



THE LAND GEEK

The Art of Passive Income Podcast With Mark Podolsky, AKA The Land Geek

Mark and Scott talk with: Erik Peterson – www.LandOpia.com,
Mike Zaino – TheLandGuru.com, Aaron Williams –
BearLandProperty.com and Tate Litchfield –
FrontierPropertiesUSA.com on the Land Geek Round Table

Transcript

Mark: Hey, it's Mark Podolsky, The Land Geek with your favorite nichey real estate website, www.TheLandGeek.com and for today's Round Table podcast we've got a full crew here. We've got Erik - no nickname - Peterson. Erik how are you?

Erik: I'm good. Looking forward to boot camp here, coming up this weekend.

Mark: All right same here. We've got Tate - the big Poppa. I love it when you call me big Poppa - Litchfield. How are you Tate?

Tate: I'm great. Happy to be back.

Mark: It's great. Good New Year's?

Tate: Fantastic yeah. Also the fireworks woke up the baby, but it was great.

Mark: Yeah. Look it's her world we're all living in it.

Tate: Yep.

Mark: Just the way it goes. Mike - the Zen Master - Zaino konnichiwa.

Mike: Konnichiwa.

Mark: How is it going Mike?

Mike: It's going very good. It's going excellent.

Mark: Did you breath in the mailing and breath out the marketing today?

Mike: Yeah. We've been breathing in a lot of mailing and breathing out a lot of marketing. We hit 2018 hard.

Mark: 2018 is my year of never missing a day of meditation. I am now two for two. And then last but not least, you know him, you love him, Six Sigma Scott Todd from ScottTodd.net, LandModo.com and most importantly if you're not automating your Craigslist and your Facebook postings PostingDomination.com/TheLandGeek. Scott Todd a little birdie told me there is a new course coming out very soon.

Scott: Yeah. This is the final week man, like final week to register for the live classes. This is the accounting for Land Investors 2018 version I did it last year. I do it one time a year. I kind of walk you through the entire accounting program end to end. It's recorded so if you can't attend live, no problem but it's going to give you everything you need to make sure that your account is up to snuff. I'm going to tell everybody exactly how I even put \$14,000 tax-free into my pocket. \$14,000 Mark.

Mark: You know I said last but not least. I should have said that about BearLand - Aaron. BearLand - Aaron how are you?

Aaron: Hey, pretty good. I worried you were going to skip me.

Mark: I'd never skip you.

Aaron: No, I know. I've got to say I'm excited for that accounting class, we're already signed up.

Mark: Yeah, I'm very excited about it as well and you know it's one of those sort of unloved things that is so important. It's like my last thing that I like

to think about business, but then come tax time when you have those nice clean books there is like no better feeling. You know what I mean? It's like waking up every day to a made bed. It just feels good, right? Scott is like you're comparing my accounting class to a made bed?

Scott: How do you wake up to a made bed?

Mark: Well, you've got to make your bed. You go to the class then you know how to make the bed you know hospital corners and all that good stuff.

Scott: I got it.

Mark: You go to Tate's house you can bounce a quarter off that bed. So it's all good. So before the podcast we were talking about the improvements that we're making to our software systems, to the community. I thought it would be just kind of cool to talk about the concept of kaizen - continuous improvement and the things that we're doing in the community to continually improve and Erik Peterson had a genius idea of how to improve our Round Table podcasts. So Erik, go ahead and talk about your thought that we're going to execute on next week.

Erik: Yeah. So to bring some more I guess diversity to the Round Table in terms of topics and so on, we want the listeners to submit their questions. Hopefully we're going to set up a voicemail box where you can call and leave a voicemail with your question and email address and we'll also put in the Facebook mastermind. So you'll be able to submit questions, comments, whatever is on your mind. You know if you want to stump the coaches or whatever it is. We'd be happy to address it on the Round Table.

Mark: BearLand - Aaron what would you want to see as far as like a theme? I like stump the coaches for the Round Table, anything else?

Aaron: No, I kind of think it's pretty cool.

Mark: Marketing tip of the day, book of the day?

Erik: Yeah, how about that? Because we're working on a little thing I'm not going to tell you too much about it but you know if people have some good reads that are kind of relevant drop those in too. We can mention them on here and we can add them to a thing we're doing that's going to collect all that in on. So yeah, if you have a book that you love let us know about it.

Mark: I love it. Zen master - Mike what continuous kaizen things are you working on for 2018?

Mike: First let's jump back I thought it will kind of cool if we take over the next few weeks the Roundtable or maybe we can do it one time where we kind of like... People probably wonder what we do all day, right? If we're not doing the land investing all day long, what the heck are we doing? Like we know Scott's flying planes but he's not flying them all day long. We know that everybody is so, I thought that is kind of neat. I think people will interested to say what are you doing with all that time that you now have because you've automated your systems, you've delegated. So anyway I thought that would be kind of neat. What do you think that people will be curious as to what the heck we're doing?

Mark: I'm working on magic.

Mike: And you're fairly good at it.

Mark: Look, you want me to show you a little magic?

Mike: I saw it in Florida. It was some good stuff.

Mark: It's good. I'm pretty good slide of hand. Seriously though, I'm working on finishing *Dirt Rich* which should be out in about 60 to 90 days. And then after *Dirt Rich* should I tell you guys the title of the new book?

Mike: Yeah.

Mark: Yeah, all right. Now I'm not married to the subtitles you guys can help me, it's *Coax the Cat: 10 Principles To Cultivate Happiness, Meaning and Fulfill the Promise of Passive Income*.

Mike: Oh nice.

Mark: Do you like it? It's the companion book to *Dirt Rich*. So it's like okay you've got all this, you've got all this passive income now what do you do? Because I'm going to make the argument all that money isn't going to make you happy and so here are the 10 principles that I think will add to that. Scott Todd is like that sounds pretty woo, woo.

Mike: I like that. I think it kind of relates to what you're asking about kaizen Mark. I mean you know what the opposite of kaizen is really, right?

Erik: Death.

Mark: Inertia.

Mike: Not dead. If you're not constantly changing, adapting, improving then to me that says you're just going in the opposite direction. So I think that's something that we all embrace this idea of continually improving and changing and I... Sorry, Scott was giving me the look I didn't mean we're all going to die Scott. I was just saying that it's like stagnation. We've got to keep moving, keep our feet moving and it's happiness identifying problems and then solving them. So we take a different approach to what I think when you look at it from that perspective.

Mark: Yeah, absolutely and I know Tate is like I'm going to 10X it. But how are you going to 10X it Tate? What kinds of continuous improvements are you going to make?

Tate: It's stands we're doubling down; everything we did last year we're trying to double it basically: as far as marketing, as far as offers, as far as we're taking the training wheels off this year and we're just trying to go big. Bring on maybe some additional help, looking for more VAs, get more automated, new approaches to doing the same thing I don't know. We're looking for ways to improve within our own business and the only way I know how to do that is to do some serious reflection and map out your entire process and basically look for the chinks in the armor. So, we're spending a lot of time this year becoming bulletproof that's our number one goal. I want to be able to walk away from the business for weeks on end and still have it run.

Mark: Absolutely. Scott Todd what your kaizen? I know you're going to unveil a lot of it this weekend but did you just want to tease everybody.

Scott: Oh well, first for like LG Pass. You know like LG Pass we just recently released a new update. We are redesigning LG Pass to actually bring everything in so that you're working right there with one property and it's a pretty cool design which we'll kind of share at Bootcamp some of the development that we're making and some of the roadmap, but LG Pass is high up there.

Land Modo. Land Modo continues to grow, that's a big platform for me. We continue to grow that. Mark page views in December about 35,000 page views in December so that's a nice flow. I see the amount of inquiries that are coming from the properties and every week they're going up and we've got a lot of external kind of advertising. So literally with Land Modo every dollar that comes in terms of revenue goes out in the form of some sort of advertising. In fact it's about 150% of revenue so that means I'm paying out. Like I'm building that platform and it's kind of cool because right before

our call today I got an email from one of our sellers it said, "Sold a property on Land Modo." So it's kind of cool when you get that and so like Land Modo is a big platform and LG Pass a big platform and some other cool things coming down the pike for 2018 that I'm not yet ready to talk about.

Mark: Yeah, I know that we're making some big improvements into GeekPay.io and speaking of losing money on software but Erik is going to be helping us with that as well in San Antonio. Because ultimately what keeps me up at night this Erik Peterson like GeekPay and when he's like you're not developing fast enough I start to sweat, I have anxiety, and it hurts my relationship with my wife. She's like, "What's wrong with you?" I'm like, "It's Erik. GeekPay Erik," and she's like, "Look you've got to get more than two hours sleep at night, you're getting sick," and it's the whole thing. But I can tell that 2018 we're really going to vastly improve all aspects of GeekPay and include the integration with LG Pass as well which isn't insignificant. Right Scott?

Mike: It's the year of the Jot Knot.

Scott: It's not insignificant, that's right.

Mark: Right. The mastermind community we're going to start improving. I put out a survey there. We're going to start doing monthly themes. So this month might just be the theme of closing the sale and adding a lot more content and some other little surprises here and there to help with that theme throughout the month. The next theme might be deal flow, processes, the due diligence fees and some of it might be based on more internal metrics like mindfulness or gratitude those types of things as far as our monthly themes. As far as not just the nuts and bolts of land investing. So, I can get a little woo, woo, right? Tate is like shaking his head.

Tate: No, I love it.

Mark: BearLand - Aaron. Too woo, woo BearLand?

Aaron: No. I'm just giving you a hard time.

Mark: All right. So we've got lots of improvements down the pike. Anything else before we move on from kaizen?

[silence]

See in the podcast world that's just dead air, it's not good.

Scott: That's dangerous Mark.

Mike: That's a pregnant pause. That was intentional.

Scott: People were grabbing for their phone, they looked down onto their radio or podcast listening device to wonder like did it stop working?

Tate: Eyes back on the road. I don't know.

Mark: The last time I was really panicked about any type of dead air was the very end of Sopranos. Do you guys remember the end of Sopranos and it just went dark and you were like what? Is the cable out?

Mike: That was actually a good ending.

Mark: No, it was a great ending but it was kind of like an artsy ending. I think we're all ready for 2018, we've got mastermind improvements coming down the pike, we've got software improvements coming down the pike, we've got Land Modo platform improvements coming down the pike, we've got our own land businesses being approved down the pike and all of it is going to basically spread out and ripple out through the whole community. So everyone can work on their continuous improvement no matter if they're at Padawan level or they're getting close to the Scott Todd Yoda level and everything in between. Mike had to say Skywalker.

Mike: Skywalker.

Scott: Luke Skywalker.

Mike: Skywalker, Skywalker.

Mark: Every time Erik gets another deal from my seller he just writes Skywalker on a piece of paper. All right let's move on to tips of the week. Mike Zaino what's your tip of the week?

Mike: Well ironically, it's a quote.

Scott: Go figure.

Mike: Go figure but it's like Scott always says it's not going to be reminding anybody to breath. In fact I'm going to just put my screen over Scott's face as I read this there we go.

Scott: Let me shut off my video for you Mike I don't want to you know... I went dark for you.

Mike: All right thank you. So this is a quote over the Buddha and this relates I think to the New Year I love it, "There are only two mistakes one can make along the road to truth: not going all the way and not starting." So I think it's a call to action. We're all setting goals it is going to come down to follow through. So it's a call actually being brave enough to take the first step. For some people it might be the beginning where they are going to start with *Toolkit* or they may be taking that leap into Flight School or coaching. It could be people that have been doing it for a while they are going to really embraced massive mailings. Whatever it is just you have to start and then of course follow through, it's all about follow through. So I think that's a great quote that works well on that business and Scott you can come back now I'm fine.

Mark: No, I think that's a great quote.

Scott: I'm back.

Mike: All right. Did you like it Scott?

Scott: It's beautiful.

Mike: Okay thank you.

Mark: Yeah, I mean speaking of Flight School we've got some big improvements coming down the pike which Scott has not yet approved but I need to brainstorm with him on, but you know kaizen. Not that Flight School as of now is not amazing, but there's going to be a few sort of wrinkles that we're going to be adding to it I think.

Mike: Awesome.

Mark: Maybe I shouldn't be publicly saying it until I talk to Scott this weekend. Now I feel like I'm in trouble.

Scott: Now you've got to tell me. We've got to get off this call.

Mark: I can't tell you.

Scott: You're not going to be dismissed from this call.

Mark: I can't tell you. We have to talk about it in San Antonio after your third margarita.

Scott: We can talk about it before. I don't need the alcohol.

Mark: All right. Erik Peterson what's your tip of the week.

Erik: Today we're going with a book. I'm not sure if it's been mentioned on the podcast. I think probably a lot of people are aware of the book *The Art of Less Doing* by Ari Meisel. I've been going through that again recently and it's just a great book about building automation and building systems and I really enjoyed it.

Mark: Yeah, he was actually on the podcast and I was on his podcast that's a great book. I love that book. You know what I hate to say it to start off 2018, but Erik Peterson has got a good quote, good tip of the week. I don't know. Mike's shaking his head.

Mike: Go one for one.

Mark: One for one. It's a long year Erik.

Erik: I should keep stats this year.

Mark: What's that?

Erik: I should keep some stats this year.

Mark: Yeah. I did have as a New Year's resolution a kinder, gentler approach to Erik Peterson's tips of the week. We'll see how long it will last.

Mike: Oh so you really you don't like you're just contending because of your New Year's resolution. I get it.

Mark: No, I really like that book.

Erik: You're going to break his resolution huh.

Mark: I mean it's a pretty safe tip of the week I'll give him that.

Mike: Here we go. I love that soft ball.

Erik: I mean that's just the way it goes.

Mark: Yeah. BearLand - Aaron what's your tip of the week before we start to devolve?

Aaron: It's an iPhone app. I've used this for a long, long time they just changed the name of it. It's called Toolbox Pro. I think the Pro is obviously the paid version and what it is it's not necessarily for business or anything, but it's got all these tools in it that you kind can use throughout your daily life that utilize some of the hardware that your iPhone has. They're some basic things like a level, a plumb bob and a decibel meter. There are probably like 10 or 12 different functions of this app. It's kind of like a digital multipurpose tool in your pocket and I'd use this thing... I did install a new oven in our house and I couldn't find my level and I used this thing on my phone and you know the eggs stay in the center of the pan so the oven was pretty level. It's a pretty cool little device you'll find various uses for it you know here and there if you just remember that you have it in your pocket. It's a pretty, pretty neat little tool that uses all those gyroscopes, levels and microphones and everything else that your phone has.

Mark: I know for me personally I will be telling my handyman about this but I came in here to change a light bulb Mark. He's like a level. I'm like what's a level.

Scott: Mark, the problem is that where Aaron lives they don't have handymen.

Aaron: No. They've got to take the... It's a three day buggy ride.

Scott: Yeah. See he's got to get his eggs from his chicken in his backyard. You can't let those things crack man.

Mark: If things start going bad I'm going to BearLand's house that guy knows how to survive.

Scott: He knows how to use a level.

Mark: You see he's living off the land.

Scott: He's living with a level in his pocket.

Mark: I actually had this as a real conversation with my wife today. We were talking about lunch and one of the lunch places that we like to go to they have a horrible parking lot. I'm like, "Why don't we just take an Uber?" Like that was literally the conversation and it was like so we don't actually have to like look for parking.

Mike: That's what we do now, we Uber to restaurants. We Lyft actually after the debacle in Florida where we late for the appetizers there will be no more Ubering.

Mark: Yeah, I mean Lyft and Lyft is less money too.

Mike: Pictures from Scott of devoured food, no more Uber, Lyft.

Scott: Mark why are you not taking your para-motor to lunch? You and your wife [00:22:23] [indiscernible].

Mark: I will be eating that lunch by myself that's why and then calling Tate and I will be like what's it like to have 100% of your assets intact? So that's why. Speaking of Tate, Tate what's your tip of the week?

Tate: All ready. So I'm going on a dangerous route here following Erik but I am actually reading a new book it's called *The Grit: The Power of Passion and Perseverance* by Angela Duckworth. Anyone read it?

Mark: I've heard of it.

Erik: It's in my reading list.

Aaron: Melissa has read it and she said it was fabulous.

Tate: It's really good. I'm not done with it yet in fact I only started this week but I'm really, really liking it and I'll just share a quick little excerpt from it says, "Enthusiasm is common. Endurance is rare" and that can be applied to our business in so many different ways. Everybody comes out of the gates full gas, ready to do whatever it takes to get their mailing and the taper off and slowly their Craigslist marketing kind of goes to the wayside and everything else falls out of place. So you've got to remember when you're starting the land business no matter where you are in this business it is a marathon. It's all about endurance; you don't want to sprint to fast coming out of the gate because you will wear yourself out. You've got to think long-term and measure success on your daily accomplishments however small they may be. So this is a pretty cool little read. I really like it. It's just about being stubborn and persevering through the hard part. So check it out *Grit* by Angela Duckworth, it's awesome.

Mark: I'm going to quote that in my chapter called *Embrace the Suck*. Does she ever use that term?

Tate: I haven't seen it.

Mark: Okay, that's awesome. Angela Duckworth, *Grit*.

Tate: So check it out. Yeah, it's really good thus far.

Mark: All right that's a fair to middling tip of the week.

Erik: One of one?

Mark: One of one. I mean very safe but it's good. Let's see who is last? Oh that's right Scott Todd what's your tip of the week?

Scott: I mean are we letting Mark judge these tips of the week. Like he's the one passing us? I mean...

Tate: All I can say is he better have something really good this week.

Aaron: He can't even use a level.

Mark: My tip of the week is a solid three, it really is. It is useful.

Tate: Solid three, we will be the judge of that don't you worry.

Mark: Okay fine.

Scott: All right here we go.

Erik: He's looking for a new tip already.

Scott: Mark, one of the things that people struggle with is like when they're trying to create like thing, documents in HTML that are it's a very clean HTML people are like look HTML is not that hard to learn but who wants to learn it unless you already know it. So you can always go hire someone to go do it but look you have Microsoft Word on your computers with that you can just convert it to an HTML and you're off to the races. But an HTML file from Microsoft Word is like very dirty, it's like not cleaned up, it's messy.

So check out this free tool called HTMLWasher.com. HTMLWasher.com you can either upload your document or paste in your document and what it does is it removes all of the excess not well formatted crap, it washes it and makes it nice and clean so you can use it on the web without a lot of bloat or anything else that will bring down your HTML documents.

Mark: Wow, I like this tip. Am I the only one?

Erik: I like it.

Scott: That's a home run.

Mark: That's pretty cool. That's good.

Scott: Okay, it's not a homerun it's a double.

Mark: It's solid.

Scott: Men on base.

Mark: I mean is it a quote from The Buddha? No, but it's good.

Mike: I think Mark's being really nice because he wants those new changes to Flight School that's what I sense.

Scott: I don't know. Wow, wow.

Mark: Flattery will get you everywhere.

Scott: Mike I will...

Mike: It's an incredible tip.

Scott: Mike I will not be hiding my camera next week when you got to do your quote early.

Mike: Come on please.

Scott: All right Mark what do you have? Show your cards.

Mark: So for all those of you in my email list thank you for being in that email list. But occasionally we get somebody who doesn't really want to be on the email list and they will email back something kind of nasty and then say unsubscribe. Even though at the very bottom of the email you can unsubscribe.

But I know that anybody listening to this would never dream of unsubscribing from our email list but probably other people's email list. They're probably you just signed up and then it's all crap and then they want to unsubscribe. So why not automate it with a little robot it is called UnsubscribeRobot.com and you forward spam emails to

unsubscribe.Robot@Gmail.com and you get automatically unsubscribed, gets you to inbox zero, get rid of the spam and make life a little better. UnsubscribeRobot.com I think that's solid. Erik Peterson?

Scott: Nobody is saying anything so that tells you enough right there, it's just quiet like.

Mark: That quiet it's good because Tate is really foaming at the mouth you know to like pounce.

Scott: Wait a minute this is lame.

Tate: [00:28:36] [indiscernible] unsubscribe tools that we talk about as tips of the week. So is this better than those? I mean that's the question, right?

Scott: My phone at the top says unsubscribe. Why would I need to even forward it, it's a wasted step, it's Muda. This is lame, lame.

Mark: There must be a reason it's not lame, hold on.

Mike: Wait a minute.

Erik: Hold on, he's got to download it really quick and try it out.

Mark: It requires no specific access to your emails. Other alternatives require granting full access your email account or full browser access. With hundreds of unwanted promotional emails a small amount time and frustration adds up. Saves times deciding which option to take. We always unsubscribe all and typing repetitive info, easy-to-use and super helpful. I don't know. I think it's solid.

Mike: Maybe if you could use it with like inbox and then you could at once because it collects all those in one folder and send 25 of them at once that would be kind of cool. Maybe it does that.

Mark: And by the way it's free.

Scott: I'm just going to hit the unsubscribe link on my phone. It just says unsubscribe.

Erik: Yeah, me too.

Aaron: Can we unsubscribe to lame tips or...?

Mark: Oh that hurt. When BearLand - Aaron cuts he cuts deep. I love it.

Aaron: Erik Peterson taught me. He's been giving me a hard time.

Scott: The Bear has been released.

Mark: The Bear has been released.

Tate: Grrrrr.

Mike: There is a line we don't cross here.

Mark: I'm going to start preparing.

Aaron: Oh I'm sorry Mike. Did I cross that line?

Mike: That's like an unwritten line we don't. I mean that was Mark.

Scott: He went for the throat on that one.

Tate: Erik just remember you've got to bring a tip next week. I hope you're ready. Kind of like Mike said there's kind of this like we do haze each other a little bit but not mean.

Mike: We put you through the test. I'm not sure if you passed. We just gave you the...

Aaron: Hey man I guess I need to ask for newbie forgiveness. I don't know...

Erik: It's open season now.

Scott: I'm surprised that you haven't been removed from this call yet. Like at least muted or something.

Erik: Like why is my screen black?

Mark: You know what's funny is like Mike Zaino loves it because this is like his world in the fire department. He's like Aaron you need to come up to Havehill and hang out with me for a day.

Scott: Haverhill, Haverhill. Come one man Haverhill.

[00:31:15] [indiscernible]

Mike: Do you want to stay in Haverhill, [00:31:22] [indiscernible]

Mark: We're going to save lives together.

Scott: Haverhill.

Mark: Haverhill.

Scott: Do I have a link, Haverhill?

Aaron: Of course.

Scott: Haverhill, Massachusetts.

Erik: Scott, do you have lights on in your room there?

Scott: Ah yeah. I've got lights on.

Mike: That's just the ambience.

Tate: He's setting the mood.

Scott: Yeah, my new workspace for 2018.

Mark: If you listening really quietly he's got Barry White playing in the background.

Scott: No, no I've got the Hawaiian music.

Tate: He has got a blue one on the other side.

Scott: I can do that, I can control that.

Mark: I want to thank all the listeners for putting up with our shenanigans and look if you're enjoying the Round Table podcast the best compliment you can give us is by doing three things 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 and we're going to send you for free the \$97 *Passive Income Launch Kit*.

Start emailing Support@TheLandGeek.com the topics and discussions that you'd like Erik Peterson to discuss for the next Round Table and I just want to thank everybody again. We're going to have an amazing 2018 of kaizen -

continuous improvement. Lots of great things coming down the pike. And with that are you guys ready? One, two, three.

All: Let Freedom Ring.

Mark: Oh my gosh that was horrible.

Erik: That was a little like [00:32:59] [indiscernible].

Mark: We'll work on it at Bootcamp.

Tate: Our New Year goal must be we master that at least to be the Round Table collective goal.

Scott: I think it needs to be recorded.

Mark: I can't wait to tell you guys the story of my trip to New York, insane. Mike are you cold there?

Mike: I don't feel cold any more I'm in Whim Hof.

Scott: Come on man.

Mark: Either way in Whim Hof it's cold there, isn't it?

Mike: It's cold, yes.

Mark: Are you taking cold showers even in this weather?

Mike: In the morning I do. I've been [00:33:32] [indiscernible] and I love his little morning routines, it's 30 seconds.

Tate: I don't think I can do it.

Mark: I did it in New York and I did it on my ski trip. It was like -20 and I'll tell you what I did it for like a minute and I was invigorated and then my wife...

Mike: It does feel good to be done.

Mark: No, it feels good. But my wife looked at me she's like, "Why is your chest all red?" I'm like Whim Hof.

Mike: Whim Hof.

Mark: "You're crazy." Well I'll tell you guys a story and when I say you guys everyone except for BearLand - Aaron because he won't be in San Antonio.

Aaron: Sorry.

Mark: It's okay. I get it family first.

Aaron: I feel painful.

Mark: No, no, just it's okay. You will be there in spirit.

Aaron: I will be there in spirit.

Mark: Yeah.

Aaron: Spirit and love for Mark, Erik.

Mike: Was there something to say to Mark here?

Aaron: Mark, I sincerely apologize.

Scott: I just did it for the show. It was all for show.

Mark: It was all for show.

Erik: Yeah.

Mike: He's like that one person who just takes too far and everybody just looks and goes what!

Aaron: I didn't know.

Mike: Oh man I'm going to try this.

Mark: Can I unsubscribe from bad tips.

Aaron: It's like if you had to go to prison and you jump the biggest guy so that you get you know... that was my thing. So now we're all good hopefully until Mark gets me back.

Scott: Now we know the hierarchy.

Mike: [00:35:21] [indiscernible].

Mark: Yeah exactly. Now we know the analogy of Round Table podcast is prison to BearLand - Aaron.

Aaron: Oh man. I'm going to get a tip shield next week I think.

Mark: Yeah. I know you want to see what I am thinking.

Aaron: I am. Mark I am sorry.

Mark: Don't be it's great.

Mike: No, no, it's all fine.

Mark: Look I've got thick skin.

Mike: It's no big deal.

Scott: Enough the grovel hour.

Mike: No big deal.

Erik: I think for punishment he has to go first from now on with tips.

Aaron: No way.

Erik: The first person to go every week.

Mark: Do you really think about the #TeamScott thing will ever go? Oh now. Erik Peterson this is a yearlong adventure. BearLand - Aaron is in my good graces no matter what he says.

Erik: Embrace the suck, sure.

Mark: Embrace the suck. Scott we've got to talk about our numbers for 2017, I think they're pretty close.

Scott: You mean the number of sales?

Mark: Yeah.

Scott: You've got them? Are you going to lay them down?

Mark: I don't know right now.

Aaron: What's the enterprise value?

Scott: Shut up.

Mark: Yeah, that's what I was thinking.

Scott: You're breaking up.

Mark: We're going to work off from enterprise value.

Scott: Again, again Aaron you didn't learn from the first time, did you?

Mike: Guy is going on after Scott geez.

Erik: [00:36:53] [indiscernible], right?

Scott: Yeah, he's going down man.

Mark: Oh man.

Mike: We better cut this off.

Aaron: I am [00:37:02] [indiscernible] today I guess.

Scott: I can pull my numbers right here, like I know what I did and let's see what we've got here. We did total number of deals... Oh, oh something is wrong because... No, I got it. Okay, in 2017 we did 243 deals.

Mark: And last year it was 198, correct?

Scott: 198 yeah.

Mark: So why the bump from 2016 to 2017?

Scott: Why the bump from '17 to '18 or '16 to '18?

Mark: No, '16 to '17.

Scott: '16 to '17 yeah we got better.

Mark: You just got better.

Scott: 1.1 million in enterprise value.

Mark: Wow.

Scott: 1,137,000 in enterprise value not bad.

Mark: So technically you're a millionaire when your networth is over a million, correct?

Scott: Yeah.

Mark: Am I thinking about this right?

Scott: Yeah.

Mark: Well I know we did more than that so we'll talk about it next week.

Scott: But see I pulled the numbers you just talk.

Mark: Yeah, that's true. I'll get the numbers. I'm not a numbers guy like you. I've got to analyze it, scrub it. But are you happy? That's good to hear.

Scott: Yeah.

Mark: So how are you going to grow that for this year?

Scott: Same way we did 300 deals.

Mark: Yeah.

Scott: It's a nice pace. It's a leisure pace in a way. It sounds aggressive but when you've done it once it's necessarily that aggressive.

Mark: Yeah, I think what's more interesting is the ROI on time because you did more deals with less time.

Scott: I did yeah, less time I invested in it.

Mark: The less time invested which I think that's impressive.

Scott: Yeah. I think there is a balance.

Mark: I know for Mike he did the same thing. Mike you did more deals and then you did it in less time with the VAs, right?

Mike: I don't have the exact number. I think we did over 170 deals last year.

Scott: Nice.

Mike: But it was not same enterprise value.

Scott: It's okay.

Mark: It's okay.

Mike: Here is a new year and that's why I always say it why do I go to Bootcamp? First of all you surround yourself with people that are successful, more successful than you and Scott is always that big brother I'm chasing so it's worth it. Good to have someone to motivate you.

Mark: I love it.

Scott: Unfortunately I will not be motivating BearLand anymore.

Aaron: Wait you're my sensei. Come on.

Mark: BearLand is getting glitter in the mail.

Aaron: Oh my goodness.

Erik: It is just a warning.

Mark: Just a warning.

Scott: Speak no evil that's my quote next week.

Mark: Unreal.

Aaron: I will no longer be speaking any evil.

Mark: All right guys, I'm going to go to get a breakfast burrito. I'll see you guys in a few days.

Tate: See you.

Scott: All right.

Aaron: Thanks.

Erik: Is there a sushi burrito?

Mark: Thanks.

[End of Transcript]