



# THE LANDGEEK

**The Best Passive Income Model Podcast  
with Mark Podolsky, AKA The Land Geek**

**Mark Chats with Star Student Chris Pritchard**

## Transcript

**Mark:** Hey it's Mark Podolsky the land geek with your favorite nichey real estate website [www.TheLandGeek.com](http://www.TheLandGeek.com) and today is always special when I can bring on of my unbelievable, just crushing it, new students. Because everyone loves hearing from experts and real estate here and there but the people that go a little bit deeper into Landgeek and the investor's toolkit, it's always nice to hear their journey, so that other people who might be on the fence about this whole business can get someone else's perspective. So today from [LandsofAdventure.com](http://LandsofAdventure.com), I have star pupil Chris Pritchard. Chris how are you?

**Chris:** Hey Mark. [laughter] Sorry.

**Mark:** How are you man?

**Chris:** I'm doing all right. I'm excited as you can tell because I'm cutting you off already.

**Mark:** No worries. You know the last time we spoke you were in Disneyland. How was that?

**Chris:** Yeah it was awesome. It's everything that they say it is and I'll tell you what I wasn't as excited on the way there as I was once I got there and started... I mean I was like a kid you know it was fun.

**Mark:** Yeah, I mean it's so fun. How many kids do you have?

**Chris:** I have three. Two of them went, one's too old so he's doing other stuff. So we've got our little ones nine and ten.

**Mark:** It's so fun there. It's just a big ball of happiness, isn't it?

**Chris:** It sure is.

**Mark:** But you know sometimes I look at my wife and say, "Should we go to Disneyland or should we send the kids to college?" And she's like Disneyland.

**Chris:** [laughter] Yep absolutely. That's basically what it comes down to.

**Mark:** It's the happiest, most expensive place on earth.

**Chris:** Yes.

**Mark:** But you know all get excited it really is great so all right. Enough about Disneyland Chris, let's just get into it. How in the heck did you find me and what attracted you to the land investing niche?

**Chris:** Well it was really the culmination of a lot of different things just constantly searching for the right thing. I'd always been doing something on the side. I've had my nine to five, I've always been doing something and it's been hit and miss, but definitely this has been the most productive and the best outcome of anything that I've had.

**Mark:** What other side hustles did you do? I know you're in kind of Bitcoin for a while.

**Chris:** Well I do have some and I keep up on it because I'm a software engineer by trade and it's just one of those interesting things to keep an eye on. It's like say we're in the 90's and emails were up and coming and people were paying attention to that and building businesses around it. So that's what's been going on with Bitcoin these days.

It's funny, I can build software but I never could really build a business around software. So I was like, you know, I really need something just super simple that I can just have this blueprint and follow it and be coachable and do what I'm told and figure things out and just improve over time. That's what I'm doing right now and so that's why I love it. It's just like that.

**Mark:** It's amazing. You started toolkit about four or five months ago, is that right?

**Chris:** I think I bought it like May 15th so we're right at..

**Mark:** About five months.

**Chris:** Yeah five months.

**Mark:** Okay, so when you got it what did you think initially?

**Chris:** Oh it was amazing. I just devoured that thing. You were on the FTM daily show that' where I heard of you and so you had this deal where there was this \$97 starter stuff, sorry I don't remember all the details and name but I'm like yep I'm getting that right now. I'm like this is the thing I've been looking for. It's repeatable, it's simple, I don't have to overthink it because I tend to do that with my background in engineering, so I dove in. I just kept doing things and things started happening and things that I thought well sure that worked for him or some of these other people you've been working with. But who knows what will happen for me, you know what I mean.

**Mark:** Right.

**Chris:** But you just do it and we play the numbers and the numbers worked and I've heard people in all kinds of... In the first thing it was just like are these people in the county [00:05:12] [?] this lease, how hard is that going to be and then if I send these letters out I'm thinking will are any of them come back? So once a couple of them came back I was supper excited and every time something happened it was a learning experience. Because I'll tell you what when I got my first sale somebody actually said, "Hey yeah I want to buy that send me a contract." I'm like oh well... I didn't say this to them but I'm like, oh shoot where's that contract again and what do I do, how do I fill this thing out. It's like every thing that just kind of happened forced me to learn something else about the business. I kind of just was like all right when it comes to that I'll learn it because I didn't put a lot of thought into let me sought this out and get my flow chart and make sure that I know all my little details and I didn't. I just literally knew nothing about selling land when somebody actually wanted to buy one.

**Mark:** Right. Did you have any real estate background prior to Landgeek?

**Chris:** No. I was basically I liked land, I wanted to buy some of my own and one of the things that really kept me open minded about land in general was that I was looking up in Northern California and there was this guy selling land seven or eight acres and he wanted like \$80,000 and he wasn't on [00:06:38] [?] terms. I'm like well that's pretty expensive so I look it up and he paid like \$30,000 for it.

So I said, "Hey man what's up with that?" And he's just like I got a good deal and whatever and \$80,000 was really the market value for it. So I wasn't saying you're trying to rip me off it was like you got a really good deal and this is how that happened. So I didn't ask him because you know but it really picked my interest. So when I heard you I think that's how this guy did it. So I'm like tell me more. Tell me more Mark. I want to go buy my cheap land and sell if for \$80,000.

**Mark:** Yeah. Let's start from the beginning journey. So you go to the toolkit, you start making offers, they start coming back and then what happens? Like how long did it take to kind of go to the toolkit before you started making your first batch of offers and then how long did it take to get accepted offers and then go full cycle?

**Chris:** I think it may have been almost a month before I had offers out in the mail. Part of it was... I know the first two [?] weeks I'm just learning and I was listening to all of your weekly calls. So I was really just absorbing everything and trying to understand all kinds of just... really that's how I get started. My main focus was just getting the list, getting them compiled into letters and sending those out. I went through everything a couple of times, took a couple of weeks, I got some letters out probably within about a month and then I got some responses back.

Then I was like learning how to do due diligence and I'll tell you what that took a long time because there's so much. That's probably something I analyzed a lot. So there is some lead time to understanding how to make that decision to buy a piece of property. So that's one of the things and it's really lists and due diligence right off the bat that are probably the two walls, as you put it, that really. If you're really into it and you're going to do this, those are the two spots where you really got to jump over that wall to continue.

**Mark:** Yeah absolutely. I remember when I first started I was so scared to buy a piece of property because I didn't know what I know. There wasn't anybody kind of guiding me and I just kind of took this leap of faith because I figured well what's the worst thing that can happen. My property was in New Mexico. I went out there and looked at it. You probably didn't look at your property. Did you just go on Google Earth or how did you look at it?

**Chris:** Google Earth yeah. That's really all there was and eventually it was way up in Northern California in Modoc County. It's a really good training ground because there's a lot of activity up there as far as motivated sellers and there's a lot of people just looking for a nice acre. So it's not a real expensive place to get started and I'll tell you what my best deal ever was up there. So people might discount that county, but you shouldn't.

**Mark:** Okay so tell me about your best deal.

**Chris:** All right. So basically I sent out all these letters and at this point I don't know when these letters were sent out because I sent them out and they could be sitting on somebody's desk for two months. But a guy calls me, I'm at Costco shopping for office supplies by the way I always need envelopes and stuff, but he calls me up and he says, "Hey, you sent my dad and offer for some land", and I said oh okay. So he's like oh it's Modoc, but he's got four and he wants to get an offer on all four of them and I love those phone calls.

Oh you got more land sure I'll take a look. So I do and I mean it's been like they own this property for like 40 years. I'm talking to the son and he really wasn't interested in it. he told me how nice of a place it was. There's three stocked ponds up there in California Pines which is in Modoc County.

**Mark:** Right.

**Chris:** Three of the parcels this guy had were adjacent, four acres right next to both of those two of those stocked ponds. It's just amazing and the views there are like some of the best.

**Mark:** So why were they selling Chris, do you remember?

**Chris:** He's retired; he doesn't want to mess with it. You know it really was that he was simply done with the land and he had let it go. There were lots of taxes on it and that's something that really scared my wife, it gave me some room for pause but I was simply... at that point I knew how to check a deal to see if there's good numbers, if the deal would work right.

**Mark:** Right.

**Chris:** I punched the numbers and I figured he wants an offer on all four pieces and so I throw him an offer and he calls back and we talk about it. We go back and forth a little bit about this and that, whatever and the taxes.

Basically the way I do my offers is I say I'll pay X amount of dollars like it'll be a high offer because I'll include all the taxes. I'll say something like I'll phrase it in a certain way, like I'm not saying I'm giving you this money, but I'm telling you what I will pay for this land and it includes back taxes, it includes the association fees so that's like \$8,500 or something like that.

So the total was like \$10,000. So what I said I'm willing to pay let's say \$10,000 for this land. That's the phrase that I use. I don't say I'm willing to give you \$10,000 for this land I say I'm willing to pay \$10,000 for this land out of which I will pay the like \$8,000 in back taxes and California Pines fees. After which it will net a check of \$2,000 for you. If this is something you'd like to do, I can close say like next week. I always put in the - if you want to do it let's go. Let's not like make a date later I'm telling them here it is, here's what you get, let's go.

**Mark:** Did he grab those?

**Chris:** Oh yeah because it is nice land and even if I paid \$10,000 cash, it would still be an awesome deal. I didn't have \$10,000 in cash so I used the taxes and the fees that were back on his land as other people's money. So the county in California Pines basically helped me get this land, so it's pretty awesome.

**Mark:** Yes, I love it. So you're 2,000 out-of-pocket then.

**Chris:** No Mark, I'm zero out-of-pocket.

**Mark:** You're zero out-of-pocket.

**Chris:** Yes. Because I make the deal this guy again. I send him the updated contract. Our purchase contract it's got the 60 days in there right for the option.

**Mark:** Right.

**Chris:** So he gets the sign from his dad.

**Mark:** So you locked this up on an option.

**Chris:** Yeah, I mean every one of the contracts or the offers I send out has that in there.

**Mark:** Okay let us kind of backup and I will just quickly explain what an option is. An option is a way to lock up property with almost no money and you say to your seller hey we are going buy this property at X amount, so Chris is saying \$10,000, but were going to actually test the market first and then close at a later date. Does that make sense?

**Chris:** Makes sense to me.

**Mark:** Yeah okay. Audience I hope that makes sense. Okay so go ahead.

**Chris:** Okay so I've got that signed back from his dad who's the owner and he's really the guy helping the deal along. He's working on behalf of his dad to get the paperwork moved around. So I list it and I put it on my envelopes, I put it on Craigslist. I didn't have my website up at this point.

**Mark:** And your marketing costs are what at this point? Almost nothing. 50 bucks?

**Chris:** Well yeah. Land Watch is 50 bucks a month and Craigslist is free so aside from that – and I didn't even have a VA helping me at listings at that point. It was more just research and stuff on the land. So yeah it's pretty negligible and so I got a buyer within 30 days and actually there was a guy who got in contact with me from Land Watch who early on after I listed it said, "All right. I love his property, but it's going to take me 30 days or whatever to get the down payment" because I was asking 2,500 plus 199 in document fee.

**Mark:** Right.

**Chris:** So he says that and I'm like all right fine we'll be in touch, but I'm like I'm sure this thing will be sold by then. Well I had some tire kickers, I had some people really serious, but nobody pulled the trigger on it and this guy like clockwork. Like he said 30 days later he calls me up he says, "Still want this land is it available?" I said yes and he says, "All right let's do it." So I get the check from him and that's the money that went to purchase the land so I didn't put any money to the deal.

**Mark:** So you had no money in and your ROI is infinite. Correct?

**Chris:** Yeah by the math, if you just run that in a calculator that's what it will tell you.

**Mark:** Okay so what did you actually net on that one deal then?

**Chris:** Well I had the 699 document fee and then monthly payments of 425 so that... are you talking like the [00:16:37] [?].

**Mark:** Because your sell price wasn't 2,500 that's the down payment.

**Chris:** Right. So the sell price was 27,700, he put the 2,500 down that put it somewhere in the range of 25,000. It's at 8% annually for 84 months and the total payment is about \$33,000 total.

**Mark:** So if we analyze this deal. You basically created \$33,000 of value just by shuffling paper. Correct?

**Chris:** Right.

**Mark:** So there's no money out of pocket. You got someone else to pay your seller and now you're clipping coupons of 400 bucks a month for how long now.

**Chris:** This was a couple of weeks ago; I'll get the first payment on the first.

**Mark:** Okay. But how long is the note?

**Chris:** 84 months.

**Mark:** So and if you wanted to you could actually sell that note at a discount and get some quick cash. Worst case you could even sell 50% loan to value to an investor and they'd make a huge return. You said there's a lot of different ways you could slice it. That is really an impressive deal and that was just one of how many have you done now?

**Chris:** I've got about 11 I believe.

**Mark:** So you sold 11 in the last five months. What is from a bird's eye view, how big is the note portfolio now after just five months?

**Chris:** I have it's about 90,000 in notes give or take with this new one. This new one is kind of small so I think it's like \$3,600 so 90,000 plus.

**Mark:** So 90,000 plus and then your cash flow passive is what?

**Chris:** \$1,600 a month.

**Mark:** \$1,600 a month. So if we extrapolate that out. It's not going to take you too long to get to 10,000 a month.

**Chris:** No, because it really compounds. You learn, you get more efficient, and so I've been fumbling along to get things in place and things are getting in place. I've already increased my total of letters I send out each week and I'm working on becoming a very efficient listing engine so that I can get more activity, get more buyers and sell more, just generate more activity on the buy side.

**Mark:** Right, so if wise Chris Pritchard five months into it could go back five months in time and talk to leap of faith Chris Pritchard right before he got the investors toolkit. What would you tell him or how would you even start?

**Chris:** That's a tricky one because the five months ago self of me would just I'd tell myself to shut up those aren't five months numbers, you know.

**Mark:** Right.

**Chris:** I would say hey this works, keep at it, work hard, pay attention to what's in that toolkit and be coachable. Ask some questions, help out where you can with whatever you can offer the community, but let the community help you along in this process. Don't let it be super scary and feel like you're all alone because you're not.

**Mark:** Right that master mind community has a lot of value in there and I love how open everybody is. I don't think anybody really has scarcity mentality, where they feel like oh I better keep this a secret and not share it with anybody else in the community. Do you feel that way?

**Chris:** No, I don't and I think the more a person does this the more they realize that there is no scarcity.

**Mark:** Yeah the market its massive.

**Chris:** Yeah.



**Mark:** The market is massive and it's so true, so true. So what would you say that were the toughest parts in your journey when you first started?

**Chris:** It wasn't hard for me to be on board but it was... If you got a spouse this can be tricky at first and I have had different stages of acceptance from my wife. It was first okay we're spending how much to learn about these stuff? That was a big thing and so I did it and she saw that I was doing all the activity.

So really the point at which she was sold and understood that this was possible is when somebody basically sent us an offer back and they said. "Hey look I've got three parcels up here if you want to take over the back taxes you can have it." So basically it's free land that just floored her. She couldn't understand how anybody would do that.

So that was one stage where she had this different mindset of this business and then there was I'd say another one was this deal that I just did. It was heavy on the taxes and she looked at the taxes as a burden and I looked at them as an opportunity because literally I could not pay \$10,000 for that piece of land, unless I went elsewhere. I mean out of my own pocket, I could not do that and I framed the deal in such a way that the taxes actually helped me there.

So I'm going to use the payments to pay off the taxes and the fees so I'm not going to necessarily I'm not going to be paying out of pocket. She saw that and it was really an eye-opener. Getting the support you need within your like own, you know, your house. Getting that support you need right there inside your house can be one of the challenges.

**Mark:** Yeah I know absolutely. I remember when I first started my wife was like this does not sound like it's going to work at all. Like who buys raw land, you're going to get stuck with it. There's a lot of fear of the unknown with my wife and it is one of the things like you just... I think now we have a long enough track record that if someone's coming into this they can say oh yeah there's definitely a market here but when I first started I really didn't know and there weren't any other people really that could say to me hey this is a long-term business. When I first started I was doing investment banking. I thought this is just like a nice little side hustle to make some extra money, but it's going to go away, right.

**Chris:** Yeah.

**Mark:** I mean there's no way we can sustain 300% to 1000% margins in any market. It's just there's going to be too much competition, it's going to go down and that was in 2000. I really haven't seen it change at all. What's changed in the market has really just been the economic conditions and the macro market as far as, in sometimes in the real estate cycle it's really easy to buy, and it might be more challenging to sell. Like say 2008, 2009 because everybody needed money and then it can reverse where it's really super easy to sell, people have money they want to invest in land, they want to park

their money somewhere and it becomes a little bit more challenging to buy a little bit because everybody is like why I want a higher price for my property but even then where our margin of safety is so large because we're buying at 20 to 30 cents on the dollar. I haven't seen any major swings and I don't think it was like until 2006 I thought to myself, oh my this is a real business. Like it took me a long time.

**Chris:** Okay wow. Yeah I'd say that happened a lot faster for me but it's a path well-traveled in your experience and so that's definitely something that's easy to latch onto and use as a crutch until you really understand that for yourself. I mean, at first it was like all right cool you know if I can like make enough to handle a car payment that would be awesome a few hundred dollars a month. I mean I'm at the point where it's a house payment or rent. I mean 15, 16 hundred dollars a month is that changes people's lives.

**Mark:** No that's Disneyland every month.

[laughter]

**Chris:** Don't tell my kids.

**Mark:** Yeah, I won't tell the kids but yeah it definitely moves the needle. It doesn't take that much and once you keep doing it, it keeps growing. It really becomes fun once that passive income exceeds your fixed expenses and that's obviously the long-term goal. How many hours a week are you really working in the business? Because you do a full-time job this is your side hustle.

**Chris:** Yes. Now I try to avoid working in the business because I think that's what you actually said.

**Mark:** Yeah on the business right.

**Chris:** I do try to make sure that what I'm doing helps to improve the automation over time. So I probably do justify putting more time into it than it was just something that makes some extra money, but 15, 20 hours a week maybe and I'm definitely making sure I'm being more picky about where I put those hours. At first it was tough to allow my research VA who like does due diligence to really just say all right here you go run with it, but when I went to Disneyland I really didn't have a choice because I couldn't just hang on the phone and talk to counties or research a bunch of stuff. I'm like here it is you can try email them out. I basically I'm throwing suggestions at her and she really just... the business improved when I left for a week.

**Mark:** Isn't that funny how when you kind of let go. Things get so much better. I mean it's so true. Like I always kind of thought to myself, no one will be able to do this as well as me and then as soon as I let go I'm like oh my gosh they're so much better than me, right.

**Chris:** Yeah.

**Mark:** As long as you get to that initial hump of the training and then they run with it. All right Chris Pritchard we are at that point in the podcast now. I'd be curious. I think I know your answer, but I'm going to ask you anyway. Do we have the best passive income model?

**Chris:** Oh yeah, we absolutely do.

**Mark:** Are you sure, there's nothing better out there?

**Chris:** You know what I even tried the lottery but these ones definitely a sure bet.

**Mark:** Yeah I mean it's crazy, all right. So I want to ask you now for your tip of the week: a website, a resource, a book something actionable where the best passive income model listeners can go right now. Improve their businesses, improve their lives. Chris Pritchard what do you got?

**Chris:** All right so long ago I read a book called "The Richest Man in Babylon". I can't remember the author right now but this book really put my mind in a certain frame that helped me understand that, you know, you can pull yourself up by the bootstraps no matter where you're at, you can make things happen and it's all about... Really that book is about paying yourself first and being responsible with what you have and building on it over time and that's a lot like how this business works. So a lot of the fundamentals of what I have in my mind are based in that book.

**Mark:** That's a great book. I love that book. I haven't read it in years I need to go back to it.

**Chris:** Oh yeah it's good.

**Mark:** So "The Richest Man in Babylon". Great tip. My tip of the week is going to be learn more about Chris Prichard and maybe invest in some wholesale land. Go to [LandsofAdventure.com](http://LandsofAdventure.com). How did you come up with [LandsofAdventure.com](http://LandsofAdventure.com)?

**Chris:** We always go to the lake and we just have fun outside and I think that's what land... in my opinion that's what land should be about. It's should be this adventure, this exciting thing that you dive into whether you're building a house on it out in the mountains or you just want to run a four-wheel out there or find a lake lot and go out on your boat or your jet ski. No matter what you're doing with your land it should really be an adventure that you enjoy every step of the way.

**Mark:** Yeah I couldn't agree more. This is a really fun business wouldn't you agree?

**Chris:** Yeah it is.

**Mark:** Yeah so I really love it. I'm going to give you another tip. I don't know if you've seen this site Chris. So for the longest time you know we've always been doing digital signatures with our buyers and sellers, with our purchase sale agreement, land contracts, promissory notes and I of course overpay for everything. I've been using DocYouSign. A lot of my students like in Cudasign, which is like a buck a month, Rights signature just got bought by Citrix and they have a nice you know development with like podio for our CRM, but there's this new site now that is absolutely free. You can edit the documents instead of going back and forth with PDF I'm going check out it's called ConcordNow.com C-O-N-C-O-R-D-N-O-W.com. Check out it's free for unlimited digital signatures and contracts. Now they do have a paid version if you want to do like an API but for 90% of the people listening to this podcast ConcordNow.com will handle all your needs.

**Chris:** That's awesome.

**Mark:** Yeah so check that out. Chris Pritchard are we good?

**Chris:** We are good.

**Mark:** Hey I want to thank you so much for sharing your journey; starting as a scared, skeptical, newbie in the land investing business and getting the investors toolkit and joining the global mastermind group and evolving in such a short time to almost like yoda status right. I mean you're on your way and you add so much value to the group and it doesn't go unnoticed Chris. So I just want to personally thank you. I want to thank all the best passive income model listeners and for sharing your time and attention with us and learning more about what we consider the best passive income model niche in real estate and if you do or if you can. I know you can but please take the time to just subscribe, rate, and review the podcast. It really helps us out, keeps us motivated to keep pumping out these podcasts. Chris Pritchard are we good?

**Chris:** Very good.

**Mark:** All right I want to thank everybody again and we'll see everyone next time. Thanks Chris.

**Chris:** Thanks Mark.

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