TO SURVIVE  
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**POWER  
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NEED TO PLUG INTO

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# The KING

## Will See You Now



# The King Will



***Known as the King of Connections and the King of Cheap, Tim Johnson is a master at scoring sweet deals—and helping clients close some pretty sweet deals of their own.***

**S**outh Bend mogul Tim Johnson runs Bradley Management, through which he owns and manages over 200 real estate properties, and Global Renegade, a company that assists speakers with converting attendees into buyers. What do the two businesses have in common? Plenty, starting with Johnson's in-depth knowledge of both real estate and people.

Johnson knows properties from the ground up—literally. He started in the construction industry when he was still a teenager, learning skills like dry walling and metal stud framing. In his early twenties, he worked his way up from employee to owner of a construction company that specialized in retail and restaurant buildings.

By the time he was in his early thirties, Johnson was ready for a change. He became co-owner of an after-market drawer company called Shelyt, that grew to include two dealerships in Chicago and



***With Forbes Riley***

Milwaukee. Johnson's natural sales ability resulted in impressive numbers for the company. And while his accomplishments were peppered with phrases like "number one seller" and "largest sale ever," Johnson soon discovered a new outlet for his sales and business acumen.

He was invited to a real estate seminar and fell fast and hard for the industry. After all, his decade and a half career in the building trades gave him a thorough



# See You Now



*With Brett Micheals, Rock Star*



*With Jack Demarco, TV Producer, in Orlando TV studio*



*With Brian Tracy*

It also helps that Johnson has an uncanny knack for getting materials at a much lower cost than anyone else, which is how he earned the nickname, “King of Cheap.” He once bought 17 properties for \$63,000, and while others were paying \$5,000 to get a furnace installed, he paid \$1,500. Clients have open access to his tips and tricks, and Johnson also shares his knowledge through his books, *How to Get Rich by Being Cheap* and *Living a Wholesale Life in a Retail World*.

One of the biggest keys, he says, is simple negotiation. Rather than blindly paying what big-box hardware stores charge for supplies, for example, Johnson suggests using apps like Red Laser, which allow you to comparison shop before setting foot in a store. And don’t discount the power of a good old fashioned bargaining session. “We’re the only country in the world where people don’t say, ‘Is that price the best you can do?’” he laments. “Negotiate! Get six or seven prices, and if you really like a vendor, show him the other bids. Make them compete against each other a little bit.”

In what he calls “due diligence,” Johnson spent—and continues to spend—time pricing supplies at both the big name, national retailers and wholesalers. He then borrowed a strategy from mega-retailers like Walmart and began negotiating larger quantities for larger audiences. “I got a bunch of investors together and asked them whether, if I can get stuff cheaper, they would buy under my name,” he says. “So they did.”

In the furnace example, his “furnace guy” buys under Johnson’s name and saves a big percentage. Which saves Johnson money on installations for his properties. This method of operation is something he uses in every aspect of his business, from lumber to booking blocks of hotel rooms for events.

His expertise in both real estate and deal-making prompted Johnson to launch his second business, Global Renegade, which assists clients in creating hugely successful real estate seminars and events. His services span everything from helping speakers hone their message to filling a vendor area to conducting back-of-room sales.

The demand for Johnson’s services, especially when it comes to those back-of-the-room sales, is off the charts. In fact, this element of the business got started because clients came to him. “I was going

understanding of what it took to construct and remodel properties. But because Johnson doesn’t do anything halfway, he decided to study with the best—like Robert Allen, Nuva Reese University, Ted Thomas, and Lou Brown—so he could master every aspect of the flipping and rental business. In 2005, he sold Shelly and launched his real estate company, Bradley Management, from his home base in the Chicago suburb of Downer’s Grove.

Real estate is one passion that hasn’t waned, perhaps because it’s never boring. He does it all: flips and sells houses, holds onto some for the rental income, and manages properties for other people. The secret to his success is carefully choosing what makes sense for him, whether that means profiting from a tax lien flip or managing another owner’s property.



