



THE LANDGEEK

The Art of Passive Income Podcast

With Mark Podolsky, AKA The Land Geek

**Mark & Scott talks with Kevin Bupp,
MobileHomeParksAcademy.com**

Transcript

Mark: Hey, it's Mark Podolsky the Land Geek with your favorite nichey real estate website www.TheLandGeek.com And, I'm really excited for today's guest because I think Scott and I have the best passive income model but I think our guest might be just nipping at our heels. But before I introduce our guest, I would be remiss if I did not properly introduce my co-host Six Sigma Scott Todd from ScottTodd.net, LandModo.com and most importantly if you're not automating your Craigslist's and Facebook's postings, PostingDomination.com/TheLandGeek. Scott Todd, how are you?

Scott: Mark, I'm so excited because not only is it you on this podcast with me but our guest today, he was actually on your podcast like way, way back in the day when I first got into the land investing business and I was jealous of him. Do you know why?

Mark: He's good looking?

Scott: That too. But, I was really jealous of him because I had just moved to Fort Myers and he lived in my hometown basically in the Tampa area and I'm like, "You know what, when I grow up I want to be like him and back in Tampa." So, he's kind of like a little bit of a motivation for me. I can be like him one day.

Kevin: There you go.

Mark: Yeah. I think everybody wants to be like Kevin Bupp from MobileHomeParkAcademy.com. His podcast is huge, but if you don't know Kevin, and his is in one of the Best Passive Income Model podcast as well, Kevin has an interesting story. He is the owner of the Mobile Home Park Academy which is the premier real estate education company in the country and one of the only a select few that teach on the highly lucrative topic of mobile home park investing. Founded by a team of nationally recognized mobile home park investors, he's developed the systems, the tools, the educational platform, and coaching program to accelerate your path to success as a mobile home park investor. All right, well, Kevin, let's just get into it because...

Kevin: Let's do it.

Mark: The real question you're a Florida-based real estate investor serial entrepreneur, you've over got 40 million real estate transactions, right? Why

teach anybody this stuff, Kevin? I'm skeptical. If it's so great why reach anybody?

Kevin: Yeah. Funny enough there is those that have the scarcity mentality and there are those that have the mentality of abundance that there is power in numbers and by helping others you will help them reach their own successes is that more success will come our way. That's just how I think and I've always had mentors that have helped me get into the different businesses that I have been in and I've never seen a scarcity mentality come their way or come from them. I've seen that they still thrive and they still buy a ton of properties and they helped me along the way. I've just always been raised that way. I was introduced to business in that manner and that's just my philosophy. I like helping others and I think that there is power in numbers as well. I think that there is a collective dynamic that occurs when you teach others to do a particular business right and it's the business that you're in. I think there is just a synergy that occurs that I can't really explain. We do more deals because we teach our methods. It's the simplest way to put it, Mark.

Mark: Scott and I are both shaking our heads because we get the same kind of scarcity mentality and the same skepticism and we answer it in almost like the identical way.

Kevin: Yeah, but I like meeting people. I like meeting people that share the same passion anyways, so it's kind of cool to find others that have an interest in what I'm doing and to see them light up when they learn about this niche or to experience that life-changing moment. When they buy that first mobile home park and they have literally replaced their entire full-time income. That's pretty cool. That's really rewarding to me as well. So, lots of reasons why.

Mark: But Scott, when you hear about mobile home park investing, what's your first reaction to it?

Scott: My first reaction is tenants, like it's my first reaction. Then I have flashbacks to the days where ... Kevin, I started off real estate investing doing laundry deals, okay? I was out there collecting the rent thinking I'm going to get killed over rent collection and that's not any fun. In a way that's kind of what I like about land is that there is no tenants, nothing there. What I do like about mobile home parks though is the fact that it's dirt at the end of the day and that's kind of like what Kevin teaches just getting back, to just getting to the dirt.

Kevin: Yeah, so we still have tenants. Don't get me wrong, I don't want everyone to think that mobile home parks are just renting the dirt and that is in a perfect world. That's how these things were originally intended to be, but we do own a lot of rental units not by choice in a lot of the communities that we currently have in ownership, but we always try to sell those homes off. The interesting thing is that we have tenants but they own their homes and it's very expensive to move that home and so their collection rates are 99 plus percent each and every month because they run the risk of losing the most valuable asset that they probably own which is their trailer and our turnover rates is very minimal. We don't have to deal with the roof issues and the plumbing and the AC going bad. We don't have to deal with that because they own it. So it's a beautiful thing.

Mark: Yeah. But you know what I think of when I think of mobile home parks?

Kevin: What's that?

Mark: Crime, drugs.

Kevin: Possible.

Mark: So, why mobile home parks not some other alternative multi-tenant class of real estate? Why not apartment buildings?

Kevin: You have to understand there are actually different classes of mobile home parks as well. Like an apartment building there is an A class which is the premier and then there is D class which is like park E if you want to go and collect rent or do anything after dark, then there is everything in between. Same thing with mobile home parks, it's actually more of a five-star system. It's not an A to D grade. It's a five star with one star being the equivalent of a D grade apartment building and a five- star being like shuffle board, three swimming pools, full-time program director, like really, really nice place.

Most of our parks fall in the two and a half to three-star categories and so we are catering to good hard working folks that just are looking for a clean, quiet, place to raise their family. I'm not saying that some of the parks we've purchased haven't had a crime element but for the most part, we are very particular about the markets we buy in and we are also very particular about school districts and such. And so, we buy in markets that we know if there is a bad element there, we know that there are plenty of good people just lining up waiting to get into a good place and so we know we can kick the bad element out and replace with good.

The first thing that came into your mind, Mark, was crime that does exist, but the same thing could be said about any apartment complex if it's not run properly, any single family home rental if it's not run properly. Not vacant land, but just about any other type of income raising property could be classified as crime, drugs, sex workers or everything else that comes along with it. But we pride ourselves in providing a very, very clean and safe quiet

environment for families looking for an affordable place to live and raise their families. So, we typically don't have to deal with that.

Mark: So if Scott and I were to invest in a mobile home park, what is the very first step we should take?

Kevin: Just like anything, get educated. There's not a lot of sources of education. I'm not saying that because we offer education but you really do. You have to get educated on the topic. There is a lot of "gotchas" in the mobile home park space that don't really exist you buying an apartment or buying a shopping center, buying vacant land that you guys do. Infrastructure is a big thing in mobile home parks. It's one of those things that if you don't understand what you're buying, you could really be lying in dirt that could sink your ship pretty quickly.

There are lots of parks out there that have private utility structures meaning they have wells and septic and waste water treatment plants on site so you've got to know what you're looking for. So get educated, make sure you don't buy what looks at face value as a good deal, as a good opportunity, and you find out that it's complete done, it's lemon and it's going to cost you your entire investment because I see it happen all the time. It's actually one niche where it's pretty easy to make a big mistake of buying the wrong park.

Mark: Ouch.

Kevin: Yeah.

Mark: So let's say you've got the right park, how do you get the deal flow to even evaluate the parks?

Kevin: There is numerous ways. There is [LoopNet](#), which is the largest commercial listing site. I kind of call it the broker's trashcan because that stuff that makes it in there have already been shopped a million times. But, we actually have two deals in our board right now that are in our contract that I found in [LoopNet](#). The first two deals I found like three years of searching [LoopNet](#) but you still can find deals on [LoopNet](#) just a few and far in between. So that's one way.

There is another website called the [MobileHomeParkStore.com](#). It's basically the MLS for mobile home parks that's all they sell in there, again some opportunities here and there. I know the guys that own the website. They have a big investment business themselves and they tend to cherry pick things before they make it to the market. Lots of deals that make up there have been picked over, again, not that you can't comb through and find an opportunity.

For us, if we are not going to buy from one of those websites and we are not going to utilize a broker, we go off-market. We find things by going off-market. Our system of finding off-market deals and strategically honing our focus in on certain markets and certain parks based on the length of ownership, based on who owns them, how old they are, how they have been running the park, that's what we do. We go off-market. There are a lot of opportunities to buy from the original owners. There are a lot of moms and pops out there that built these parks 40 years ago and they're up there in age now.

So, that is the best way, Mark. All the deals in our board only two are on market deals, all the rest are off markets. The parks that we own today 90% of those were off-market. Like they weren't listed, they weren't through a broker; we went directly to the owner. That is the best way hands down to get what I consider the home runs.

Mark: Kevin, lets' say Scott and I go to a REA meeting, and we always joke about this, and there are a hundred people at the REA meeting, 99 one of them are house flippers or wholesalers. Scott and I will be the only land guys.

Kevin: You're the crazy guys.

Mark: We are the crazy guys. Is it Scott and I are the land guys, you are the only mobile park home park guy. How competitive is this and how big is the market?

Kevin: If I went to a local REA group I would probably be the only mobile home park guy. There might be other guys that are laundry dealers like Scott has mentioned that own a few mobile homes in various parks but not really mobile home parks. I don't really know how to gauge the competitiveness. I can tell you that it's much more mainstream now, this business or this industry than it was when I got into it just five or six years ago and I think that's because there is people like me out there talking about it. There are a couple other educators in the space that talk about it in a big way but prior to them I don't think many people really spoke about it. The operators that were in the business maybe they felt it was a good thing and they were close to the vest with it. They just kind of stayed under the radar.

It's competitive but there is still a lot of opportunities. I mean, I can tell you that we do a lot of direct mailing and we do cold calling on a regular basis, we've got a database of about 3500 parks that we've researched the markets, we know the parks. We know that more than likely if we got them at the right price we would buy them. We hit that list over and over and over again and every time we hit it we get different calls, we get different responses. I can tell you that our students are hitting the same list and they are getting responses because they got the timing right. It's really the timing. They got their letter, their message in front of the people when they either needed or wanted to sell.

I guess to answer your question Mark there is competition but there is not too much competition to not consider getting into this niche. There is just not and I'm proof of it. We are like small fish in a big pond. We own a fairly large number of parks but we are still like very minuscule in the grand scheme of things and we are still finding opportunities left and right.

Mark: Scott Todd, thoughts? Your audio is off Scott.

Scott: I'm sorry. There it goes. Kevin, I like what you said about mailing the list over and over and over and over again. I think that blows a lot of people away that wait a minute, you can mail to the list and your students can mail to the list and we can all mail to the list and we can all still pull deals out there. That really is the abundance mentality right there and it's cool because that's exactly what we do. We mail to the list and we mail to the list and we mail to them again and again and again and it's all about the timing.

Kevin: It's all about the timing. There is a motivation in everyone's life. Everyone hits a point in their life where they are motivated by something. Either their wife wants them to sell that property that's been draining their bank account or their health kicks in and something is going wrong or they are getting divorced and they are forced to sell, whatever happens. But there is either a time where one needs or wants to sell. It's not necessarily a big motivation why they have to sell but things like, "I'm getting kind of tired and I'm at that age now I've received 80 letters from Kevin over the past five years.: On the 81st, "I woke up this morning and my back hurt a little bit more than normal. I'm going to call him today." That's what happens.

Mark: Yeah, it's marketing, it's top of mind awareness when they are ready Kevin Bupp will be there. That's where the consistency comes in. You show up, you show up, you show up, they know, "Okay, when I'm ready, Kevin is there for me."

Kevin: And you might get lucky the first go. I think that the challenge that happens is some people they send the mailer out and they get lucky in the first mailer and they pull a deal or two and they'll be like, "Wow, that really works." But then they will send the second mail and they won't get anything and they will stop. They will be like, "This doesn't work anymore. I must have exhausted that list." Whereas they should just stay consistent with it over and over again and just keep working it.

Mark: Yeah. I love Scott Todd's comment. Like how often do you go to the mailbox and get a credit card...

Scott: Offer letter.

Mark: ...offer letter in the mail? Like every day, right. I don't see the banks going under they will get you one day and the right day.

Kevin: That's it.

Scott: They keep mailing man. For me it goes in the garbage can, garbage can, garbage can, until like, "Holy cow, zero percent? Maybe I want to buy something I can payoff in 12 months?" That's the mentality, but they don't stop mailing man. Even if I say, don't mail me anymore, they still mail.

Kevin: Yeah man. Another example is the tire companies like they send out the pamphlets and all the other junk mail stuffed inside and so you've got the tire coupons. We only need tires in our cars once every four years if you're like an average driver but they are sending that stuff out like once a month if not more than that. But you know what? They get the timing right, the profit margin are priced really high in tires and they win. Even if they

had to mail it 100 times to us they win when they come in to buy tires on that hundred and first time that I got that junk mail and I used that coupon.

There are a lot of opportunities out there. It's interesting as well. I mentioned another thing about finding opportunities is that what I have found is that every owner or every prospect responds to different media. Whereas we've had instances where we cold-called people and they hung up on us like mad angry, "Don't call me." And then like a month later we will send them a mailer not really giving them a connection between the two and they will call us from the mailer and be very polite and respond to our mailer and vice versa. That happens.

I think you really need to be, at least in our business, you need to be hitting it both ways. You need to be cold calling and you need to be mailing. I can tell you that, I'm a guy that I don't like to be cold called. I screen my calls because I don't like to be caught off guard and I'm busy enough and I don't need to be stuck in a conversation I wasn't expecting. I would rather control the moment and get a piece of mail and call at my leisure. Whereas like my grandfather he's a grumpy old man that thinks that all the mail in his mailbox that isn't a personalized letter it's junk mail. He gets really mad about it; he'd rather get a phone call. So you've got to reach everyone in their own way and find out what works and just do both and overlap them. I promise you that there is plenty of opportunity and value.

It only takes one deal in this business too. That's the thing. Most people, the average person they not looking to build a large portfolio. One really good deal and they don't have to be a huge deal either. They can be life changing like replacement plus then some of like normal income, like your other income. Anyway, I'm digressing here but you guys get my point. There is opportunity. To answer Mark's original question there is still opportunity out there for people.

Mark: There's opportunity. Tell us something we don't know about mobile home park investment opportunity because you've got so many podcasts, there is so much information that you're giving. I'm looking at just the last three podcast it's like a comfortable blanket, "The dangers of paying face

value for rental to own contracts". That's soft. "How to avoid the mistakes of buying a park without having the proper amount of operational capital left over to start running your new business", that's soft. "How to identify unstable income sources on a profits and loss statement and avoid overpaying for a mobile home park." Those three podcasts it's like swaddling me. So, what don't we know? What do we not know about mobile home park investment business?

Kevin: There is theory and there is real life experience, right? I could preach every day, be it 24/7 and I could tell everyone everything they need to know but until they get boots on the ground and actually dive in feet first; every day is different in this business. I can preach from a book but they are going to go into a situation I might not have covered.

I will give you an example. I had mentioned not understanding the infrastructure of a park and understanding what you have in terms of utilities like water and sewer could sink someone if they didn't know what to look for. I'm going to give you a great example. It's a park that we own in Pennsylvania. It's a small park, 41 spaces but great deal. It was brought to us by actually somebody that is now our student, but they were always bringing us deals a couple of years back.

Mark: When you say great deal, can you define that real quickly for us?

Kevin: Yeah. That's a good definition. It's a great deal based on how we bought it and understanding what the upside was. To others, it might not have been a great deal but to us we because we could see the future value and we could see the risks as well as the rewards associated with that and so for us, it was a great deal. We were getting into it for very little money down. We paid 200 grand for it, which is unheard of: 41 space parks, great market. Put 10% down and then put another 30 grand in reserves for capital improvements; so we had 50 grand wrapped up in this thing.

But here is the catch on this one, it was on county water. So, the water is provided by the county but the sewer system was a master septic at the back of the park. It was on a hill and all the pumps basically had their sewer line flow down into a master septic field. We did all our phase one inspections, had a septic company come and do an evaluation. We are always concerned about public utilities. If there is not a backup plan [00:19:36] [indiscernible] if we can't put another septic in, if we can't tie into the county sewer system, if there is not a backup plan and that thing fails, the whole park fails. We get shut down.

So, we were worried about that. That was our big worry. We did everything we could to address the concerns and worries. We talked to the county how much it would cost to connect it, got in with engineers, knew our backup plan. So the worst case scenario happened, that thing fails, we know what our backup plan is. We know how much it's going to cost us today. Now, I will tell you that we were like worst case scenario if it fails in five years, probably will last 10 but if it happens in five we know what to do. Hopefully, we won't have to worry for five.

Six months in, it's failing and we are talking about a \$300,000 price tag and about a year worth of engineering and approvals and permitting and all that crap that goes along with it. But, we knew what the potential hazards of that deal were going into it and so we planned for it. We knew how to get financing on this infrastructure improvement, we knew the engineers we needed to work with, we knew what steps we needed to take. That same deal if someone wouldn't have planned for the worst because everything looked good in the front and septic inspection came back fine. Everything was working as it should but there was an issue that was underlying and no one noticed. That deal right there could have easily sunk in a first-time investor. They wouldn't have really looked a little farther ahead. Like what is the backup? What's the worst case scenario and how I'm I going to fix it if and when it occurs?

So, the EPA got involved in that deal. So it wasn't just losing the 50 grand that we put in it, the EPA got involved. It's a big deal. We've got a land use attorney, environmental attorneys, so we've got money wrapped up into this thing. It's fine because we planned for it but that right there that could literally put someone out of business very quickly and probably bankrupt

them personally even. So, knowing the infrastructure is a just the big one that till you dive into this business theory doesn't matter. You've got to dive in and actually get your feet dirty a little bit.

Mark: Yeah. See Scott, that's why I think he's got the second best passive income model.

Kevin: But with that deal, as soon as we connected the city water and we got some empty space we will fill in there that deal all day, every day and the next year once we get stabilized and it's paying for itself now. The cash that's in there now is paying to maintain these expenses we've been incurring with it. So we are not making money right now at all but it's not coming out, we are not making capital costs. That deal when it stabilizes it will be worth probably close to a million dollars. So we will have conservatively speaking about probably 900 and we'll have 500 grand into it and we will have a good \$400,000 of equity in there and it's a significant amount of cash. The cash on cash return will be close to a 100%, probably exceed 100%.

Mark: Wow, so if I'm an investor that's a nice return. How much of your time is spent looking for money and how much of your time is spent looking for deals?

Kevin: We've just launched a 10 million dollars investment fund just literally about three weeks ago. We've got six parks in contract right now and we've got a bunch more kind of like teeing up. We are in a unique space right now that we've never done before. I've never done a fund. So, right now we are raising about three million to close the initial deals that we have in contract. So we are in money-raising mode right now. So we're spending a lot of time doing that.

I'm not involved in that too much. I'm more in the deal acquisition side, so that's mine. I've got a couple of other partners. That's my role in the company is knocking down doors and building relationships with these

owners and bringing the deals to the door and basically taking them to the finish line, getting them closed and then passing them off to the rest of the team. So, I'm spending almost all of my time finding deals. That's what I do. That's what I'm good at. We've all kind of determined what we are good at and I'm good at finding deals.

Mark: Yeah. You know what I love about this model Kevin, is that I think what we have is the gateway drug to getting into larger deals like mobile home parks. Because at the end of the day if it's done right you are just renting the dirt, right?

But the nice thing about it is, we talk about this all the time, is that if you gave me 100 million dollars tomorrow, I'd have a hell of a time deploying that much money into raw land. But if you gave me 100 million dollars tomorrow to invest in mobile home parks, I might be able to deploy that in a year or two, correct?

Kevin: Yeah, absolutely. That would be a lot of parks but yeah absolutely. It would be a lot easier than deploying it into raw land. You make a good point.

Mark: Right, right. Scott Todd, what are you thinking man? Your head looks like it's about to spin, but you're still on mute.

Scott: I keep hitting the button, sorry. There is so much opportunity around depending on whichever animal you like, multifamily, land, there is just so much opportunity. It really goes to risk tolerance. Are you one that's able to sustain the stress, if you will of preparing ahead for like the infrastructure issues? If so you can learn those skills, I know you can. Mark like you said land is a great gateway drug.

Kevin: Yeah. I'm pretty risk adverse, I'm very conservative as well and I think as long as you know what the risks are going into the opportunity. That's what we keep talking about here; like understanding what potential risks you might be stepping into. There is not many of our deals, like I just

gave you information on, the one in Pennsylvania, that's a little bit of stress for us. But we kind of knew what was going to happen we just didn't think it would happen as soon as it did. But, I'm okay with the risk because the reward is well worth it on the back end.

Maybe it's because I've got my feet wet. I've been doing this I guess full-time investing since I was 20 years old, I'm 38. Most of the stuff I had bought over the years whether it is single families or apartment buildings have always been lower-end type clientele and so I've always catered to the affordable housing side of things. I'm just comfortable with the tenant base. I'm comfortable with the turnaround projects. I have rehabbed hundreds of properties. That's the kind of deals we do. We do a lot of turnaround projects. For me actually, I don't see them as risky I actually see it as a huge reward waiting on the back end. Whereas others might, if they don't know that business well and they don't understand what the rewards are out in the back they might see it as a big risk and not worth their time or energy.

Mark:

One of my mentors would like to say, "Sell the classes, live with the masses. Sell the masses, live with classes."

Kevin: Yap, yap, yap. I love that. I don't know if that answers your question or not Scott.

Scott: We are good. We are good.

Mark: All right, we are at that point in the podcast Kevin, my favorite point where we get to put you on the spot and ask you for your tip of the week: a website, a resource, a book, something actionable where the Art of Passive Income listeners can go right now, improve their businesses, improve their lives. Your mentorship has been invaluable to this podcast. If you're not listening to Kevin's podcast, I don't know. You've got to download that thing.

Scott: I listen to it. I do. I do. I've listened to both of them actually.

Mark: Which one do you like more Scott?

Scott: I like the mobile home one better.

Kevin: All right. You only listen to that podcast... you have to have a little bit of interest in mobile home parks to listen to that one. That's all we talk about. So, tip of the week, is it tip of the week the website or tip of the week and a website to go to. Is that what you're saying?

Mark: You're the guest. You can give whatever tip you want.

Kevin: This is going to apply to those that have an interest whether they are going to buy raw land or they are going to buy mobile home parks or buy other types of real estate. I'm willing to make the assumption that a portion of the audience that you have Mark is getting to a point where they are going to be buying real estate maybe they have to raise private money. They have to get their names out. They have to position themselves as experts. Facebook Live utilizing a service like we are talking on right now. Zoom, I just started using Zoom, Mark and it's wonderful. It's wonderful and I think Facebook live.

I guess it's two tips of the week but we are doing a lot of Facebook Live stuff now through our Mobile Home Park Academy and I'm watching our numbers grow steadily and our responses. I'm getting a lot of interest from investors that are watching our videos. I think that there is a situation that occurs through a visual contact with somebody than an audible contact. Our podcasts are audible and we do have a big following. People can kind of get to know us through our voice but when there is a voice and an image, like a

digital image, like a video of somebody I think the connection is much greater.

That would be my tip of the week as far as technology is concerned would be Zoom because it's awesome and that ties directly to Facebook Live. Be doing Facebook live videos. If you want to be in this business, you want to raise capital, you want to put yourself out there as the industry expert, do Facebook Live videos. Mark, I think you guys probably do videos on other, I don't know. What are some of the other video channels?

Mark: I like [BeLive.tv](#), I also use Ecam as well, OBS.

Kevin: Not the tools but the... What's Twitter's, their video?

Mark: Oh Periscope.

Kevin: Periscope. Are there any other ones that are bigger than Facebook live? I think Facebook Live is the place now, right?

Mark: You've got to be at Facebook Live. You can go YouTube Live, you can go Periscope but if you're not a madman like Grant Cardone just go to Facebook Live.

Kevin: Yeah, yeah. Well with Zoom, you can do Facebook Live, record the videos and then upload them to YouTube, right?

Mark: Absolutely.

Scott: With the Zoom piece you can actually do Facebook Live and I think YouTube live at the same time.

Kevin: Not that I know of. I think you can do it simultaneously.

Mark: You can do it simultaneously with OBS.

Kevin: Okay.

Scott: That's it.

Mark: Yeah OBS. I think Wirecast will let you do it too.

Kevin: I think we are still in the very beginning stages of video marketing and I think it's going to catapult here in the next year or two. It already has. You look at Facebook Streams now half of them are videos instead of still photos. I think that's the great way for those that are looking to get into your business Mark, my business, any real estate business where they need to actually put themselves out there as an expert, potentially to bring capital in. For us, that's a big thing. We build a lot of our relationships through our podcast and with our academy and a lot of the capital sources that we have come from that. I think that you're trying to build a friendship by putting yourself out there and I think when people can see you and hear you, put a face to a voice; I think the connection just grows so much farther. Anyway, that's my tip of the week. I don't know if it's a good one or not but I'm going to stick to it.

Mark: I think it's great. I love it. It's great. Scott Todd?

Scott: All right, Mark. You know I like swim lanes, I like flowcharts, diagrams, all that stuff. Check out Draw.io.

Mark: I'm checking it out right now.

Scott: What you will find is that it's a cool, free tool where you can build your process maps, your swim lanes, your diagrams, your flowcharts, anything and everything. It was actually given to me by one of our coaching students and I love it.

Mark: Wow. This is cool.

Scott: Yeah, check it out.

Kevin: [Draw.io](https://draw.io)

Mark:

They've got a lot here, basic, business charts, engineering, flowcharts, mind maps, marks ups, [00:31:28] [indiscernible]. So when you do it Scott, which one are you using?

Scott: So, if you go down to advanced, the swim lanes are in the advanced section.

Mark: Wait, I don't see advanced.

Scott: On the left side.

Mark: I see basic, business chart, and engineering. Here let me create a new diagram. Okay, hold on. I was at "create", "authorize Dropbox", "allow", "API authorization request", okay now I'm in.

Scott: Okay. So now you have a blank screen I guess.

Mark: Now I have access denied, try again. What?

Kevin: Mark, I think I'm burning calories watching you walk as you speak.

Scott: Yeah, yeah, me too.

Mark: All right anyway.

Scott: The swim lanes are in advanced.

Mark: From template URL or create?

Scott: Create.

Mark: Create. Okay, it's not letting me do it, but I trust you. I believe in you.

Scott: It's there. It's there I promise you. I love it

Mark: It's got swim lanes?

Scott: Yap.

Kevin: I've got one other one that I'm going to mention real quick. We are in the process of our business where we are trying to develop. We have a lot of system processes internally but we are trying to organize them into standard operating procedure manual and we are trying a website called Sweet Process. It's SweetProcess.com.

Mark: Yeah, yeah.

Kevin: It's awesome. It's awesome.

Scott: We also like Process.st, Process Street.

Mark: Process Street, which is less money by the way. It's free. Kevin is like me. He loves to overpay for everything.

Kevin: Yeah, yeah, yeah. Look but if it works, if it works, if it works for you then...

Kevin: I'm not too far into it yet. We just started like a week ago.

Mark: When you have Kevin's net worth it doesn't matter. You just get it done.

Kevin: I wish. I wish, Mark. I'm still trying to catch up to you guys. You guys have made 5,000 land transactions, come on. You are way ahead of me.

Mark: Kevin, we don't like to brag. I'm still playing with this Scott. Okay, I'm in advanced.

Scott: Okay.

Mark: And I just see a bunch of symbols.

Scott: No, no, second row from the bottom of advanced is the swim lanes.

Mark: Oh I see it.

Scott: You drag it over there and you can add more lanes

Mark: The pool?

Scott: The pool, yeah.

Mark: Got it.

Scott: You add the pool that brings in three lanes and you go down you can add more lanes.

Mark: I've got four lanes, five lanes. How many lanes do you do?

Scott: No more. I try to keep it on one page because then you can always add more pages. I think here you can go up to six lanes on one page.

Mark: This is really geeky and I love that I can just automatically save it to Dropbox.

Scott: Yeah, it's really cool.

Mark: All right, great tip. Sweet Process is a great tip as well. My tip of the week is going to make everyone a lot more money because it's MobileHomeParksAcademy.com. Mobilehomeparkacademy.com and learn more about Kevin and his team, what he's doing. He's got a weekly podcast then there's *The 21Biggest Mistakes* so, go there. "Purchasing a park that has a large number of homes owned by an outside 3rd party investor and why this can be a huge risk." I'm getting an anxiety attack here Kevin.

Kevin: If anyone wants to learn about mobile park investing I would say the first place to start is our podcast because in the first 12 shows we really dive

into a very granular nature of like how we do marketing analysis, how we go to a database, our direct mail processes, our cold calling processes, everything down to the operational side, hiring and firing a new manager training them, Like very in-depth type stuff. Not that all the other shows aren't in depth as well but the first 12 are like kind of the core modules of that podcast and then we just build on it from there, but there is a lot of information there.

Mark: Great. Well, I do just want to remind the listeners today's podcast is sponsored by PostingDomination.com/TheLandGeek. Even Kevin Bupp is using it, right Kevin?

Kevin: I am. I am. I bought it about a week ago so I'm excited to scale up our Craigslist business as far selling off our ... We only own the land so we buy parks that have rental trailers in them and we don't want them so we sell them off and so we are going to use Posting Domination to blast the heck out of Craigslist with all our trailers there for sale.

Mark: I love it. I love it. PostingDomination.com/TheLandGeek I want to thank all the listeners. I want to remind them the only way we are going to get the quality of guests like a Kevin Bupp from Mobilehomeparkacademy.com to come on this podcast is if you do us three little, favors. You've got to subscribe, you've got to rate, and you've got to review the podcast. Send us a screenshot of the review to Support@TheLandGeek.com we are going to send you for free the \$97 "Passive Income Launch Kit". Kevin Bupp, are we good?

Kevin: We are good man. Thank you, guys.

Mark: Scott Todd, are we good?

Scott: We are good, Mark.

Mark: You want to just skip it because you're going to freak Kevin.

Scott: We're skipping. We don't want to freak Kevin out.

Mark: All right, all right.

Kevin: Why freak me out. What's happening? What are you guys about to do? What's about to happen?

Mark and Scott: One, two, three, LET FREEDOM RING.