

Girls Night #236: How She Does It: Behind-the-Scenes with HGTV Designer and Builder, Jasmine Roth

0:00:04 - Stephanie

Hey friend, welcome to Girls Night, where we work through life's biggest decisions and transitions together. I'm your host, Stephanie May Wilson, and I'm so glad you're here, friend. I'm so excited because today we're starting a brand new series on the Girls Night podcast. The series is called How she Does it, and in it we're sharing profiles of women that we look up to. Here's what I've been learning over the last decade or so.

Women, including myself, feel an intense pressure for their lives to look a certain way, and it can be, honestly, crushing. It's even more crushing to glance around at the women ahead of you and for it to seem like they're somehow doing it all without breaking a sweat. So that's what these episodes are here to help us with. About once a month, I'm going to have a woman come on the show and talk through the story of why she is who she is today. We'll hear everything from the pressures and pushback she faced to, what she's had to give up to be where she is today. We'll also talk about the things that she does do or, maybe more importantly, the things she doesn't do to make it all happen.

I'm so excited because our first how she Does it profile is with my guest, Jasmine Roth. Jasmine is a California-based designer and builder. You might recognize her from her HGTV show Help! I Wrecked My House. I've been following Jasmine and watching her show for years now and I absolutely love the work she does. In this conversation, you'll hear about her job as a designer and a builder, but you'll also hear about her time in corporate America, the areas of life where she's needed to ask for help, her battle overcoming mom guilt, her experience with going to therapy, her best tips for having success and so much more. My hope is that by hearing what life looks like for different women, and starting with Jasmine, you'll be able to see women who are living in beautifully unique ways that are all their own and feel permission to do the same. Friends. I am so excited for who you get to meet. Today. I'm sitting here with my new friend, Jasmine Roth. Jasmine, thank you so much for coming on the show. Thank you for having me.

0:02:06 - Jasmine

Oh my gosh, I'm excited to be here.

0:02:08 - Stephanie

This is so fun For women who haven't gotten to meet you yet, which I feel like that's not that many, but tell us who you are, what you do and a fun fact about yourself.

0:02:20 - Jasmine

Oh, okay, coming in hot with the introduction, I like it, I know, I know. So yeah, my name is Jasmine Roth and I think most notably people might know that I have a TV show on HGTV. I am

the host of a show called Help. I wrecked my house and I've had four seasons of that show it's my own show and two seasons of another HGTV show before that. So I've had six years of HGTV stardom, if you will. And yeah, I live in Southern California with my husband and my three and a half year old daughter and we spent our winters in Utah. So I'm in Utah right now, actually, okay, it's snowy here.

0:03:05 - Stephanie

I'm in Tennessee and it's snowy here too it is.

0:03:07 - Jasmine

It's snowy everywhere.

0:03:09 - Stephanie

Yes, it is wild.

0:03:10 - Jasmine

Yeah, and so I build houses. I was a home developer before I started my TV show and I do a lot of new construction builds actually outside of my TV show, because my TV show is mostly renovations. So, home design, home building, lifestyle, right, like everything that has to do with building your happy. It's kind of what I'm all about and what I have built my entire company around over the last. Well, I've had my company for 11 years now.

So, yeah, and then, okay, a fun fact, because how long you've had a company, that's not the fun fact. My fun fact I once performed an NBA halftime show, what? I was a performing acrobat for most of my childhood and I was on a team and I lived in rural Virginia, which is actually where I grew up, and we got booked to do a Washington Wizards halftime show and so, yeah, you know, when you go to the basketball game and the NBA and everybody gets up to go to the bathroom and have their snacks and stuff, and those people go out on the court and they do a show. That was me.

0:04:27 - Stephanie

In my head when you said that I performed a halftime show. I went please say juggling, please say juggling. I almost said it out loud. It's not, I mean, unless you're like a magic juggler, but like are you a gymnast.

0:04:42 - Jasmine

I was a gymnast, yeah, yes, and an acrobat is like person on person balancing, so it's a lot of what you see in cheerleading, but like minus the cheerleading right. So you're like doing a lot of tumbling and like the. You know, you see people stacked on top of each other and doing handstands and flying in the air and flipping and doing all that. So, yeah, that's my fun fact for the day Wild, that is wild.

0:05:05 - Stephanie

Um, I, okay, I'm so happy to know that now I'm like, I'm like knocked off course focused, stephanie. Um, so I'm so excited to get to talk to you today. We are doing something new. I kind of mentioned this. We were doing something new on the show that we've haven't done before but I've wanted to do for a really long time.

Um, we're talking about I want to do kind of behind the scenes the story um of women who are living in really beautiful and unique ways, and I want to do that because I think so many of us feel this intense pressure that we are supposed to be somewhere in our lives by a certain point or have like hit this milestone, or this is the way things are supposed to look, and it can be in really big ways, like I'm supposed to get married and have three kids to small ways, like I'm, my house is supposed to look like this, I'm supposed to have this kind of job, or I'm supposed to spend my day this way, and I think that when we can see examples of women living in all kinds of different ways, it helps us get more creative with our own lives, and then also when we see women who are succeeding and have six years of HDTV shows and an amazing company we picture like or we think well, she must be doing it all, and therefore I am like extra falling short, but I just know that that's not actually what's happening behind the scenes for any of us.

And so, um, I just have like a thousand questions to ask you to hear more about your life.

0:06:31 - Jasmine

Well, I'm honored to be included in that group of women because that's really cool, and I also can't wait to listen to the other women that you interview, because I mean, as much as it's nice to hear my own story, I love hearing from other women, and you know that's what this is all about, right? Girls night like sharing our experiences, figuring, figuring it out, because none of us have it all figured out.

0:06:55 - Stephanie

Yes, exactly, exactly I it's. I'm so glad to do this series because I find myself wanting to like, corner every woman I see and be like who takes care of your kids, and how do you pay for that? And like, how did you get to where you are? And who are you disappointing by being who you really are, and like all these. I have all these questions, so now we have a format for them and here we are.

0:07:16 - Jasmine

I think it's so fun because, honestly, I find myself cornering women and asking the same thing, especially so as an HGTV host. There are only so many people that have a job that is the same as my job and if you work for HGTV and you have a TV show, you're filming that show, usually where you live or you're traveling across country and everybody's geographically not near each other and like, well, HGTV will have an event where we're like all together. We'll have a big competition show or something where we're all together and I swear I use the entire time. I'm just asking okay, so how do you? How, how many hours a day are you working and how do you do? How do you keep your website up and where?

Who is watching your kids? That's always the question. I ask who the heck is watching your kids? It's a lot. And so, yeah, I'm totally with you on trying to like keel back that veneer, that social media perfection that we all see and we all do it right. It's fine and it's great, but that's not real life and there's no way. Nobody wants to see real life on social media and you can't, because then your whole life would just be posting on social media, Exactly, but I think that there is a lot that is left out, and I think it's the things that are left out that make us feel bad about ourselves, and so if we can clear the air and just be honest about how we're doing, then I think everybody can at least have a chance to be a little bit happier.

0:08:45 - Stephanie

Like that. That is the commercial for these episodes. I love that. Yes, okay, I'm glad this is making sense to someone else. I told you you're our first one, so Jasmine's our guinea pig. Tell me to start off with. Tell us about a time in your life when you felt stuck or lost or behind, or like you were falling short of expectations in an area of your life.

0:09:06 - Jasmine

I'm not sure I'm just kidding. Yeah, I think you know I've been posting a lot right now about my health journey that I've been on the last couple of years, and that has definitely been. I had a herniated disc in my neck Thanksgiving of 2022. So a little over a year ago now, you know a year and a couple of months, I just like couldn't move. And then I woke up Christmas day and I really couldn't move, and so this is a holiday centric injury, apparently, and I got my MRI. It was great, but truly you can't make this up. But yeah, and it was something that completely caught me off guard and it rocked my world. So I think you know that's something that I've been talking about a lot lately.

But leading up to that, motherhood has been the thing that I thought was going to be like it is on Pinterest and truly was not anything like that only because everything went different than I expected and I've been a person that's been so in control of my own life by adding someone else into that mix who doesn't follow a time schedule and doesn't have any point of reference as far as how things are supposed to go and really doesn't care because they're a baby. You know, it's really. It's given me a whole new perspective as far as what we can control, what we can't control, how we deal with stress and just letting go, because that's been the hardest thing for me. So, you know, I had my baby Hazel. She's now three and a half. I had her one month into COVID and so that was already just off the bat.

That was completely different than everything I had ever dreamt of, expected, thought of trained for, if you will right, you go to these birthing classes and all these things that you think are going to happen. You have your doula and your photographer and, like none of that happened. None of it. Not a single thing happened the way I thought it was going to happen, other than I had a baby, and that was the most important part. So really it was just that time in my life was really hard and it was confusing and it took everything in me to keep going and to figure out like what was next, and I think all of us during that time, you know we felt confusion, but adding a baby to the mix and newborn was definitely more than I had bargained for.

0:11:48 - Stephanie

Mine were born in November of 2020. And so I like, and so, yes, there should be a club. There should be. There should be a club when you think about your life in sort of and it might be Hazel being born, or like who you are as a mom, but when you think about your most your like, pokiest most recurring supposed to of like who you're supposed to be, like maybe it was the timeline in which your life was supposed to happen, or maybe it's like every woman in my family does things this way and I'm like sort of the black sheep in this way. What are some of those supposed to's, or what is that supposed to of what your life is supposed to look like?

0:12:35 - Jasmine

that comes out most, and it's a great question. I've spent a lot of time thinking about this. Right, we have these preconceived notions. A lot of times they're things we don't even realize. And you know, what are these limiting beliefs, things that we believe, that we just assume, we just take them at face value because it's something that's either always been in our life, it's always been presented to us in a certain way. It's something that maybe were we think is the way it has to be, and then randomly, one day you realize it doesn't necessarily have to be that way.

For me, my most recent struggle so I think you know, when I was younger and before I was able to start my company, I went to school for entrepreneurship. Undergrad it was a business major. I always thought I was gonna start my own company. That was my thing, and my dad was an entrepreneur. He had his own company and really instilled in me the beauty of working for yourself and I was like, oh yeah, of course I'm gonna work for myself. Well, I graduated from undergrad in 2008. It was a recession. Nobody was hiring and nobody was gonna start a company, like it was not happening. So that was really tough. You know, as young, I feel like a million years ago. It wasn't that long ago, but it was long enough. I was young and I was sad. I was bummed that I didn't get to just like leave school and start this super successful company and just like hit the ground running and instead I had to like go work for somebody. God forbid. But in retrospect that was the best thing that could have happened to me, because I learned a lot and I was able to take that experience and my time in corporate America and parlay it into a industry that I never expected to be in. I never thought I'd be in home design, I never thought I'd be in construction. It just kind of accidentally happened. But all that experience from you know, answering phones and sending emails and meeting with clients and traveling the country and doing all these things that I did as a consultant in corporate America that really gave me an edge in the construction industry because it wasn't what most people were doing at the time and still mostly aren't doing.

So I think that was the first kind of aha moment for me where I was like, oh, I have to start my own company right away, and then that didn't happen and then it was okay, another big one, and this one's probably more personal and less business related. But my mother-in-law is a stay-at-home mom and she always has been my mom, stay-at-home mom, and so when I had my baby and it was time to go to work, it's not that they weren't supportive, I think it was truly that they just didn't quite understand, right, because they hadn't had that experience. And so that was hard, you know, because I had to kind of advocate for myself and say, no, like I'm

gonna go back to work. And anybody that's had a baby and gone back to work, even if you love your job, it's still so hard and you have that mom guilt and you don't, it's hard.

And so to have to not only explain yourself to yourself and justify this to yourself and make it all better, but to have to like consistently, like, no, I'm going to work, like, no, I'm going back to my job, like she's fine, like, and my mom is, she was our nanny, like she was there with her, but still it was like, which made it easier, for sure, but still there was this kind of I don't know if they I know they didn't expect me to stay home, but at the same time I think they expected me to stay home.

You know what I mean. Like. So I think that was a really hard thing to overcome as well, and just consistently tell myself, like just because this wasn't their experience doesn't mean it has to be mine, and there are, trust me, I mean, there are so many benefits to being home with your children and I'm not saying that, you know, it's in any way something that someone shouldn't do, because I think there's so many great aspects to it. But I think that everybody's different and for some people that's the right answer and for some people it's probably not the right answer. I think for me, I found myself now somewhere in the middle right. Sometimes I work a lot and sometimes I'm able to pull back and be a little bit more at home with my daughter, but it's been a struggle and a juggling act.

0:16:55 - Stephanie

Yeah, I always heard people say mom guilt and I, oh, it's one of those things and I felt this way in like every season of life. Like when people say marriage is hard, I'm like can you be a little more specific, because like now, I'm just scared of getting married and I don't know. Like if you could just tell me a little bit more, it would calm my imagination and help me, like mentally prepare. I think a little bit. When people talk about mom guilt, I always kind of wonder the same thing Like what does that mean?

I think for me it's this feeling that like you're harming your kids by being away from them, like you're yeah, you're doing them a disservice, you're damaging them by being away from them, but like there's no, the thing that I've had to remind myself of and like really learn and practice is there's not evidence to that. Like there's not having other safe adults getting her getting to have a relationship with her grandmother that is so special, and like that's not. They don't need to be like literally attached to us all day, every day, in order to be well, and but that's like man, even saying that out loud is hard to. I don't know. There's like there's such a pull in the other direction, that it's even hard to say that out loud with enough conviction to really believe it, even though, like I know, it's true, but it's like you're convincing yourself and you're convincing other people all at the same time. Even if they don't even have that expectation of you, you still feel it.

0:18:26 - Jasmine

Right and you feel like a bad mom, like, even though you're not a bad mom. I think my definition of mom guilt is, you know, somebody said hey, what? What do you mean by mom guilt? Is that like, literally, physically in my body, I have this pull to be with my daughter and I want to be with

her all the time. And I don't know if that's a societal thing or actual, like an out of me thing, like biological thing.

But what happens is is anytime that I'm away from her, I feel like I'm doing something wrong and, of course, like you said, you're justifying, you're saying I'm not doing something wrong, like she's with her grandma. I think I just drove away from the house. I've been gone for 10 minutes. I'm going to the store to buy food that we all need so that we can be healthy and eat, yet somehow I feel bad about going to the grocery store, like that can't be right.

So mom guilt to me is an illogical.

You know it's just not based in any sort of reality, but it's something that it just happens and every person I've spoken with who has gone through that, every person has gone through this, that's had a baby, and it's on varying levels and in different ways.

But yeah, for me it's kind of like everything I do is wrong and that's a really crappy feeling, especially if you're not used to doing things that are wrong. Right, I'm a I know you would say this all the time you're a people pleaser. Right, I am a people pleaser, but I'm also one of those I'm like a teacher's pet, like I may not be a people pleaser, like I don't mind bucking the system a little bit, but at the same time, I want to be in people's good graces and I want to be the best at whatever it is I'm doing. And so to drive away from my house to go buy groceries and have this feeling in the pit of my stomach that I'm doing something wrong, even though I know I'm not doing something wrong, that's hard and that's mom, go that is so well said.

0:20:22 - Stephanie

That is so well said. We're talking about a couple of different things here. We're talking about the fact that your career didn't start the way that you thought it would, the way that you wanted it to. Yeah, I'm graduating in 2008,. I graduated in 2010,. But my husband graduated in 2008. And it's like it just changes your. Who you thought you would be when you came out of school is the landscape. I mean, it just is like totally different terrain. What did you? But then we're also talking about working and not being a full-time stay-at-home mom. When it comes to your career and being a mom, how have you figured out like sort of a way that those play together that works best for you? What does that look like?

0:21:10 - Jasmine

It's a moving target and I mean this is going to sound cheesy, but I do practice gratitude. So I'm one of those people where, like the minute I start to feel down on myself like, shoot, I just graduated from college, I worked my butt off, I have debt, I thought things were going to go this way. Now they're not. What was me? I mean that for me doesn't last very long, because I flip that right on its end and I snap out of it and I say you know what? I got to go to freaking college, like what an opportunity, what a oh my gosh, how privileged am I to have even graduated from college and to have the sadness of maybe it not going just the way I planned it. And I think so. Like the minute I flip things on its end, like that it really helps me through a tough time. It gives

me that perspective to kind of say, okay, well, what's next? Like how can I take the opportunities I've been given? How can I take this privilege I have? How can I take whatever it is?

That seems really sad and you know maybe not how I planned and use this and grow, and so I've done that kind of at every turn of my life, and it's hard sometimes, right? Especially COVID, that was a couple of years in there, where it wasn't just new moms, it was anybody. I mean. Every single thing changed, and it was some days, really tough to find that silver lining, and I think you know that's what it's all about, though, right, it's figuring out how to have gratitude, how to feel thankful and gracious and use that to move forward through no matter what it is that we're up against, and so, like being a new mom and trying to figure out okay, I'm upset, right, because I have this mom guilt. I'm not sure that I feel like I'm letting everybody down. Right, if I go to work, I'm letting down my daughter and letting down my mother-in-law and letting down my mother. They're going to listen to this and be like I don't feel that way.

0:23:27 - Stephanie

I know it's less than a long go. Of course they don't.

0:23:29 - Jasmine

Yeah, and then you know, if I don't go to work, well then I'm letting down my film crew and my construction crew and my whole team and all the people that I could be helping and building houses for and doing all these things.

And so You're a family, and your finances like yeah, and myself, yeah, exactly, providing for my family, being a role model for my daughter, but also myself, right, like that is what brings me joy and happiness and fulfillment in a way that being a mother can't. I'm not saying it's better or worse, it's just different, right. And so I think you know, trying to navigate this, I'm always wrong, I'm always doing something wrong. Space Gratitude has been the way to find that happiness and say you know what this is a good problem to have. I have a beautiful daughter that I want to spend time with, right. I have a husband that I actually like and he's my best friend and I want to spend time with him, and my mother-in-law and my mother are so involved in my life that they care about what I'm doing. How lucky am I, you know.

And so being able to take your trials and your woes and you know the things that are stressing you out and flipping them on their end is, it's, a skill. I think it's something that takes practice. So when people say, oh, I'm practicing gratitude, I mean it sounds so like California, it sounds so like goofy, but it's a real thing. And if you can do it in small, incremental ways, suddenly you have that skill set to use it when, like, big things in your life happen. I love that.

0:25:03 - Stephanie

I love that. I want to back up a little bit, because so I know that things didn't like. You went and did consulting after college. How did this whole progression of like? How did you get into construction? How did you get into TV construction? How did like what? I have no idea. I'm kidding.

0:25:28 - Jasmine

What does the progression of that look like? So yeah, my story is like a happy accident type of story, but also like a lot of manifesting. So I was, I went to a co-op school. I went to Northeastern University for undergrad in Boston, and what a co-op school is is, instead of doing like internships while you're studying within your major, you actually go and you do like six month work stints. So you're not going to school, you're just working and you're getting paid, which is really cool, and so when you graduate, you have a year and a half of experience in your major. Also, I should be hired by Northeastern University because this sounds like a commercial, but no, it really is that cool. And so, like I do everyone's like I should have gone there. Okay, I do believe that you know again, like graduating in 2008, it was really hard, but at least I had that experience. So, one of my co-ops, I became a real estate agent. I got my real estate license. I worked in a real estate office in Boston. I did mostly rentals for, like, my sorority, sisters and friends, but I did sell some condos as well in Boston and like it was fun and I loved it. It was, I loved the hustle. I loved the, just the idea of helping people. I loved real estate.

But you know, after school my license was in Massachusetts and I moved to California, so didn't do anything with real estate other than my husband and I his parents had. They said, hey, you know, we had been renting right for years and years. And they said, hey, we will help you guys with the down payment on a house. And we were like that's amazing. So we were looking and we were always looking, and we were looking for a while, like a couple of years, because real estate in California is exorbitantly expensive, and we were like, well, we can't like, oh, we don't want to have to like, get in the car and drive to the beach. We want to build around our bike to the beach, we want to walk to the beach. So, yeah, we were being picky and real estate is expensive.

But his brother actually lived in a home that was built by a local builder in town and so we ended up talking to this builder and he was like, look, if you buy a piece of land, then you can clear the land and instead of building one house, you can split it. This is just how it works in our city and you can build two houses and then you sell one of them and it offsets the cost of the house that you then own. And my husband and I were like, cool, let's do it, you know. So, instead of like moving into a house, like his parents were like, oh geez, okay, go ahead, you guys, you know. No, they were actually very supportive and we did have to get a loan in addition to, you know, the money that they had said that they would put towards our home, and it was a really big project. I mean millions and millions of dollars, because we're building two multi-million dollar homes on a piece of land that's three blocks from the beach in Southern California. So it was ambitious.

But we were young and we were just like, yeah, let's do it. We were both also working full time in corporate America. How did you get a loan that big? Is that like a thing it's? I mean, now it's not, it was then. Yeah, and we and his parents they had to, they had to vouch for us. They were the signers on it. So not only did they help us with the down payment, they also were the guarantors of our loan. So a lot of faith, yeah, a lot of faith. They also knew the builder and they were familiar with the area and they were super supportive.

I mean, in retrospect I'm like dang, like would I do that, like if I was the parent in that situation, like I don't know? But we really seem like they can pull it off. I don't know so, but they believed in us and that was probably half the battle right there and it was also, I mean, we. It was a big risk, but it was also a really big responsibility, which was good, I think, for us at that time.

Like you know, it's easy to get lost in your early, mid, late twenties and to have that project going, I think, gave both of us a lot of purpose and it filled our time and it was helpful. We also learned a lot and I say we, it was mostly me. My husband, he works for his family company and they own a staffing company, so they're doing full time and part time employment for companies all over the United States. So together we both were working all the time, and so trying to figure out a time to work on our house was hard, and so I kind of took it on in my spare time and started making sacrifices. Right, maybe I, maybe I'm not going to go remember, we're young. Maybe I'm not going to go play that flag football game, maybe I'm not going to you know, go out with my friends or go to the girls night, or whatever. It might be that I was like starting to see oh wow, if I can, I can only do this if I give up other things that I want to do, and I think that was a good early lesson.

But anyway, so fast forward, and we were two years into our project. The houses were framed and we were completely stalled and we couldn't find a designer that we connected with, and so that was hard. It was also it was also the you know, again, it was a recession. It was 2010, 2011. And so most small designers had gone to work for big companies or just like gone out of business.

At that point, most new construction was completely halted, so it was just a weird time to be building a house, and so we I ended up doing the design myself as much as I could while I was working full time, but we were stalled completely. I was just I didn't have enough time, I didn't. I couldn't go pick countertops and I couldn't. I couldn't go pick countertops and I couldn't, you know, choose cabinets and do all these different things. So I ended up leaving my job and I gave my my notice and two weeks later I was on the construction site and I just started managing the project.

And by managing, it was really more like learning, but taking the organization skills that I had from corporate America and applying them to the construction industry. And so, yeah, and that team, like that team that I've worked with, day one of being in the construction world, I still work with them. I still build houses with them regularly. There's still a lot of them are still my. I call them my guys. You know they're still my guys and I knew nothing. Right, I went in and I told them as much I was like you guys, I know nothing. And now they, we still work together and the roles have reversed a little bit.

0:32:20 - Stephanie

That is so I love that so much, and I feel like I had kind of a similar moment, both my husband it's a long story, but we got into our own businesses way sooner than we thought we were going to and it was easier to take some risks, I think.

Or we, we said at the time our sort of consolation prize in taking the risks that we did was like, well, we don't have kids, we don't have pets I think we had like a houseplant at that time, and so we're like, really, what do we have to lose? I think, um, in some ways I want to know if you agree with this In some ways, now that I do have some house plans and two kids, I still don't have any pets, but I still feel like there's something to be said for taking the risk, because if really things had gone totally awry, you would have noticed and you would have done something different, or you would have tried to get your job back or tried to get a different job. I don't know. I think that maybe it feels like we're about to fall off a mountain, but maybe it's more like a curb. Do you feel like you would take? Do you still take big risks even though you have, I guess, more to lose now than you did back then.

0:33:40 - Jasmine

I think that it's measured risk that I take and I think it's always been measured risk. I think you're right A lot of the times, the things that we think are these really big, risky endeavors. Again, if you take a step back, you're like wait a minute, how risky actually is this? Yes, we're investing millions of dollars in this case, but the land's not going anywhere, the beach isn't going anywhere, so, either way, the land value alone, that's not going to change. And say we frame the houses and they burn to the ground. Well, we have insurance. So as you start to break it down, you're like, okay, well, actually, what's the problem? Why wouldn't we do this? We can build two houses and if we don't know how, we'll find somebody that does or we'll learn. And so I think what it is is betting on yourself and having that confidence to say wait a minute, I am a competent, resourceful person and I can do hard things. And this seems really hard. But let me break it down and see if it's actually that hard or if it's maybe just unique.

0:34:58 - Stephanie

Okay. So what happened? I just hang on. We just got to sit with that for a second. I love that. Is it actually that hard or is it unique? What happened with the houses? So?

0:35:10 - Jasmine

the houses were built and I learned so, so much. It was wonderful. I got to do two different design styles. I got to invent two different design styles and really spend every single day just learning. And so the houses finished in 2012.

Right at the end of 2012, we moved in in 2013 to our house and I put the other house up for sale by owner. I mean, I knew how to sell real estate, so might as well. We sold it and I was sad when we sold it because I was like wait, my project is over. What do I do now? And I learned so much from that first project. We made mistakes.

It took three and a half years to build what should have taken about a year. We spent money on things probably shouldn't have spent money on. We didn't spend money on things we should have spent money on, I mean, but at the end of the day, we paid the bank back. We owned a house for a fraction of what we would have paid at full retail and I was able to prove that I had what it would. You know, I was able to prove that I could do that, that I could build houses, that I could design houses and that, even though it wasn't necessarily my area of expertise, I was

going to work my butt off and I was going to make it happen. And so I took a small amount of that money that we made on that other house and we I found family investors again and we got a new loan from the bank because we had paid off our other one. And they were like, yeah, y'all did great, here's a new loan and that was a great relationship to have.

And I kept it going. I bought another piece of land, I built two more houses. I bought another piece of land, I built two more houses and I just kept doing that until I had enough of an investment pool of profits that I could drop the investors or lower my line of credit from the bank. And yeah, and with that, other doors opened, right, because I was learning so much, I was doing so many different projects, and I started taking out clients for free. I didn't charge anybody, I couldn't. I just I didn't have it in me. I was like I didn't go to school for this, I don't know what I'm doing. But what I realized was is that I didn't know what I was doing. I knew a lot. I just didn't necessarily have that technical training, but that came with years of practice and experience.

But, yeah, I started taking clients and my clients got bigger and bigger and my projects got bigger and bigger and at some point, I used blogs all the time. I used Pinterest all the time. It was a consumer of content and I loved it. And magazines oh, I love a good magazine. You open it up, you're thumbing through the pages, if you will, and I realized that I wanted to be on the other side of that and I wanted to give back to this community of creators who had given me so much, because when you don't go to school for something and you have that doubt, that's always saying oh no, you may know what you're doing, but you don't really know what you're doing. What I used to get past that was a community of creators and people that were putting information out there, so I could read a blog post and I could study it and I could dig in and say, ok, what color paint is that? Or what countertop material is that?

And I realized at some point I had enough knowledge or I was doing things that were different and unique and novel and that I could share what I was doing and that maybe would help somebody else.

So I started posting. I started, I don't know, I made little videos. I redid a condo in Utah in the middle of a blizzard by myself. I was like I made a blizzard and somewhere on YouTube I don't know I even need to find that yeah, and so I started posting and eventually a production company there was a junior development producer that was looking for new shows and I had put hashtag beach build on one of my builds and HTV had just they'd been in a development meeting and said, hey, we're looking for shows that have to do with beach builds, and so that's how they found me hashtag beach build. And the rest is history in the sense that I've now, you know, pendulum swing full, full pendulum swing to the other side. I love putting content out there. I take photos of everything, which I've always done, but photos of everything. I love sharing sources and resources and just trying to take this knowledge and help other people feel confident in their skills and the things that they may be interested in but didn't go to school for.

0:39:55 - Stephanie

I love that so much. What's something that you this is my favorite question to ask, because it's like a hard question to answer, but it's a good question. It's a question that we should all answer

what is something that you are really, really proud of? Not something that, like, you'd readily post on Instagram, but something that, like, you maybe would only tell your mom because you'd feel like almost embarrassed to brag about it. Or something where you were like, oh my gosh, that's so cool. Like, maybe it's not what someone else put up, that was the coolest thing, but it like really meant something to you.

0:40:32 - Jasmine

I think I am. I come from a family that suffers from a lot of mental illness, a lot of addiction, and I have a very maybe unexpected childhood story which I haven't shared yet and I would like to share at some point with you, know, with everyone. But I think being able to sign myself up for therapy and speak with a therapist and be open to that and then also setting healthy boundaries within my immediate family, my extended family, it's been the hardest thing I've ever done in my life and it's not something I talk about very often, but it's definitely something that, personally, I know is the reason for my success.

0:41:31 - Stephanie

That's really cool.

0:41:34 - Jasmine

It's really hard, to be honest. I mean, this is something that has taken years and years and years, and years, and years, and years, and years, and years, and years, and years, and years, and we'll take my entire life to hopefully figure out. And I think it's something that anytime I sit and I chat with my girlfriends or anybody really, we all have these challenges that we don't really talk about, right, unless you have like that as part of your rhetoric for some reason, which most of us don't. We don't just like oh hey, how's it going Well? I had a really rough time with this member of my family and I've decided to set a healthy boundary, but it's hard because they don't respect it and you know, like that's not, that's not how we interact as humans. We're like oh, I'm good.

0:42:20 - Stephanie

How are?

0:42:21 - Jasmine

you so, oh, the weather you know. So I think you know being able to, being able to set those boundaries and stick to them, and not it wasn't that easy right, but over years and years of practice and trying to figure out what the right way to go about dealing with tough situations within a family unit. It's taught me a lot and it's something that I'm proud of. And it's not a perfect science, for sure. But I think that you know, as far as like personal growth goes, that's been the hardest but also like the most rewarding part of my personal growth.

0:43:01 - Stephanie

Thanks for sharing that. Yeah, switching gears just a little bit, but we know this. People always, always look at successful women and say things like wow, I don't know how she does it. Like, how do you do it all, how do you balance everything? And I know from being a person and from

getting to talk to so many women that, like nobody does it all. It's not a thing. That's not real. If you are succeeding in one area of your life, it is going to cost you in other areas. And so what does that look like for you? In order to be Jasmine Roth, what are you not doing? Or what have you, I guess, outsourced or just given up on?

0:43:47 - Jasmine

Yeah, Honestly this is easy for me to answer because I spend so much time thinking about this. This is truly probably my biggest job, and what I mean by that is I am constantly juggling, and as all of us are, but there's no way to accomplish as much as I've been able to accomplish without this meaning the juggling act being the number one priority. And so really, I mean, there's so many different ways. There's so many ways I can answer this question, but I think about this all the time. I'll just start by saying that. The second thing is I spend a ton of time scheduling, organizing, just trying to figure out how we're going to get all the things done that need to be done and not lose our minds in the process. And then, in addition to that and a lot of that has to do with teamwork I am a master delegator. There are a lot of things that I like to do myself and I am very hands on. But on the flip side of that, if I once I trust someone and once I feel like someone can do something better than I can, I have no problem handing that task off to them, especially if it's something they enjoy doing, and so building a team of people who you know, I can really focus on their strengths and find out okay, this is their strength, this is what they love to do. Then I don't feel we're back to that guilt. I don't feel guilty handing off my bookkeeping to my bookkeepers and my accountants, because they love it and I do not love it. It is awful, and I tell them as much, but it took me years I mean probably 10 years to find really great bookkeepers that I was like, oh, okay, we're finally clicking, and it took such a weight off my shoulder as a business owner. So it's things like that, right, and that goes across the board, right. I mean I'm not going to paint the walls of the house because I don't have time to do that, but I also am not going to just hand it over to any painter. So, building these teams of people where I'm like, okay, I've got this list of painters, I've got, and that goes. I mean I've got film crews, we have builders, we have subs, we have trades, we have I have amazing artists that I work with and stylists and designers, and I mean the list goes on and on and on. And that's just my professional life. And then you go into my personal life and it's the same thing really. It's people I can trust. It's people that are going to do a better job than I could probably do, and in all different ways. Right, I stopped cleaning my house years ago and it was one of those things I was like I love cleaning my house.

I really I did, and it was something that I got a lot of fulfillment out of. I liked that just physicality of it. I liked the whole thing. But there came a time where I was like, okay, I'm spending eight hours a week a solid eight hours cleaning my house. That could be put to so many other endeavors. I'm going to pay someone to clean my house, and that was like a big step, right. So I mean, that's a small example, but there's so many other things that it and I found someone who is lovely and she helps us so much and she loves it, and so to see someone who loves what they're doing, it makes it a lot easier to pass that task and delegate that task away from yourself.

But I think with that, too, is this balancing act that you mentioned, where nobody can do it all, so you have to choose, and I think I mentioned back when I first graduated from school and I took

on this huge project, was kind of my first like, oh shoot, I have to choose. I can be like everybody else and be out at the bars until midnight or go into the gym six times a week or whatever it is that all my friends were doing. Or I can do something unique and different and build these houses, which none of my friends were doing. But with that comes that sacrifice and the things that you are giving up. You have to be aware of that and willing, otherwise you feel like you've lost yourself. So I mean, in my life right now it's different, right? It's an ever changing cycle of things that you're giving up and sacrificing and reevaluating. What are your priorities? Like, having a TV show means that I spend six months a year filming and it's all consuming and I work a ton. It takes away from my family time. It takes away from my ability to run my own company. It takes away from my time for other projects. It takes away from time I might have with friends or to travel. I mean the list goes on and on right. And so I know that and my whole family knows that and all my friends know that.

But I think in my personal life, the things that I've given up the most, a few years ago I just stopped drinking alcohol together. That was a big one. Not that it was something that I needed or anything, but it was just a kind of a social. That's what we do. We go to dinner and we celebrate. So I'll still have like I'm like an intentional drinker, right, I'll have like a sip of champagne, but I just didn't have time. I didn't have time to not feel good, I didn't have time to waste on not being in the right headspace or any of that. So that was a big one. I think socially it was a big one. It took a lot for me to get over it and I'm fine now, like I'll go to a wedding and not drink any alcohol, which for a lot of people would be like worst case scenario.

0:49:37 - Stephanie

It depends on how many people you know, though it depends on how awkward the wedding you know.

0:49:42 - Jasmine

For most people, a wedding is like an open bar is kind of necessary. And my first wedding that I went to and I didn't drink, I was like wait, I just had so much more fun. I remember everything. I feel great the next day Like I don't know, I just had a lot of fun.

So that's been a whole lifestyle change and that was a big thing to give up. I think the other thing that I've given up, or at least that has changed so much for me, is just the amount of time that I'm able to spend with friends. And you know, your circle gets smaller and smaller and smaller, and I think that happens with most people as they get older and they have kids and their careers are more demanding. And then, obviously, with the pandemic that happened to a lot of us anyway, can only zoom with somebody so much before you're like, all right, I'll see you in a few years, yeah, yeah, but no, I think you know that's been, that's been a challenge and it's been something that I've dealt with sometimes not gracefully right where my best friend is my husband and that's an amazing trust. Again, I'm so grateful and we spend a lot of time together and we're able to travel together.

But outside of that, you know who are the people that when I have a free second I'm going to call or I'm going to keep in touch with, and how much can I give of myself where it makes sense.

Like am I going to buy every single one of my friends kids a birthday present every year, when I don't even have time to plan my own daughter's birthday party? You know, like how much do you actually do and how deep do you actually go? And so that's been a challenge, as you know, as a new mom, trying to figure that all out, because there's really so much time in a day and you can only do so much. And I think you know, also just understanding, that, like friendships and relationships, they change and they evolve and that that's okay and that it's normal, because it took me a while to realize that yeah, a thousand percent.

0:51:37 - Stephanie

I love that answer because I mean, I can relate to so many, I can relate to so many of those things and figuring out things like that. It feels so bad to not be able to buy birthday presents for the people that you love, for the kids that you love. But you're like no, but really like my girls' birthday was in November and I'm like I have no idea what we're doing for that. Like I don't have a perfectly like minted decorated birthday party, all plans. Like I don't, I don't have a clue, it was a game time decision. Like I got it together that week and so, out of all the ways that I felt like I was that I, you know, I all the balls that I feel like I'm dropping, I don't know, at some point, like the balls that you drop start to get more and more important. But it's because the ones that you're keeping up are more and more important also, and it just it is a like you really have to make that calculation. It is.

0:52:34 - Jasmine

And that it is. It's a given to take, and I think you know prioritizing is something that's so powerful being able to. I'm a big list person. I love a good list. I mean to the point where I'm like a huge nerd, but I do. I love a good list and I've used them in so many different ways or my career or my personal life.

But it sounds cheesy and I know it's not for everybody, but for me what works is literally writing down all the things I want to do and then putting them in order.

Usually there's about like 10 to 20 to 30 things that fall to the bottom of that list that I have to then accept just aren't going to happen. That sucks, it is not great, but I think with that planning you're able to at least manage expectations a little bit more and it takes the sting out of it. So like, for example, if my friends are going to Mexico for my friend's 40th birthday and I can't go, right, if I can't go, at least I'm able to know that ahead of time and it's on that list of all the things I want to do and I can accept it myself. Which you know is what are you going to do? You can't go, but also like then I can at least share that with my friend and be like hey, I just want you to know, like I really did try, or like here's the reason, or like please don't hate me and also just kind of keep track of you. Know, you can only be a bad friend for so long, so let me get up to you the putting them in order thing.

0:54:10 - Stephanie

Like I think that that's something that I've gained a lot of freedom from and I still have work to do, like one putting things on a list. My one of my best friends just got her degree and got her master's in counseling and so I get to learn like second hand all the stuff that she's learning, but

she's. She talked about how there's actual now I'm going to mess it up but like there's science to the idea that writing things down, actually getting them out of your head, lifts stress off of you.

0:54:41 - Jasmine

Oh, for sure.

0:54:42 - Stephanie

I'm like, I love that. I mean, I felt that, but knowing that, that's like, that's a real, that's a real thing. But putting them in order. You have to do that, otherwise you're like, well, I'll get to all of these, but like, and you just can't. And so, by putting them in order, you're figuring out how do I make space in room for the things that actually absolutely have to happen? And then, yeah, how can I start to make my apologies or you know, whatever I need to do for the things that make my peace with. The things that aren't going to are going to happen.

0:55:16 - Jasmine

Yeah, and I think there's different seasons to right, like, sometimes literally on my list I will write shower, I need to shower. Like that's ridiculous, I shouldn't have to write down that I need to shower on a list, but that's what it takes sometimes. And then sometimes my list are all these like big, like travel to Europe, like you know, like these big, momentous write a book. So I think you know, taking, taking this listing with a grain of salt. I'm realizing that, like, we all go through different stages of life and sometimes the things on our list will be enormous, life altering, you know, accomplishments, and sometimes the things on our list will be the opposite of that and it'll just be to shower and that's OK, right. And so I mean I talk about building, building, you're happy, right.

That's something that I've kind of I revisit on a daily basis. What does that mean? And building happiness to me is just that it's the big things and it's the small things, right. So the big things, you got to do them and you want to do them, but it's also realizing that that's not going to necessarily make you happy and it's celebrating all these little small wins.

I took a shower, yeah, way to go, you know, check that off the list. You know it's celebrating all these little wins and not giving yourself a hard time about it, right, knowing that sometimes our list is literally going to be Take a shower, grocery shop, maybe, get my nails done, maybe, right, and sign my daughter up for school and pay the bills and like these things that, like you, do not want to put on a list because checking them off just feels Not, it just doesn't feel important, but at the same time, it is important and instead of giving yourself a hard time and not putting them on a list, letting them all float around in your head and make it crazy, you put them on a list, get them done and you celebrate. You celebrate that shower.

0:57:11 - Stephanie

You celebrate that shower. Oh man, I relate to that on such a deep level. Jasmine, I could sit and talk to you for literally ever. I wanted to ask you one last question, and that is what is the best piece of advice you've been given, and can you kind of pass it on to us?

0:57:35 - Jasmine

I always have the same, I always have the same answer to this question, because I've actually been asked this question quite a bit and it's funny because it's it's actually advice that was given to my husband from his dad and it wasn't even given to me but I like took it as my own because he was like, oh, my dad's bothering me again. He wrote me this weird note and I'm like what is it? What does it say? So one of the bits of advice that I really liked from we were in business school, undergrad business school, and his dad owns business and he was telling his he was telling us about some of the best advice he'd ever been given.

And one of the bits of advice that he gave us when we were thinking of starting a business is make sure that, no matter what you do, it's scalable, meaning it's not just you, it's not just a one time thing, it's not just something that is going to be small potatoes. Basically, that doesn't mean you don't start there. You can start there, but you have to be able to scale it. And that has been hugely helpful in my career as I've built my business, as I've thought through things, especially because on paper I think it looks like I'm like a one man band over here.

I'm a one woman show, but really being able to take whatever it is that I have to offer and scale that on a greater scale, how can I get, how can I do things for the greater good, how can I get this to the masses, how can I scale? This has been an interesting way to approach business. And then the other piece of advice that I really like that I got from one of my professors in school was you start every business plan with an exit strategy, meaning how is this going to end? And that is powerful, because that kind of rocked my world. I was like, oh, nobody thinks about business that way, and so that's something that I always think about as far as like some of the best advice I was ever given.

0:59:37 - Stephanie

Jasmine, I thank you so much for making the time and for sharing your story with us and I just sharing your life with us. You are just amazing and I'm just so glad to have gotten to have this time together. So thanks for coming to Girls Night.

0:59:53 - Jasmine

Well, thank you and thanks for the chat. I love talking, and so it's just been really nice to be able to talk through some of these things that so many of us are going through.

1:00:06 - Stephanie

Friend, thank you so much for listening to today's episode. I cannot tell you how much it means to me to have you here at Girls Night Before we go. There's something I wanted to make sure to share with you. Now, I don't know about at your Girls Night, but at mine. My friends and I are constantly recommending things to each other. Girls Night are where I find out about great books, a new taco place and a great new pair of jeans. Actually, at my last Girls Night, I asked for a dentist recommendation and, of course, my friends had a good one. So I love that we get to do that here in our online community too.

Also, because I have a podcast, I always have companies reaching out to me wanting to give you guys discounts and freebies. I've said no for years. The whole influencer thing makes me a little uncomfortable, but then I realized what am I thinking? Friends don't let friends pay full price. So if I can get a promo code for something I already love and pass it on to you, you better believe I'm going to do it.

So because of that, I recently created a favorite things page on my website, full of the tools, resources and products that I personally use and love, as well as every single promo code that I can get my hands on. It's also a gigantic list of our past Girls Night sponsors, as well as my favorite business tools and baby gear and self care products and home decor. On the page you'll find links to my living room couch and the softest link in the world and the shoes I wear every single day and the travel credit cards we use, which is how we've managed to go 10 years without paying for a single flight. This took me months to put together, so I'm so excited to share it with you. To check out my favorite things page and all the promo codes I have to share with you, just go to [StephanieMayWilson.com slash favorites](https://StephanieMayWilson.com/favorites) Again. That's [StephanieMayWilson.com slash favorites](https://StephanieMayWilson.com/favorites). Friend. Thank you so much for listening to this episode. I'm so happy to have you here at Girls Night and I'll see you next week.

Transcribed by <https://podium.page>