

S1 E1: Designing Success: How **Spring Bengtzen** Reprogrammed Her Life, Mindset & Business

Heather Mansy (00:01.198)

Hi and welcome. This is Heather Mansy with *Women Who Rise*, the success podcast for ambitious women. I have an absolutely incredible guest today, and I'm so excited for all of our listeners to get to meet her and get to know a little bit about what makes her such a phenomenal woman. This is the opportunity to really find out more about how maybe you can level up your life, your career, your entrepreneurship, your corporate life—whatever that is.

Bengtzen is one of these incredible people that I had the good fortune to meet in 2018 through a mutual coaching group, and her rise in the last eight years, I think, is just stunning. She is a phenomenal business owner. She has multiple companies that she has opened. She has created a massive downline in her last company with Real. She has launched her affiliation with eXp, which is just extraordinary.

And she is up to so much more, and I'll let her share all of that with you and how you can maybe learn from her in the future. But first of all, I just want to welcome my special, special guest, Spring Bengtzen. Thank you so much for being here today, and welcome.

Spring B (01:15.667)

Thank you for having me. I'm super grateful. This is gonna be really fun, so I'm looking forward to it.

Heather Mansy (01:20.910)

Yeah, I am really excited. So, one of the things that I was thinking about for this podcast is just the fact that I got to see you—and I was already impressed by you when we first met in 2018. And then when I saw you again last fall, it was on a stage. And I remember that I was hearing your name quite a bit in the few years leading up to that. I was hearing it in high-level coaching circles in the real estate world and things like that. I was not really aware of exactly all that you were up to, but I knew that it was big.

Since then, I've gone to your She Summit. I've seen you on a very big stage in Cabo. I've watched you do really extraordinary things and started following you on your socials, and it's just incredible to me what you're up to. So the first thing that really struck me was: 20 years ago, would Spring of 20 years ago have had any kind of window into where you would be 10 years later? And then again, would Spring of 10 years ago have understood or had any window into where you are today? And kind of how did that occur—on the inside?

Spring B (02:34.203)

Yeah, well, that's a great question. I love it. And the answer would be that it's a hard no—meaning, no way I would have thought 20 years ago I would be where I am today. It's been a wild ride.

So, when I got into real estate, I was in my early 20s, and I don't know that I had a lot of career ambition, Heather. I thought I would sell real estate and it would be fun, and I'd have some babies, and it would be extra income to my household. That was my mindset.

And what ended up happening is I got my first—well, I won't bore you with all of it—but I got my first transaction and my first paycheck. Because I was a hairstylist before, back in the day you got paid in cash, and it was just a thing, right? But I remember getting my first paycheck and it was like \$10,000, and I'd

never had \$10,000 in my bank account. And I was like, “This is addicting. Okay, I’m here for that.”

And so I became a top producer for like 10 years. Then I turned it into a team. And going into a team, I had no idea what I was doing. And then from a team to where I’m at today, it would be a no. I just really didn’t ever envision where I would be.

Now though, if you asked me that question—this Spring today, at 44 years old, who I am—I can picture where I’m at 10 years from now. Does that make sense? But the young Spring at 23—if you would have told me at 23 where I’d be at 33, and at 33 to 43—I would not have ever imagined I’d be where I’m at today.

Heather Mansy (04:14.284)

Yeah, it’s well taken because I understand that. I do think it’s easier to look back than it is to look forward, because you can kind of understand how you got there—sometimes, not always.

Spring B (04:22.451)

Mm-hmm.

Heather Mansy (04:33.698)

But looking forward is harder, although I do think it gets easier with time. Because I think as you mature and as you learn to rise forward, or as you accomplish one thing after another, you begin to know what you’re capable of—and then maybe you dream a little higher.

So one of the important things, I think, around any successful woman—or anyone—is their support system. And what it is that every day—this can be internal, external, family, you name it—what it is every day that allows a person who’s at a really high level, or even who did grow as you did in that last decade, what is the kind of rocket fuel or solid foundation that you have in your background, in your life, that we don’t see on camera that allows you to be you?

Spring B (05:28.105)

Yeah. Well, there’s two parts. And I don’t want to necessarily go back to what we were talking about, but when I say the Spring now can picture where she’s at in 10 years—it’s exactly the question you just asked me. Because the last 10 years, I have had a lot of rocket fuel behind me.

That rocket fuel has come from: I have massively invested in myself. I recognize that me—as Spring the human—my identity, how I see myself and what I’m putting out there, is the strongest force in human nature. Meaning, we all perform to the level that we see ourselves.

And so I have spent a ton of money on coaching—me, as a human—from how the brain operates to health to biohacking. I understand that. And so one of the things, Heather, is part of the rocket fuel has been me understanding the power to create—and not create from like a woo-woo, but to create—to design what you want and execute it.

And then the other rocket fuel that is behind me is I am very leveraged. One of the rocket fuels I have is I’m married to an amazing man. I post about this online quite often: who you marry is the biggest decision you’re gonna make. Because they either help, or they’re going to hold you back, right?

So I am married to somebody who lets me just be. He’s cheering me on, he’s encouraging, and all those things. And then on the leverage part—I am massively leveraged—from the people in my household to people in my real estate business to my other businesses. I don’t do it all. And you and I were literally just



talking about this before we popped on camera. You don't do it all either, right?

That really starts creating who you become—when you can stand in your power, like, “I know I’m good at this. I’m going to stay in my zone of genius, and I’m going to have other people help me with their zone of genius.” That starts creating massive momentum.

Heather Mansy (07:41.698)

I love that so much. And the fact that you really decided that you were worth the investment, and that you wanted to do that—that you wanted to say, “Let me figure out who is either doing something better...” And you mentioned also from a really holistic perspective—and I’m pretty deep into this stuff too. I call myself a biohacker, although compared with what I call real biohackers, I’m nowhere in there. But it is extraordinary to think about yourself as this...

Spring B (08:06.237)

Right.

Heather Mansy (08:13.032)

...editable being that can receive more instruction at a later life than we ever had maybe before, and then it can add to who we are. And it can be in ways that we’ve never thought of, such as working on that internal self—how you view yourself and things like that.

There’s actually a couple of questions that I have off of what you last spoke about. One: what are some of the things that you do that you think absolutely moved the needle for you in a massive way, just on your internal self? Because again, this is about hacking that. And then the second one that I wanted to ask just from that is: what does a supportive partner look like to you? What is that really in the granular, day-to-day, or over a lifetime?

Spring B (08:59.337)

Yeah, yeah, yeah. So let’s start with the first question.

So, when you can start to understand just how human behavior and nature works is when you can start to change it.

First of all, I’m gonna—no, I don’t want to say “dumb it down”—but I’m going to give you a context that we all can understand, because we all use computers or iPhones or whatever, right? Every single one of us is formed by our belief system. And our belief systems are programming that we’re programmed with—from our parents, or their grandparents, and their grandparents. It’s... they say that...

You can determine somebody’s wealth by the zip code they’re born in, because we become a product of who we all surround ourselves with, right? Like the way we think, what we consume. It’s why I believe in the power of social media and even television programming. Television was “programming,” is what they would call it, right?

So when you can start to understand that human behavior is your belief system, then you can start to change it. To give you the context of why I said I’ll give you something we can all understand—it’s the computer. There’s a computer that is like Microsoft DOS, right? The old, crappy, crappy programming. It was great, but now there’s the new iOS Mac operating system, right?

The human brain is the same way. A lot of us are running off the old, crappy Microsoft DOS

programming—the belief systems that we were either brought up with in our childhood that don't serve us anymore, or negative things that have happened to us, or whatnot. And when you can understand, “I'm telling myself the same 60,000 negative thoughts a day,” and go in and change that—let's go upgrade, upgrade my mindset—that's when it really started to shift for me.

Like four years ago, end of 2020, I went to a training called Upgrade. It was neuroscience to really understand how you can reprogram, because a lot of the things I was doing were beliefs that were passed on from my mom, or my grandparents, or whatever. Like, think about it—my mom was born in the '50s, dude. It's 2025. The way they thought in the '50s compared to today is apples and oranges, right? It's a little different, but we have that, right?

And so when you can understand that—how can you change it?

First of all, you've got to design what you want. We get in life what we think we deserve. And a lot of times we're not even taking more time designing our vacations—you're going to Europe, Heather. You probably have spent some time designing, right? Or we design our businesses or these podcasts, but we don't take the time to sit down and design the life that we want and who we want to be, right?

So take the time to design it. And then the second piece of that is resolving what's holding you back from getting it. What crappy belief system—what's the story you're telling yourself around that?

And there's ways that you can—well, I won't get into that—go check out Upgrade. They can help you with this. But understand that you can get rid of that and be like, “Wait a minute—is that true? Or is that maybe true like 50 years ago, but... no, that's not true today.” And when you start seeing that...

So that's where—when you said earlier that I've had a massive shift over eight years—I've actually had a massive shift over four years. In the last four years, my life has skyrocketed. And it was just understanding those two concepts: design what you want...

Heather Mansy (12:33.646)

Mm-hmm.

Spring B (12:52.455)

...get very purposeful, reward yourself for creating it—the human brain, reward yourself that you can have more—and resolve what's holding you back.

And it's been really powerful for me. It's been cool to experience.

Heather Mansy (13:08.750)

Yeah, and I love that you touched on that because it could be so many different types of programming that a person is dealing with. It could be from friends, family, high school experiences, you know. It's like we say—the human brain... I mean, you fall and spill something at age four and your mom, who's so important to you, goes, “You are so clumsy.” You can literally meet that person at age 25 or 30, and they'll say, “Oh, don't ask me to do X because I'm so clumsy, I might drop it.”

Spring B (13:21.683)

Yeah.

Heather Mansy (13:38.816)

This is a program that has been written in—that they did not have any awareness that this was a program, and that it's not an “always” scenario. There's no physical thing called clumsy, unless you really do have some sort of a physical issue.

And I love that you kind of touched on this. And also about how, you know, what it is that could be holding you back. Because it's not just, I think, this kind of reverse—or this programming that might have been in our past that we may not understand or even know about—but also that it could be...

Spring B (14:07.891)

Yep.

Heather Mansy (14:14.530)

...what we believe we deserve as humans. I really do find so many people that I mentor that have come up through my company—or that I've... I always said every babysitter we ever had, we contributed to in some way. We were like, “Hey, what degree are you going for? What are you gonna do when you get older?” And my husband and I were always just trying to have them think outside the box a little bit more—or just outside the box that is them.

And that deservingness, I think, is huge. Because if you had a past relationship that maybe poured negativity into you—whether that's family or a significant other or whatever it is—or just life experiences as a whole, or you just didn't have life experiences that poured positivity and success into you, and that you didn't have a legacy of that, you might not believe you not only are capable, but that you don't deserve these things.

And that's a deeper programming that—for me—it's almost like heartbreaking, wrenching to think about. Because I know so many people that... to this day, there's a deservingness issue that they have. And I can see it blocks them, even though they are legitimately talented, extraordinary human beings that, in my understanding, could just go blow the roof off of anything. But we've got to get out of that.

So one of the things you talked about is Upgrade. And then—I love that you said that in the last four years you've really had a meteoric rise, because that's sort of what my understanding was as well. But I went, “Is that really possible? Because she's kind of a badass. Did that all happen in four years?”

So I'd love to just talk briefly about—and yes, I want you to answer the question as well on what is a supportive partner—but then I'd love it if you can speak on what you've actually created in four years. Because I think it can inspire other people to see that you really can go big. And you don't have to do it over 20 years. You can just hit a spark—hit like a third gear—and do it.

Spring B (16:22.570)

Yeah, yeah, for sure. Okay—this partner. Here's the thing...

Who you marry determines—like, that's who you spend your intimate time with, your all of it, right? And so, you're going to marry—like, somebody supportive looks different to whoever you are, right? My marriage might not be attractive to somebody else, and vice versa. But for me, Brian is 100 percent—like, he's my biggest fan. And so, if there's something that I want, he's... he's not—he probably believes in me more than I believe in myself.

And so I would just tell—I would tell any woman, like, you just have to get in alignment of: you're growing together, or you're not. And we're growing together. Same with you, Heather, and your husband. You guys

are going to do cool things—you're growing together.

And so, you just have to keep on continuing to be in alignment with each other and both being on your growth paths. And I would say that for a husband and/or a wife. I know a lot of men that are like, "My wife isn't growing," you know—and vice versa. So it's 100 percent—you guys are in alignment of the relationship you want to create, and they're cheering you on.

In terms of the last four years—I've always done well, so I'm not telling you I haven't, because I've always done well. But—and there's a but here—because my programming, my programming kept... capped me from age 23 to 24 to probably age 39...

Spring B (18:02.281)

38, 39—I pretty much made the same amount of money in real estate. It didn't matter if I had a team or was a solo agent or a small team or a large team, or the economy was great. Like, I made roughly the same amount of money year over year over year. And it's because it was my identity.

Like, if you asked me, "Heather, how much money do you make?" I would tell you how much money I made. Like, it was just like—that's how I identified myself.

Heather Mansy (18:23.384)

All right.

Heather Mansy (18:28.222)

And yet I'm sure it was extraordinary, you know, for like the average person. Because you were—you had—yeah, you were like a high-performing realtor. You were having probably a really great, luxurious income that maybe even you were satisfied with to some extent. But I love that you're saying this.

Spring B (18:41.225)

Exactly. Yeah. So what happened is I was comparing myself to everybody else, right? Like, well, I'm... and I was comparing myself to whatever that was.

And I was telling myself—because I was raised in an environment with a lot of stay-at-home moms, which—I, dude, I respect the stay-at-home mom more than anybody, to be very candid. But in my programming, my upbringing, it was "I contribute XYZ to my household," like, "how great am I?" Like, whatever, right?

And it capped me. It literally—I was just complacent. And I was comparing myself to whatever. And then I—again, I had a friend call me out of the blue. She was one of those friends that you wouldn't talk to for a year, and then they call you and you're like besties, right?

Heather Mansy (19:34.296)

Yeah.

Spring B (19:34.821)

And she called me on the blue and said, "Going to this training." This was a Thursday. It starts on Monday. She's like, "I thought about you to come to it." And I'm like, "Okay, when is it?" She's like, "Thursday." And she's like, "But by the way, it's a shiz ton of money." And I'm like, "Well, what's a shiz ton of money?" And she tells me, and I'm like, "Okay."



But she's like, "I just think that you should—I think it would be great for you." So she got me on the call with the guy. I moved my whole schedule around. I think it was like seven to ten days of training. And I ended up going.

And this is when I started learning, Heather—the neuroscience of like... I never understood—I mean, I had done trainings about the "I am"s and creating your "I am" board and the vision board and like the foundational pieces of manifestation and creation—but I never understood how to actually like...

Heather Mansy (20:22.382)

Mm-hmm.

Heather Mansy (20:28.504)

Yes.

Spring B (20:32.189)

...go and do it, right? And it was in that training when I started understanding—so here's what you need to do.

Like I said, you need to design. So design 25 attributes. So if we're talking to women—and I'm going to use real estate because that's what I'm in—go design your ideal client. 25 attributes. So like, somebody who's a fast decision-maker. Somebody who is abundant. All the things that you'd want, right?

Go and design them. And then by designing it, you become that. You're like, "Well, if I want somebody to make a fast decision, then I need to be a fast decision-maker," and all these things.

And so you start designing. Then the human brain is so powerful in terms of creation. And here's the thing, Heather—most of us are...

Heather Mansy (20:59.800)

Yeah.

Spring B (21:21.417)

...we're a product of our surroundings, so we're not dreaming. As adults, we've stopped dreaming of what could it be, right?

And so they have you write down 100 experiences, and 100 memories that you'd want to create, and 100 things you'd want to purchase. And it has nothing to do with the material—it's just to start getting you dreaming about what could it be. And then your mind just starts going to work on it.

Heather Mansy (21:51.854)

That's kind of incredible, because 100 seems like a lot. You know, it's like we go, "Name five whatever," or "Think where you want to be in five years," or something like that. This 100 is, you know... like, I would imagine you'd run out at 30. You'd have to really start thinking about it, and you'd probably come up with answers that would surprise you—or that you maybe didn't know were there.

Spring B (21:57.779)

Yeah. Yeah, yeah.

Spring B (22:14.057)

They also have you do something like a 90-year vision plan. Because we're like—but this is why—it's

because the human brain... Let's say you want to fly on a private jet. "Oh, I want a private jet." But in your mind, you're justifying it. You're like, "Yeah right, I'm never going to have a private jet. That's dumb." So you just don't think that you're going to do it.

But, Heather—in 90 years, we'll all be flying on private jets. Like, that'll be a thing, right? And so it's just having your brain like, "Yeah, that's normal."

I mean, if you think about it—I'm going to date myself here—I didn't even have a cell phone in high school. Like, think about it. We didn't. Like, how much the world has changed in 20 years.

Heather Mansy (23:01.432)

We are bridging so much massive change, and I'm with you there. I mean, I think Cyndi Lauper and Madonna were a thing, you know. And tying ribbons—pieces of sweatshirts—into our hair. Yes.

Spring B (23:11.187)

Yeah. Yeah. So it's really starting to think about like, "Wow—how much can happen in 20 years?"

Like, think about if there's something you want—how feasible that's going to be.

So it's really been four years. In the last four years...

So what happened is I wrote down in that training all these things, and I Lucidcharted it out and did all this stuff. And then he said at the end of it, "I want you to write down something that—if it happens—you'll know this training was true," or whatever.

And I wrote, like, "I want to make the same amount of money I make in a year, in a month."

Fast forward—I have done that in the past.

And it's one of those things where it just started me being like, "Oh yeah. Well, why can I not?"

And this is one of the contexts that—I actually loved this thing. I was in a private coaching session and I made a comment. I was like, "Well, everybody blah blah..." And he's like, "Who's everybody?"

Heather Mansy (24:20.514)

That's a great question.

Spring B (24:22.909)

Because if you think about it—and I'll just use money for a new context—but it's anything, right?

There's people that you are super rich to. There's people to whom you are poor—and you would be the most rich human out there, right? There's people in Africa and all, whatever, right?

And then there's people that would think I'm the poorest human on the planet—there's the billionaires and the whatever. Who's "everybody"?

"Everybody" is who we're comparing ourselves to. So when you start looking at it and go, "Well, wait a minute..."



Like, “Can I do this? Because there are people who’ve done it before—or more—or people who are not.”

Then you start being like, “Well, what is it that I actually do wrong?” Because there are people doing what I want to do.

And that’s when it starts getting really fun—of like, “Well, I’m going to design who I want to be and what I want to create.”

And then the key to it is: you’ve got to show up as if you’ve already had it.

So if you want to be a six-figure, seven-figure, eight-figure woman, ask yourself: what is the woman who makes a million dollars a year—does she wear pajamas to work? Or is she out of bed and doing her thing? Is she investing in herself? Is she putting herself in coaching? Who is she surrounding herself with?

Like, you just have to start showing up as that person—and then you’ll start receiving what they receive.

Heather Mansy (25:43.769)

Yeah, and I love that because—I mean, talk about a mic drop statement—like, you know, “Who do you need to be to get that life?” And I love that also you can understand, just by the simple fact of going, “There are models for most of what I’m up to. Therefore, it is possible.” But also, “Therefore, I can use that model and try to, you know, gain some knowledge from that. And I can start acting like that.”

You know, it’s that old statement, “Fake it till you make it.” But—and I, you know, I’ve heard Gary Keller say this as well—“Live the schedule of the person that you want to be.” If you want to be that person... and also to understand what it takes—to say what you want is one thing, but to also apply yourself in the “what is required” to get there.

And you can try to get there faster, and you can hack it, and you can do all kinds of things and shortcut it, but you still have to live whatever that daily life, that daily schedule, that daily commitment is—and the mindset around it.

Because like you were just mentioning—do you just wander in at 10 in your pajamas? Or is there this whole morning, this whole thing that happens for that person to arrive ready to greet whatever that schedule is of that billionaire or, you know, million-dollar-a-month producer?

What does that look like?

And so that kind of leads me to one of the other things that I wanted to ask you today. And that is: in a day, what at the granular level do you do to show up as fully as you need to be?

And I think you know what that is—that you go, “Tomorrow’s a big day. I need to put myself together in a way that makes sense.” What preparatory things do you do? What is your sort of like miracle morning? What does that look like for you?

Spring B (27:37.250)

Yeah, it depends.

So, I usually actually protect my mornings. I don’t usually start my mornings crazy early, because I actually do like to get up and have some thinking time. It’s actually probably when I’m the most productive. So I’m

going to go against what everybody says with like, “Get up and go work out and da da da.”

I actually love to get up and read and get to work. And then I’ll usually go work out in the middle of the day or end of day because it’s just when I keep myself fresh.

But I protect my mornings. So a lot of times, I won’t even start until 10 a.m.—especially Mondays. So my Monday schedule is—I would say I quote-unquote “take Mondays off.” I don’t take Mondays off, but you are not getting on my schedule unless you’re one of my core people who I lead. And then I’m going to have a Monday sesh with you, right?

So 10 a.m. is when my day starts generally—unless I’m doing a coaching call, then it’s 9. And then I am very purposeful. I eliminate things off my calendar. I say no to most people.

I actually say no to most of these, to be honest with you. I just love you, and—

Heather Mansy (28:53.246)

You—this is a common refrain, by the way, that I hear more and more, as you know, among all my friends that are baddies like you. They’re saying no—

Spring B (29:00.990)

Yeah.

Spring B (29:05.222)

Yeah.

Heather Mansy (29:05.454)

They’re saying no a lot more than they’re saying yes. They’re being really cautious about their time.

It absolutely was like—you know, I don’t know if it’s music to my ears so much—but it’s just amazing to hear you say that with your mornings. Because I know how fit you are, and I just kind of assumed that you’re getting up and like grinding out two hours at the gym. But I protect my mornings too.

I am...

Spring B (29:30.195)

Mm-hmm.

Heather Mansy (29:32.108)

...really big on sleep. And it’s not like I’m sleeping in. I just wake up at six—5:30, 6:30 would be the latest anyway. But I am very much—it’s such a thought-invoking time. Nobody’s bugging you yet.

I mean, in my own household, it’s like me and the dog. You know, my boys—there’s no way they’re awake yet. And, you know, they’re older. And it’s...

You have this quiet time. And I think that there’s so much wisdom that comes in the morning. What are your thoughts on that?

Spring B (30:02.269)

I love it.

I mean, I think we live in this culture and society where they're like, "5 a.m.," and—Heather, I did that for years. I mean, I did have little kids, and I was at Pilates at 5 or 5:30 so that I could be home while they were sleeping. I could get them up and do all those things.

So like, I did live that life for many, many years, and it served its time and purpose.

Now though, like, my kids are older as well. My youngest is 16. She's capable of being home by herself and things like that, right?

And let's face it—at nighttime, she's off with her friends or doing her thing. And so there is more freedom and flexibility in my schedule later in the day or whatnot.

And so—I actually love my sleep too. Like, I'm a 6:30 or 7 a.m., which I would have never... Like I said, I was the girl getting up at 5 or before to be at the gym by 5. But it's...

I just actually find myself staying up later because I do have a teenager that I'm like, "Where are you?" So it's like sometimes I'm not going to sleep till like midnight or later. Yeah.

Heather Mansy (31:09.410)

They're available late—and that's when they suddenly get in a good mood.

I noticed—my boys are 22 and almost 20—and I'm like, "Why are they so cheerful after 8 p.m.?" I'm starting to get tired, and they're like, "Hey, Mom! Oh my gosh, let me tell you about my day!" You know?

And I want to be there for that. So I love that you said that.

Spring B (31:25.789)

Yeah. And a lot of times, I'll stay up and she gets home at midnight, and then I'm in the kitchen talking to her. And to your point—that's when they want to talk to you.

And so I just think—I would give women that: there's time and seasons in your life. And you've got to do what's right for you and what works for your family.

And so I'm not going to get out here and be like, "I'm grinding at 5 a.m." Because it's just not true.

And I do protect my time. I say no a lot. If it's not somebody that—I'm like, "I really like you," so I was like, "Sure, that would be a fun conversation." But I get approached about these multiple times a week, and I'm like, "I don't have time."

And I would just say I'm very purposeful right now about the leverage. And so, like, I have a house manager. I have—this is like—I have somebody come to my house and blow-dry my hair twice a week. I know people are like, "What?" But like—these are extensions, they take forever. And—

Heather Mansy (32:28.302)

Yes—fantastic. Yeah, because beauty takes time. And you want to look your best. And so you literally just life-hacked...

Spring B (32:33.651)

Yeah.

Heather Mansy (32:38.850)

...beauty. Like, because yes—you always look amazing and put together. I have extensions as well, so like, you know—they do. They take a lot of work.

And that's so great that you said that. And a house manager—on another podcast, I interviewed Justin Nelson, CEO of Sphere Rocket, which I also white-label through with Excellence VAs—and it's definitely one of those new concepts, but it's not new at all to the billionaire set. It's not new at all to the multimillionaire set.

Heather Mansy (33:08.814)

It's totally normal that they would have additional help. And in everything that you're saying, what I hear—when you say “no” a lot, and when you choose to bring someone to your house to do your hair because now you're saving the drive and everything—what I hear is the opportunity cost of not doing that.

Because the fact that you're doing this allows you to go have a much higher billing rate per hour, literally launch a whole new company in the time you saved in three months of doing your life this way.

Spring B (33:25.703)

Yeah.

Spring B (33:36.777)

Yeah. Well, I like to give you context. So she comes on Thursdays. Yesterday—today is Friday—this won't go out on Friday, but like, context here—like, the hour that it took her to blow-dry my hair and curl it and stuff, I wrote all my emails for the upcoming week for my database.

Like, it just makes it to where I was like, “Okay, I can do this while she's doing that.”

Or like the house manager piece—like, my kids don't care who buys the groceries and cleans and does the laundry. They just really would like it done, right?

And so it just works. And so I would just say—give yourself permission. Like, life-hack.

And the way—if you want to figure it out—is what do you make? So let's say you make \$100,000 a year. There's roughly about 2,080 hours that people work in a year. You divide that by—so you divide, let's say, 100 by 2,080—that's roughly about, just for easy math (I know it's not exact), but roughly about \$50 an hour.

So, could you pay somebody to mow your lawn? And go—“That time you're mowing your lawn, you could go make more money. Or spend the time with your family.”

Like, a lot of times I'm using the leverage for the luxury piece too—of like, I want to spend this time with my family, not doing laundry or whatever, right?

And so I just think—as women—give yourself the permission. Like, you can have it all. Like, you can have it all. You just have to decide what that is.

Heather Mansy (35:08.578)

Yes. And you can have it all—but that doesn't mean you need to be hands-on physically doing it all.

And so that kind of brings me to my question on being a CEO. So last fall, I listened to Via Williams and other artists on stage really kind of repeat a common phrase and refrain that I thought was really interesting, and

that was “being in the messy middle.”

And I understand we were having a conversation a lot about real estate at the time—although it really does, I think, apply across so many, many industries. I was in business in the corporate world before real estate, and so I'm always looking to how everything—from a mom-and-pop coffee shop to whatever, you know, whatever small corporation or big corporation—that “messy middle.”

Can you define that term and explain why maybe getting out of that is beneficial to the business and to the CEO or the entrepreneur?

Spring B (36:04.839)

Yeah. I would say the messy middle is when you're creating a business, but you still have a job. Meaning the business is still relying upon you. Or maybe you don't have enough revenue to go hire the leverage, or you just said that—you're just at that crucial point that you need to either raise capital, or you need to hire more leverage.

And a lot of people don't make it past that. They don't make it past it because either their identity of being a true leader and being like, “Well, if I hold my capital responsible and I hire the right person, then it will 10x what I do,” right?

Or sometimes they maybe are like—they're afraid to lose control. And they're like, “Well, I'm the only person who can do it.”

I mean, there's a lot of reasons why people don't make it out of the messy middle.

But here's what I would say to you: there's just a lot of freedom when you can start truly being like, “Did I create a high-paying job for myself? Or did I actually create a business for myself?”

And what needs to happen from a leverage point and a finance point?

I will tell you—a lot of my growth came in the last five years. From early 2020—I was really burned out, Heather. And I...

I had been in real estate for 15 years, and I went to one of my coaches, and he's like, “Well, Spring, it's because you're not treating it like a real business.”

And that was like a little bit of a gut punch, because of course we all think we have these businesses, right? And he was like, “You need to hire some leverage.”

Heather Mansy (37:30.904)

Yeah, for sure.

Spring B (37:38.217)

“And you need to hold your finances responsible. Know your numbers. Because if you know your numbers, then you can make educated decisions to grow and scale.”

So that's where we got really granular about where our—again, we're in the real estate space—so what our cost of goods sold were, what our profit margins were, where can I add on additional leads? If they cost me this much, how much ROI?



Can I hire this employee at \$120,000 a year, but he should bring in an extra \$500K?

Just those things—and then knowing it—and then being the who. The who around that can make that happen.

And that's where your identity has to shift a little bit. "Okay, I'm going to go into really being a leader here and being somebody who can lead and manage other people."

And that takes some skills. And if it's not you and you're like, "That's not me,"—there's pieces of the business I have...

I have had to hire leaders that could do that, right?

So it's, first of all, just being aware of where you're really at—and then making the decision: what do you really want?

Do you want to get out of the messy middle?

Because if you do, it's going to take a different identity of how you're going to show up for it.

Heather Mansy (38:51.352)

Yes. And really, you know, where do you thrive?

It's almost like—if you were to interview yourself for the ideal job—knowing what in fact that is. Because just because you want to grow, or you think it's a natural next step for your business, it doesn't mean that you need to be the one to do exactly X.

It could just be that where you fit best in your own business could be in production or baking the cookies, or whatever it is.

But if you want to see that growth, that could look quite different. Because like you mentioned, maybe I go hire a high-level manager.

Our shared coaches—I actually love one of the things he used to always say, which was: "You don't need to buy or whatever this next system—you need a who."

And I just remember always—"Where is that who?" And, "Is that even someone who's already in my organization that I could just elevate them and give them a new job?"

And it makes me think all the time: what is the highest and best purpose of each person in my organization? And what is the highest and best purpose of me?

And knowing that that also can change over time. And like you said—you need the skills.

If you are going to give yourself that promotion, what would you have another person do, learn, be, get trained up to do—whatever it is?

And then you need to go apply that to yourself. You can't just expect that income to come and expect those skills to come.

You know, I even read books about how to be a mom. I was like, “I have a toddler—I have no idea what to do here. I’m going to read,” you know, *Toddler Whisperer* or whatever it was. Those were amazing.

And so—it’s like anything in life. You’ve got to, I think, level yourself up with some knowledge to then own that next position. Or find the person that has the thing you want and go learn from them or model them in some way.

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Heather Mansy (41:05.792)

...because I know that this is something that I think you in particular—from what I’m seeing—have done really well. And I think that you have been able to create and hold partnerships and are building new ones. And I want to give you a moment to talk about what’s next as well and what you’re up to after this.

But how have partnerships occurred for you? Are they organic? Do you seek them? Can you state the role that partnerships have played for you in your recent business successes?

Spring B (41:44.009)

Yeah, yeah. No, I’m a firm believer in partnerships. I actually have partners in every one of my businesses.

Heather Mansy (41:53.474)

And that’s something I didn’t know. Because I can say, from a business owner’s perspective, it’s a little scary. A lot of us are kind of—I don’t know—controlling, you know? Or control freaks, or fearful, you know, because it’s like, “My baby.” And so, yeah—let’s hear about that.

Spring B (41:59.143)

Yeah.

Spring B (42:03.507)

Yeah. I’m actually not controlling. It’s interesting. Yeah, I don’t have a “It’s my baby,” either—which I know is unique, right?

But yeah, so I mean—the real estate team was me. And then I brought in partners in the last few years because I believe that there’s growth through partnership. It’s actually one of my core values in some of my businesses.

So I have partners—like, I have a title company, for example. I know nothing about title other than the real estate part. So to go open a title company? No. So I partnered with somebody who can open a title company and do the business side. And then I can do the part that I’m good at.

Same with the mortgage—we have a mortgage joint venture. I partnered with the people who had to put together the mortgage joint venture. And then we do the other component of it, right?

Same with real estate—I partnered with PLACE. PLACE has been a great partner. They offer a lot of back-end infrastructure and health insurance and all the things that create some of the business side. Then

I'm great at the human, coaching, and capital side of it, right?

And so—same with my coaching company. Justin's a partner in that. Even—I look at rev share as partnership. I'm not going to grow my revenue share organization without having really great, strategic partners.

So everything in my life is a great partnership. And I just believe that life and business isn't meant to be done alone. And there's strength in that.

Now, with that being said—you obviously need to have the right partners, right? And be a great partner too. So they have happened somewhat organically. Some were strategic. Like the team I brought in with PLACE—that was a strategic partnership.

The gentleman I did the title company with—I worked with him for like ten years. So I had that relationship. My mortgage company is actually a Simply Mortgage joint venture, which I've had a great relationship with them down before too.

So everybody I'm in partnership with—I didn't just go in out of the gate as a partner. We've had a previous relationship where we were like, "Yes—let's go do this."

Heather Mansy (44:28.302)

Yeah, it's almost that concept of elevating from within. Or even just taking existing relationships that you can see—there is a possible future in that.

And I think that comes again to that wisdom that you have, and your own ability to see something and to trust your gut to just go for it.

Have you had partnerships that haven't worked? Or that you've had to—obviously not any names or ideas—where you've had to go, "Okay, let's launch this," and then, whoa—a year or two later, or a month later—"Let's change that out"?

Spring B (45:03.721)

Yeah. So actually, you came to She Summit. That was one we launched a year before—and we pulled it back. We pulled it back. That event—that was our last event.

It was just the wrong time. We had the best of intentions with it. I think that we—fast forward to now—we could probably do it better. But we just—it was...

And I are best friends, so it wasn't an issue of our partnership. It was just the wrong timing. Great idea. Just a lot of work. And I was like, "I don't have the capacity for this."

So yeah, we have done things that we pulled back and said, "Maybe this isn't the right thing."

And I've had partnerships that—because some of these joint ventures, you're bringing other people to come in and be a part of it—I've had people that we've had come in that we ultimately decided to part ways with.

I don't have any issue with it. I just believe—if you start it correctly with the right paperwork and the right expectations—then if it's not going to work, we get to part ways. And if we were friends before, then we'd be friends after. And if we weren't, then I guess it is what it is, right?



And so, I value my partners tremendously. And I would say—I'm a great partner. And I have great partners. And if there's something that's not working, we're having conversations around it.

But for the most part, everything has been pretty great.

Heather Mansy (46:41.004)

That's great too—and just the fact that you can have explosive growth if you reach out for help.

You know, another one of our coaches—I want to say it's Ben Kinney—has said, "There's no extra prize for getting to the finish line alone."

And it is something that sticks in my head too because it really does sound like wisdom. And I have seen what you've been able to do with partnerships.

So I know that we're nearing kind of our end in time. Again, I want to thank you for coming.

But I also wanted to ask—I know you're up to some killer stuff right now. I am aware. And I wanted to know what you wanted to share with our audience. And also—how can they connect with you?

What are you up to that maybe someone who goes, "Wow, I want to be in the world of this woman. How can I learn from her?" What does that look like?

Spring B (47:39.207)

Yeah, well thank you.

We have a couple of different things. So follow me on the 'gram—it's @realspringb. Or my website: springb.com.

Yeah, we have some coaching. We have some mastermind groups. We are primarily in the real estate space. We are going to do another women's event in November—we're just going to do it different. But we are excited about that.

And I would just say—or follow me. Just follow me.

I do have a lot of stuff we're building on the EXP community called Upgrade. That's fun. Now that EXP has launched co-sponsorship—you and I can do it together.

Heather Mansy (48:15.022)

Which is phenomenal—and I'm so excited for that. Literally, I'm so excited for that. Because it allows people to cross-collaborate. And it's like you just said—the wisdom of partnership.

Like, "I like what you're doing. You like what I'm doing. We're both up to stuff. How can that work together?" And maybe not every idea is perfect at its inception, but if you have great people, and they have similar, aligned visions—and like you said, the paperwork is aligned or whatever...

And the co-sponsorship thing just makes it so clean. And I think so brilliant on EXP's part.

Spring B (48:52.233)

It's such a game changer.



I was on a call earlier today and they're like, "What do I do here?" And I'm like, "Let's just all co-sponsor. It'll weave all of us together." And they're like, "I didn't even know that that's a thing." I'm like, "It's a thing. Let me walk you through it."

Heather Mansy (49:05.827)

Yeah.

Yeah. I 100% love that.

Well, I just want to say again how much I appreciate you. And it is so fun to have seen your rise—just the two snapshots in time. It was like 2018... 2024... I went, "Whoa."

And then—it was so amazing to attend your event. It is amazing to have heard you speak in front of thousands on stage. And to watch the crowd just explode. You always give so much more than the expectation, I think.

And just being in your world is so instructive. And it—yeah, it just gives me always more excitement for what is possible in my career, in the career of others, in what's possible in this industry, in all the other ways that—holding onto your coattails or just kind of watching you rise...

And just knowing that yes, women can have it all. You need to leverage yourself. You need to have good partners. You need to have an amazing partner in your home. And you need to be willing to take time for yourself and figure out how to hack that thing that is you—and program yourself.

And I think all of that is just extraordinary in you.

And so I want to thank you again so much, Spring. You are a phenomenal human. And I appreciate you.

Spring B (50:25.321)

Thank you. Thank you for having me. Thank you.

Heather Mansy (50:28.354)

You're welcome. Thank you to all of our listeners and watchers today. Please like and subscribe. And thank you again for joining our podcast, *Women Who Rise*.