



THE LANDGEEK

The Secret Wall Street Doesn't Want You To Know
An interview with Damion Lupo

[Announcer] Welcome to the Best Passive Income Model podcast with Mark Podolsky aka the Land Geek. Listen in as Mark has unscripted, free-flowing conversations with real estate and business experts. Discover why land investing is the best passive income model, as Mark challenges each guest to think of a better passive income business. Learn about strategies, skills, and helpful tips that will help you grow your passive income through land investing today.

Mark: Hey! It's Mark Podolsky, the Land Geek, with your favourite niche-y real estate website, www.theLandGeek.com. And today I'm really pumped because my guest is really kinda like he's kinda superhero-ish, he's got multiple black belts, multiple books he's personally built an 8 figure real estate empire in his 20s. He's living off the beach, he's literally like off the beach. He's like "Okay, I look down and the waves are slamming off the beach, near my house." He's kinda Tony Stark-ish, I guess, and kinda a superhero. I had to say it like after talking to him for like 2 minutes I completely envy everything about Damion Lupo, but because he's a multiple black belt, I'm not gonna mess with him. Damion how are you?

Damion: I'm great Mark. It's great to be here. Thanks for having me.

Mark: Thanks for taking the time. Fact is I didn't ever know anything about you and I'm at one of our bootcamps and John Burnett comes up to me. And John Burnett's been in the financial services industry for like 40 years and he comes up to me with this book and he's like "Mark..." he's got this southern accent, he's like "Mark, you gotta read this book." I'm like "Who's Damion Lupo?" He's like "Mark, don't ask questions just read the book." I'm like "Okay!" So I take the book and of course I'm busy during the weekend, I don't read it and he e-mails me he's like "Mark, did you read the book?" I'm like "I haven't had time to read the book yet John." he's like "Get Damion Lupo on your podcast." I'm like "Fine, I will do that." So I get Damion Lupo on the podcast and then I find out he's like the renaissance man of like life. Damion Lupo how does this happen?

Damion: This happens when you start throwing mud in a lot of different directions and you run really really fast right out of the gate when you leave your home at 17 and then a lot of stuff starts to happen that shouldn't really happen. And you wake up one day 15 years later and you go "Wow, what the hell happened?" But kind of amazing. So I think it's moving fast and not listening to any of the rules and pretty much making up your own rules and just going for it. So that's sort of the end result and the process but that's what happened for me.

Mark: Okay so let's go back, you're 17, you leave home, what's the first thing you did?

Damion: First thing I did, and this is one of the things I recommend everybody does, go do something unorthodox. I'm in school, in my dorm, and I started a business. Like with a lot of these guys did. And it was because I went to a seminar, like one of your bootcamps or you know one of these different programs. I went to a seminar and I started selling collage scholarships and coupons for people to save money at the grocery store and it was a massive flop, but it was a great experience to start something and get going and taking action and then stumbling around and start learning what I didn't know. And that was the first business and it was the first business out of Alaska where I grew up. Since then, I've had more than 30 businesses and companies but that was the first one. That was definitely the first big mess.

Mark: Wow! Wow! So 30 businesses and companies, you must have a lot of discipline with multiple black belts. [laughs]

Damion: [laughs]

Mark: So what's the Damion Lupo discipline right now? I mean do you sleep 2 hours a night? I mean what's going on with you?

Damion: You know, it's funny, because now that I've moved out to, you mentioned the beach before. I moved out to the beach a few months ago. I'm here in California and I literally get up between 4 or 5 in the morning and start my day and it's the power is in having this 2 or 3 hours where there's total silence and it's a great space to create and plan and then go out and do whatever it is you're gonna do, conquer the world, create wealth, all that kinda stuff. So that's the rhythm that everyday starts with now and of course, some intense coffee because it keeps you focused and vibrating at a strange new high level.

Mark: Yeah, yeah I mean we're definitely the same in that respect, for sure. But

you're not doing the bulletproof thing? I'm doing the bulletproof thing.

Damion: You're doing the bulletproof thing, I'm looking for the next level of bulletproof. I'm trying to figure that out

Mark: Okay, okay. So let's go into real estate. How did you build an 8 figure real estate empire in your 20s? What was your strategy?

Damion: : So this is part of me being ADD, I had an insurance agency when I was 20 years old, this in the late 90s. And I decided... I read this book called "Rich Dad, Poor Dad" and I saw an infomercial on a late night 2:00 in the morning kinda thing and I went "You know what, that sounds really cool and I could do anything I wanted. I could make millions of dollars and there's a lot more rules inside my insurance agency.

Mark: Right.

Damion: So for what I could and couldn't do. So I got excited and I had a buddy in mind that brought this deal to me and he said "Hey I found a house, you finance it, and I found the deal!" and I said "Okay, so we're going to be partners," and I literally, my first deal was December 30th, 1999 and I went to the closing and paid for this house with my Visa card.

Mark: [laughs]

Damion: ...taking over a lady's mortgage and putting up the money for back payments and stuff. So Visa and I Were partners and my buddy abandoned me and i ended up remodelling this thing and learning about electrical by electrocuting myself and learning about roofs and roofing by falling off the roof. And I basically learned by being in the middle of all this stuff. And figured it out and I started going to a lot of seminars and deploying tactics and taking action because a lot of people that were going to the seminars were doing the opposite they just loved the juice but weren't really doing anything.

Mark: Right.

Damion: And that's the classic mistake people love the juice of the experience. I took it to a different level, I was going out and doing stuff. The funny part was I remember 4 months later, I purchased 3 houses and I was dinking around and wasn't really selling anything. I wasn't really returning phone calls from buyers. And I thought, "I should probably figure out where I'm at financially." So I did this sheet, this personal financial statement that you get in the [Cash Flow Game](#) that Robert Kiyosaki has and I did on my own self and I realized I was about 30 days from bankruptcy and I went, "Oh crap! This is a problem," So all of a sudden I was returning phone calls from the ads I've placed for people to buy

my stuff and I bought 8 houses in the next 30 days and just watched from there bought another 50 houses over the next 18 months and just went nuts.

Mark: It just went nuts. Now did you build a team? Did you build a system? Because I'm all about systems and automation and software. And we've got our businesses 85% automated now.

Damion: Uh huh. The idea of... I've stumbled through a lot of the systems. When I first started, I was going really, really fast and throwing so much mud, and I was basically shooting at anything and it was like shoot, kill. I wasn't really gardening, I wasn't planting seeds and watching systems and developing with a good sprinkler system. I was just doing anything and everything in every direction. So systems started to develop especially after I had about 20 houses. I remember trying to manage them and taking all the calls from buyers, sellers, renters. It was out of control.

So I started putting systems in place and that was one of the things I started teaching people later with mentoring them was you wanna get other people involved and systems involved as soon as possible because you're gonna run into a wall at a certain point whether it's with houses or land or businesses. You cannot do this stuff yourself, but it seems really easy in the beginning because there's only one thing or one tenant or whatever but it gets exponentially more complicated so I definitely had systems and teams and this is before all the automation stuff.

This is back in 2000. The tools we have now are amazing and people should be setting up systems pretty much from the get-go but not to the detriment of getting started. I think that's where people get stuck, where they setup systems and they don't actually do anything but they have really cool systems that aren't gonna feed them. So there's a balance between the two. But absolutely the systems are the key to going from 0 past a million up to tens of millions of dollars. In real estate, you have to have systems or you're gonna really gonna burn out and die.

Mark: Yeah I really like your strategy though. I think some people might be like "Oh you didn't analyze it enough," but I like the Ready-Fire-Aim Approach and I think that's really the only way to do it in any business or even in real estate is. You kinda have to take massive action and then adjust like kind of almost kill yourself in the beginning. In that way you stretches yourself to the point of breaking and then you're like, "Okay, I'm almost broke here, I'm not financially broke but like you know my resources have been totally expended for me. Now it's time to like make some adjustments here." Because if you don't do that I think you miss out on lots of learning. Don't you agree?

Damion: I think that that's the key thing that most people miss out on period is

the learning from taking action and making mistakes and we're taught from when we pop out of the womb that mistakes are essentially wrong because what happens in school you make a mistake, you get an F, you fail you're cast aside as an idiot. And so you don't wanna make mistakes you don't wanna have wrong answers. You go out in the world and that's how you succeed.

There's no perfect formula for doing things unless you want to be a government worker and keep your head down and you get your little pension at the day, I mean that's a stupid plan. So the way to expand, grow, create a wealthy life is absolutely to go and throw mud, move fast, learn, and expand. I mean you have to do that, there's no way around that and anybody that doesn't do that is gonna live a quiet life of desperation to going towards death's door safely. It's kinda pathetic and sad.

Mark: Yeah, I mean I absolutely agree you've gotta go out there. Everyday is a risk anyways. So if everyday is a risk anyways, you might as well go big with your risks. Right? You might as well be energised because your taking risk for yourself and your family and go for it! Right?

Damion: I'm sure some of the listeners are gonna love this and some of 'em are gonna hate it but it reminds me of Donald Trump saying I forgot where this was in the [Art of the Deal](#) or the [Art of the Comeback](#) but in the days when he was actually sane he made a comment and he said "If you're gonna think anyway, you might as well think big." And that's part of the learning and growing if you're gonna think big you're gonna trip you're gonna fall and the question is how fast you get up. And I mean that's the secret, it's not more complicated.

Mark: It's funny I just read the [10X Rule by Grant Cardone](#). Have you read that book?

Damion: I read it last week. It's amazing!

Mark: Amazing! It's basically like people just don't think about their goals big enough and it's true because even if your goal is to be a billionaire and you only make 500 million. Okay! You're gonna be okay! Right? But if your goal is to be a millionaire and you make half of a million, I don't know. A million dollars isn't as much as it used to be.

Damion: You'll look back at those things, you'll look back on the what if's because you didn't go out and try. I think about this in terms of maybe in the past where I looked at a really beautiful women and I go, "Wow," then I don't do anything. And then there are other ones where I went "Wow," then I went and talked to her and she wasn't interested. Well I'm not upset that I went and talked to talk with her and she wasn't interested, I'm feeling more stupid about the girl I never went up to and I'll never see again.

It's the things that we don't do, that's what we regret not the things that we make mistakes at. You learn and you grow and you give it a shot and to have small goals you're literally not talking to the pretty girl that may really desperately want you to be a part of her life. And with wealth, wealth wants to be a part of your life.

I don't care who you are that's how the universe works and if you sit back and go talk to it you don't talk to it, you don't engage it. You're literally screwing the universal system, this system of flow-up and that's wrong. I think people have to expand, have to go forward. The world needs that more than ever. We don't need people playing it safe.

Mark: Absolutely, you know, I think my hero is right now is a Elon Musk because here's a guy, three companies, three moon shot companies.

Damion: Yeah.

Mark: He's a genius! There's a lot of geniuses out there. Here's a genius that's thinking huge. Right? The guys at Google. They're geniuses but they're also thinking massive.

Damion: You know it's funny about this whole idea of thinking massive? And I think...until you do it people think "Oh my gosh! that's superhuman or crazy" thinking I couldn't do it. But the bizarre thing is thinking at those levels is easier than thinking about incremental change. This idea of.. Like for example costal living increases or doubling somebody's business are these incremental things because you're so tied to the past and your past experiences and what the past allows you to do, the rules of the past. When you start thinking about things that are 10x or a hundred x or billion dollar things or going to the moon, there's nothing in the past. You literally have to blank slate your entire thinking and go, "What do I need to start with? Who do I need to bring into my world? What do you think can strive you to learn?" You can't use your past and it's very freeing and it's a hell of a lot easier. It's hard to get stuck with your past 'cause it's heavy.

Mark: Yeah and I love the idea of just doing it and then figuring it out. Right.

Damion: Yeah you do, you do and you adapt.

Mark: If you sit down and try to whiteboard out what's gonna happen, you're going to be wrong anyways. I mean I look at companies... when I used to be an investment banker and they'd send projections like this is worthless. You can't project, you just have to go out and do it.

Damion: Yeah I love the pro formas, the expectations that people bring in with their businesses. I see these hockey sticks... where they're gonna...and then

they're gonna have this giant surge and their earnings are gonna go straight up and people have that in their real estate businesses and things. And I go "why don't you just go do something now that maybe makes you a little bit of money and start doing something instead of just plan?" Like you said, is totally worthless it's the idea of planning but that's only good if you're only gonna take action and do something. So why not get going and do something now? You're gonna be adjusting anyway.

Mark: Yeah

Damion: You might as well get going with it.

Mark: Yeah, I mean think about how many businesses started and then became something different, right? How many billion dollar industries were like that?

Damion: Absolutely and then that's the thing, The key with adapting and being rigid I mean look at companies like you wanna have a Kodak moment where you just literally aren't adapting and you get stuck. You've got to be willing to adapt. It...the interest rate environment we're in with real estate and investing you have to be able to adapt. The rules that were around that worked 10 years ago are very different today. There's so much more money chasing deals. You have got to adapt and think differently and go to alternative type of learning places and be around people that talk funny and think differently. Otherwise, you're gonna get steamrolled by the change cause it's happening faster, it's not slowing down. This is literally the slowest that things will be changing for the rest of our lives, today. It's going to get faster.

Mark: Yeah, I mean, I talk about that all the time. If everything's gonna change, then what's not gonna change? Right? And there's only a few things that aren't going to change.

Damion: Yeah, probably people that are getting steamrolled, that's what's not gonna change. Everything else is absolutely changing. I mean, it's...I think it's exciting. The people that are in government work probably are freaking out and people that are stuck with that mentality. But this is the most exciting time in history. It's so cool just what's available, being able to connect with the world. I mean it's kinda mind-boggling and we live in it. And we're able to take advantage of it. So much wealth being created and so many opportunities. It's pretty much limitless. It's only limited by our own belief in what's possible.

Mark: Yeah. I agree. Alright, so we've been talking about a lot of high level stuff. Let's get granular, now, Damion Lupo.

Damion: Alright.

Mark: QRP's. What's a QRP?

Damion: A QRP is...it stands for Qualified Retirement Plan and it basically is a way to use tax-deferred money, alright, so you're not giving it to the government with your taxes...taking a big pile of money and invest it the way you want to by having all your money in a check book and being able to buy things like real estate and precious metals.

With real estate, you can start using debt. You can do that without these taxes that would normally come into...there would be...you pay taxes if you use an IRA and bought the same real estate with the debt. It's a tool that is...that the tax code set up like forty years ago and congress uses it for themselves.

Most people don't know about it simply because Wall Street doesn't like it. Wall Street doesn't like it because they don't get to charge fees. Once you've got it, you control your money, you control your assets and there's no ongoing fees, they hate it. It is not profitable for them so they don't talk about it. So most people haven't heard about it.

Mark: How is it different than a self-directed IRA?

Damion: Well for one, you can put ten times the amount of money into a QRP. You can defer over 50,000 bucks a year.

Mark: Okay.

Damion: And with an IRA, it's 5- to 6,000 Dollars and with an IRA there are limitations on what you can do in terms of using debt on real estate. There are limitations for...you can't buy precious metals in an IRA and that's how I even found out about this years ago. You can't buy precious metals and hold them yourself in an IRA without breaking some rules. You have to hold them in a vault and to me, if somebody wanted some gold and silver, the whole point is to have it in...holding it and you can do that with the QRP so those are the two things that most people use the QRP for are real estate, notes, and precious metals.

Mark: Okay, so walk me through like a mock deal with a QRP and how it would differ from a self-directed IRA.

Damion: Okay so they're similar in terms of your QRP or your IRA are both going to own the property and the money's gonna flow back to that thing, the QRP or the self-directed IRA. The difference with the QRP is that you...typically with an IRA, you're gonna have a custodian and you're gonna have another party involved and they're going to be the...and if you don't...if you don't overly

complicate this, they're going to create a check for each transaction you do and there's some lag time and some fees that are...every time you do a transaction. That's an option, you can still do your deal. But with a QRP, your money is sitting in your checking account and you buy your property, you sell your property, the money goes into your checking account. There's no custodian. You're literally the administrator. You're the trustee. You are in total control of this thing in every way.

Mark: What about self-dealing rules? Can you self-deal on a QRP?

Damion: You cannot self-deal with anything.

Mark: Right.

Damion: That's a no-no across the board and self-dealing just means you're...you're...you can't...

Mark: Like my Frontier Properties couldn't sell to LandGeek. Right?

Damion: Right. Right. Like there are restrictions on disqualified transactions...

Mark: Right.

Damion: Between parties and so yeah...those rules are gonna apply everywhere. The idea is the IRS and the Federal Government wants to try to create...help people create wealth long-term so they're not sucking off the government's tit basically and...down the road...

Mark: Right.

Damion: And that...so that's...so they don't want you to spend all your retirement money now. They want you to actually create something that will pay for you to live later.

Mark: And this grows tax deferred, not tax free, like a Roth. Like a Roth, you can do a self-directed Roth and that could grow tax free but you can only put in like two grand a year, three grand a year...or something...

Damion: So here's the cool thing with the QRP. You have the option of having part of it being a Roth which is part of the...when you set up a QRP you literally have that option inside it and so you can have up to eighteen thousand dollars a year that you put into a Roth portion of your QRP. Same thing, you have a check book. That money is never ever taxed. After it's in there, you can grow it to a hundred million dollars and it's never taxed.

Mark: Wow. Now what about...

Damion: So...

Mark: what about fees per transaction or fees per year.

Damion: No fees.

Mark: There's no fees.

Damion: No fees. No fees...

Mark: I can see why no one loves this thing. No one's [incomprehensible] I mean... (laughing)

Damion: Nobody talks about it.

Mark: Nobody talks about it, no one is making money on it.

Damion: No, it's funny because...so you can get an IRA for free. You can go to your bank and they'll set up an IRA. You can go to Charles Schwab or TD Ameritrade, whatever you can get...these things. They'll set them up for free and then they're gonna fee you for the rest of your life.

Mark: Right.

Damion: So when you set up a QRP, you're gonna spend some money. It's gonna cost you a little bit of money to set that thing up and then you're done...forever.

Mark: How much is this gonna cost me?

Damion: They're twenty five hundred bucks to set up.

Mark: One time twenty five hundred bucks...

Damion: One time...

Mark: Now I'm buying real estate. Okay, let me ask you this. I've got a deal Damion, right?

Damion: Uh...huh...

Mark: Let's say it's...I think the enterprise value is three and a half million, I think I can buy it for five hundred thousand dollars.

Damion: Uh...huh...

Mark: So I go to you, I say Damion, you put in the five hundred thousand into this QRP and we'll partner on it.

Damion: Uh...huh...

Mark: Can we do that?

Damion: Sure!

Mark: I can raise debt, right? It's not a security. I don't have to worry about the SEC. We can put it in this QRP. Are you sure?

Damion: You can use debt. As long as you are not personally guaranteeing things and there's a...basically the debt is going to be...yeah there are ways to use debt. The bottom line is without making people's brain explode. There are ways to do debt and use it within the QRP. You've got those options. I mean it's...it's more flexible and the way it's written is...I mean it's basically a trust document.

Mark: Okay.

Damion: The way it's written, it gives you every possible option. Most 401K plans, IRAs, all these things are very restrictive because somebody is trying to keep people from doing stupid things. So here's the downside to a QRP. It gives you a lot of flexibility. You could do something stupid and self-deal or you could do a disqualified transaction or...I mean there are ways to do some dumb stuff. So you've gotta be competent and you've got to be responsible. If you're not, you should not set one up. If you're irresponsible, don't set up a QRP.

Mark: Okay, so let's assume that we're responsible.

Damion: Okay.

Mark: But we're also confused...So...

Damion: Okay.

Mark: We have good intentions but we're not sure.

Damion: Okay.

Mark: So, is there a third party that could look at the transaction and say, “yeah, that’s kosher or no, that’s not going to be kosher. You’re gonna get in trouble down the road.”

Damion: Yeah, so that actually happens all the time when people are using it, they’re setting up transactions. So, when the firm that we use to set up the QRP...once they set it up, there’s resources that people have. One, there’s a chapter in the QRP book that I wrote that literally describe the transactions that you can and cannot do and if it’s still confusing, assuming that it’s a goofy real estate transaction, which I’m the master king of. I did hundreds of these things and they’re all goofy and they were all grey and it was all very confusing.

Mark: Right.

Damion: And so I get that. People do that stuff. So, at that point, you either call a firm. People call me all the time and they say, “I’ve got this deal.” And I say, “okay, here’s how to keep in clean.” So there’s lots of resources on the internet but what...you can literally place that phone call and you get a direct answer about a specific deal. And that’s what people do, typically and it gets it done.

Mark: Alright, cool! Very cool! I’m sold! I’m sold on the QRP. Now my friends at Equity Trust aren’t gonna be happy about this.

Damion: No, nobody that’s getting fees are gonna to be happy. Nobody likes this because it screws up their revenue model. Everybody...I mean it’s like having a piece of land that you’re selling on contract. You have an ongoing revenue stream. The idea is cash flow is king and cash is trash. Having a big pile of cash is interesting but it doesn’t doesn’t really create wealth - long-term cash flow does. This thing screws up businesses’ long term cash flow because they lose those fees. I mean there’s a reason *[laughs]* nobody knows about it.

Mark: Wow, this is fantastic. Before we move on and I describe my model to you, is there anything else we should know about QRPs that I haven’t asked?

Damion: Oh yeah. There’s the...One of the coolest things, ever is the inherited version of this thing. So this is gonna sound morbid but the reality is it’s part of the tax code. So if somebody sets up a QRP up and they have a sub account for like a grandparent or something, and they make that grandparent an employee, very simple to do. Bottom line, if a grandparent or somebody dies and leaves this particular asset to someone and that...like let’s say a listener is 30 years old and they set this up and they inherit it from somebody who died. And I know this

because I actually set it up for my Dad who passed away a couple of years ago and I did it like ten years ago.

Mark: Right.

Damion: If you inherit it, you are able to tap into that asset and grow it and spend it for the rest of your life no matter what age you are. You could be 30 years old and you literally have a vehicle to grow and spend no tax for the rest of your life. So it's a way to take yourself out of the tax system by having a little foresight. That is an amazing tool and it's probably gonna away.

Mark: Uh...huh...

Damion: I mean Congress is talking about cutting it out but the ones that are in place would be grandfathered. I mean that's literally part of their 2016 discussion right now. So...

Mark: So we need to move fast on this.

Damion: It's something...Yeah. Yeah.

Mark: So I really need to call my Dad today and go like...

Damion: Yeah.

Mark: "Dad, we're doing this."

Damion: Absolutely! I mean, I would set him up for everybody. Everybody that's older because you know, people die. It happens.

Mark: Yeah!

Damion: It's just reality. So why not say "okay, family, so let's create some structures here so that we're wealthier as a family." And I don't know what family wouldn't be on board for that. It just makes sense.

Mark: And I can do this for my kids.

Damion: Absolutely. You should totally do it for your kids!

Mark: I'll do it for my kids. Yeah, because we've got a lot of land.

Damion: Yeah! Yeah!

Mark: Okay. Wow! Damion Lupo, my head is spinning!

Damion: [laughs]

Mark: I love it! I love it! Alright well this is great! Alright, well, I'm gonna put you on the spot now and I'm gonna explain my business model and ask you, do you think I have the Best Passive Income Model? Are you ready Damion?

Damion: I'm ready, let's rock!

Mark: Alright. So what I do is I buy and sell raw land, right? And the way I do it is I look for people that are distressed in some way. Usually, they owe back taxes and they live out of state. We send them a quote unquote top dollar offer, typically twenty, thirty cents on the dollar. A percentage of those people accept our offer and then we can flip that property usually within thirty days at about a 300 percent ROI. But my favorite way to sell it is on a note. So we sell one time, we usually get our money out on the down or maybe six months later, right?

Damion: Uh...huh...

Mark: And then we get recurring income every single month on the property. And now we're doing that on land contracts, so there's no costs for closure. So it's a one time sale, recurring income and I'm not having to deal with any renters, rehabs, renovations, or rodents, right? Because I'm not dealing with a tenant, I don't have to deal with any owners' legislation, Dodd-Frank is exempt. Safe Act is exempt. RESPA is exempt. Right? I'm in a non-competitive niche. You don't on HGTV or DIY Network and say you flip this land. Damion Lupo! Do I have the Best Passive Income Model?

Damion: I wish I could come up with a problem with it but the reality is it's an awesome model and the funny thing is when I started doing my real estate stuff, I bought tons of houses and built things and in retrospect, I think I probably would have preferred to do your model instead of my model if I'd thought about it. But I just jumped in and went really fast and wasn't thinking about another option so I love the model, I love everything about it.

Mark: Wow that was a layup but that's great I'll take it! That's fantastic, thank you! Alright well I'm gonna put you on the spot one more time and I'm gonna ask you for your tip of the week, a website, a resource, a book, something actionable that the Best Passive Income Model listeners can go to right now improve their businesses, improve their lives, what do you got?

Damion: I'm gonna accelerate the process for people and the process that I wanna share with my real estate stuff where I built up this empire and then I went

straight into the storm in 2008 and blew up and lost many, many millions of dollars and that's a possibility for people so I'm gonna shortcut the process with people and share that experience.

So, my third book was called "[Reinvented Life](#)" and it was about that process of building the thing up and it helps people understand why they're doing it and to do it for the right reasons and get straight so that they don't build up a build thing and blow it up. And I think that's one of the valuable things you can do is get really clear on what you're doing, why you're doing it and ground down before you just go really fast and before your entire goal is about more. You know why.

So I wish I had that experience, somebody sharing that stuff because all I had was a bunch of people that were sharing how to create a lot more work... many more millions and so that was my entire focus, more millions, more houses, more Ferraris, more cash, more girls, like it was just more, and I didn't get it. So I would love to be able to share my experience, it's a very intimate encounter and story that is told on those pages. So I think that would be really valuable for people knowing that they would be doing a lot of similar things that I did and it will help them avoid the pain and the suffering, of melting down that they don't necessarily have to go through just to make it through this process.

Mark: Yeah, no it's so true. I say it all the time, money in itself doesn't make anybody happy. It really doesn't. It's all about your relationships and if you know that what your wife fuels you and keep your energy up. You know money in the end of itself isn't going to sustain your motivation it's gotta be something bigger than yourself. I mean it could be starting a foundation and giving it all away right? There's nothing wrong with being a billionaire and then starting a foundation. 'Cause you can't spend it all anyways. You know a great example out here is Bob Parsons from Go Daddy. The guy's worth 3 billion dollars. He's working everyday and he just wants to give his money away but he's still hustling, he's still taking risks he doesn't need to but you know I really admire that, right?

Damion: Yeah, I think Bob is consistent and that he is an example, I used to shoot with him at Scottsdale Gun Club, so I know Bob. And when guys are consistent, it doesn't matter if they have 3 dollars or 3 billion they're still doing the same things. They're still acting the same way. All the money does is amplify who you are so if you're charitable and people will often say "Once I make all this money I'm gonna do all these things I'm gonna give it away." and I go, "no you're not you're not doing it now."

Mark: Right.

Damion: You're not giving a dime away so what makes you think that you're gonna give a hundred million away if you make a billion. So it's doing whatever

matters when you're bigger but you do it now when you're smaller and it will help you move into that space seamlessly instead of running into a wall having to change you character once you hit the billion. I think that that's a tip too. I think whatever matters to you, whatever you think you're gonna do start doing it in some form now.

Mark: Yeah that's a great tip. Alright, my tip of the week is gonna be go to theQRP.org, theQRP.org and download Damion's free book and set up your Qualified Retirement Plan and start building an empire, tax deferred and tax free put more money in it avoid the fees and all those benefits. So this has been a phenomenal podcast. Damion Lupo are we good?

Damion: I think we're awesome man and I think everybody's gonna be a little more awesome after using these tools and picking up some of these ideas and tips and seriously, I love your freaking system I'm kind of wishing I could create a time machine and go back in time and utilise that because I had a lot of rodents and residents that I really wish I hadn't had.

Mark: Yeah no problem, I mean that's the great thing about these podcasts is we just... I never heard of a QRP, now you know the Land Business Model.

Damion: Yeah, it's awesome!

Mark: It's great. So I do wanna remind the listeners please subscribe, rate, and review the [podcasts](#). I'd really appreciate it if you do that for me and if send me the screenshot, you will be enrolled in winning a free Investor's Tool Kit. So we'll raffle that at the end of the month and someone's gonna win a free rule kit but if you don't subscribe, rate, review the podcast then you've got no chance right? And the reality is out of all of the listeners probably only two people ever do it anyways. So, you've got a 50/50 chance. So take your chances and just do it. Damion is that fair?

Damion: That's a great deal!

Mark: Yeah you know it's a \$14.97 tool kit so do it. That's the only way I'm gonna get the quality of guests like a Damion Lupo to come on the [podcast](#) anyway because they go on iTunes and they say "Oh he's only got three reviews, I'm not going on here," So, please give us some love, learn more about me theLandGeek.com download for free the Passive Income Blueprint, get the e-book "How to Avoid the 3 Fatal Land Buying Mistakes," and of course get this always informative and engaging podcast delivered each week to your e-mail inbox. Damion Lupo thanks again go to [the QRP.org](http://theQRP.org) and also is it "[Reinvented Life](#)?"

Damion: Yeah, “[Reinvented Life](#)” you can see more of my writing and stories on [ReinventedLife.com](#) or you can check it out on [Amazon](#) and it’s available in any form you can imagine and it will definitely give you leg up from your meltdown that you don’t have to go through.

Mark: Alright, fantastic. Thanks again Damion, we’ll see everybody next time

Damion: Thanks Mark.

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