



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

Scott talks with: Erik Peterson - LandOpia.com, Aaron Williams – BearLandProperty.com, Mike Zaino – TheLandGuru.com, Scott Bossman – LandBosses.com and Tate Litchfield - FrontierPropertiesUSA.com on the Land Geek Round Table

Transcript

Scott: Hey everyone, welcome to The Art of Passive Income - Roundtable Podcast. With me is like a pretty cool group of land investors but we are missing Mark. Mark is out today but the show goes on without him. You see? That's what happens when you don't show up, you have other priorities. With me though is you know him, Zen Master—Mike Zaino. Mike, how is it going?

Mike: It's going good. I got my neighbor beeping because my dog jumped out of the yard again, but hey...

Scott: Your dog jumps out the yard, neighbors are beeping...

Mike: Yeah.

Scott: What are they are yelling like, Tom Brady, you know, Tom Brady is in the hood or what?

Mike: Yeah. They are saying, "Where is that jerk letting his dog out again?" No, I don't know. But it is great, I'm doing great. I'm not a huge... You know I watched it for the commercials so it was a win for me.

Scott: It's okay to admit that you watched it for Justin Timberlake. It's okay. It's okay, Mike.

Mike: I was under the impression it was Lady Gaga, slightly disappointed.

Scott: Oh yeah. They set you up for that one, huh?

Mike: Slightly.

Scott: With us also is Bear Land - Aaron. Bear Land, how is it going?

Aaron: It's going pretty good after a heroine weekend.

Scott: What happened? What happened?

Aaron: Bear Land – Bryce, our first teenage driver, had a pretty significant fender bender. He rolled his vehicle but God is on our side and he is fine and his friend that was with him is fine. So, the vehicle is a total but the important thing is everybody is all right.

Scott: Good to hear that.

Aaron: So, that's tough as a fair.

Scott: Yeah, glad to hear that. With me also is Erik, Erik Peterson. Erik, how is it going?

Erik: I'm doing good thanks.

Scott: Good, good. With us also is Scott Bossman. There is going to be two Scotts on here. The Scotts are taking over this week. Scott, how is it going?

Scott Bossman: I'm doing well thanks, taking out the snow out here in Wisconsin.

Scott: Yeah, why is it? Why is that you guys want to live where it's cold? Like Tate, do you understand that?

Tate: No.

Scott Bossman: It builds character, Scott.

Tate: It does not build character.

Scott: It builds character? What are you guys talking about?

Scott Bossman: Short sleeves.

Tate: I was in the pool.

Scott Bossman: I'm wearing short sleeves today. It's 10 degrees out.

Tate: I was on the pool on Sunday, so you know...

Aaron: Touché.

Scott: Clearly, if you haven't figured it out, Tate is with us today. Tate, welcome.

Tate: Thanks.

Scott: Thanks for making the introduction easy.

Tate: Yeah, yeah.

Scott: Hey, today let's talk about something that's really a problem right now and it's the craziness in the market. The crypto currencies are going crazy, Bitcoin. Man, it like ran up. Like there were instant millionaires from Bitcoin but there was also... Like everybody was loving the stock market but then in just a matter of days, the stock market has like tanked. I'm sure it will be back. When you bet on America, you're betting in the stock market. I'm sure it will be back; it's a short-term blip but that said, can you imagine what it would be like if our land had a price on it like every single minute it's updated? Mike, how in the world would you function if you had to look at the pricing of the land every single minute and then what do you think about the stock markets and these Bitcoin things?

Mike: I don't know. I don't think I could crack the crypto currency code, you know? If I had to crack the code on land, if land was that hard, I don't know. Geez, I mean it's such a different model and there is no way I could figure that crypto currency. I have done some stock trading a little bit when I was in college, you know those kinds of examples you go through. It was not for me and I think they are people that are very skilled at it and they are in charge every time it lands and things of that nature.

But you know what? Land is such an easier a model and it's just so streamlined, so simple, so automated, right? I mean you talk about the fire plates right, Scott? I mean we've got the fire plates of the business and you spin them and then they connect like gears and it's just a machine. It's just you put money in and more money comes out. It's kind of bizarre, but no complaints here.

Scott: It is weird though because it's so funny and I found myself like looking at this the other day because I was looking at the crypto currencies and I'm thinking, "Oh, I'm missing the boat over here," and then you see this just massive increase in the stock market over a period of time of record highs. And then I'm thinking like, "Man, I'm missing the boat over there." Mike, did you feel like you were missing the boat at all?

Mike: No, no, because I think my boat is a different ship. You know I've got land and it's my land deals you know. We are buying more land, selling more land than ever. Everything that's just growing at such a great pace because of the understanding we've developed so I feel like people are missing this boat, to be honest with you and it's not a very big boat to get on, right? It's a small niche. It's just like you know people can like... They will look and they will see the stock market boat and then here comes a little land boat and no one sees it, right? Nobody's jumping on it but here we go like waving, "Hey, everybody." It's like "Out to sea, we go." We are making money; so no, I don't feel like I missed any boat, no way.

Scott: No shiny object syndrome for Mike. But Bear Land – Aaron, what about you? Were you looking at the stock market, at Bitcoin did you do anything with those two? Are you still doing anything with those two?

Aaron: Actually, yes.

Scott: Wow.

Aaron: When I first started, I was mostly into market. So, I pulled probably like 90 percent out to go into land. So, I was looking what I have left in there now is actually kind of a hedge, kind of fun, not fun but just a group of investments that are a hedge against the market. So, if it starts doing really poorly, I should do better but that's the only thing I left in. So, I definitely did miss the boat on all those gains. But I'm looking at one of the charts right now that said I had a taxable gain of 3.32 percent. That is pretty sad when compared to what we do here in our business, you know?

I'm actually even considering pulling the rest of it out to buy some more land because you know, maybe the market will go down, maybe it won't for a while. But I can put that money into land and sell that and make 300 to 1000 percent. Like where is the decision there, you know? It just takes some time to wrap your head around it and really realize once you've got it going, go all in because there's nothing else out there that's going to do this on a regular basis. Sure, you might make a ton of money one time off an investment because the market swings really hard one way or another, but you are not going to do that day after day after day like we're able to do. So yeah, I was in it. I'm in just a little bit but I'm still pulling out because there's something much better on the horizon.

Scott: It's crazy too. It's funny that you talk about like how it's much better and the people just don't know about it. It is absolutely amazing kind of the fact that people will look at something and you know kind of discount because they don't know much about it and I guess I'm doing the same thing with the crypto currency. I don't really know much about it. I'm like, "Yeah, it's pretend stuff." But Erik, you have any insight on any of those two things—the stock market or Bitcoin or the currencies?

Erik: Yes. You know as we were talking about this, I just started thinking about the stock market and even crypto currencies even more so just the volatility that as a player in those arenas that you experience and comparing that to land and the only volatility we really have is default. Sure, you know if the economy gets bad, we can have more defaults, but ultimately we have assets behind those defaults, so we're not really losing in the end. I mean sure, we could have less cash flow and things of that nature but we still have the assets. So, that's kind of how I look at it.

Scott: It's funny because to me the biggest challenge that I have when it comes to stocks is really the fact that I don't control it, right? Essentially, I'm giving my money to the stock market and yeah, I own stock in a company and that stock is going to go up if the company management does well and it's going to go down if they don't do well. Maybe it's just me working for a large company, a large publicly traded company, and you look at the management sometimes. You are like, "Holy cow, they're making these decisions and they're messing with my money." When it comes to land, like you just said like you own it, you're managing that asset. It's all up to really you and how you manage it. I agree; it's kind of cool when you think about like that sense that you're the one that's driving it. You are the management of it and you know you're not in it for anybody else and at the end of the day, you just own an asset. Scott Bossman, what do you think, man?

Scott Bossman: I totally agree. I mean with land I can sleep well at night. I know what I'm waking up to the next morning. I know what my portfolio looks like. I know it's not going anywhere. I mean look what happened yesterday with the stock market over what? 1500 point dropped in one day? I've got a lot of money sitting in a retirement account. I looked at that last week and I thought, "Wow, that looks amazing," and then I looked at it this week, then you know. It's just one of those things where land is such a stable investment and the returns are phenomenal and glad I found it for sure.

Scott: Awesome. Tate, are you messing with crypto currencies at all? Because you've been trying to get me to do it. I'm like, "I don't know man. I don't know."

Tate: I'll admit it, I'll admit it, I did. I had a shiny object syndrome of the worst type. I bought into it. I did quite a little bit of trading in it and to be honest, I made some money. It was really awesome and then I kind of started coming to my senses a little bit and maybe about the last month or so when I saw my first real dip and I thought, "I don't know. I don't know." I had friends who are saying, "Go all in. Go all in," and in the back of my head I'm thinking, "What am I buying?" I don't know. I don't even know what I'm buying right now. But it's very valuable; I can buy a little buy and sell it for a little bit more periodically."

So as of, I don't know, mid-January, I actually got out of it entirely and I'm trying to close that chapter of my life. I'm not going back through it. I'm done especially after what I'm seeing right now. I mean I was on the phone last night with a really good friend of mine and he was making... You know he was one of those overnight, I don't know, thousandaire. He made a ton of money on this; he wasn't a millionaire from it but he made tons and tons of money on it and I called him yesterday and he said, "I'm down 50 percent on my portfolio." I was like, "I'm sorry. Maybe it'll turn around. I don't know." I mean I looked at what's going on with our note portfolio and it's like nothing's changed. Despite the stock market, despite the crypto currencies, it's just kind of remain the same and for better or worse, it's just consistent. I mean every month you sell a little piece of property, you get a little bonus. It's a little raise every single month it's up. Scott, I know you're over there happy as can be, but I'm out. I'm out of it. I listened. I'm done.

Scott: Okay, all right. So listen, Tate, today is what, February, beginning of February right?

Tate: Yeah.

Scott: Okay. Now I want everybody to know what Tate did to me. I want you guys to know. I'm going to go back to the transcripts because I just pulled them up right.

Tate: That's not fair.

Scott: January 16th, January 16th Tate sends me a Vox. It says and I'm quoting here, "Time to buy our Bitcoin. It's at 11,300." Me: "LOL." The response from Tate says, "You can't afford not to. Tate: "What's \$7300?" Listening to Tate's financial advice, I would've lost like \$4000 dollars per like coin.

Tate: I mean I don't even know what to say. That's what happens when we invest in invisible things.

Scott: Now for those of you that can't see, Tate's face is really, really red right now. He can't believe his words have come back to haunt him.

Tate: I'm embarrassed. I'm embarrassed. But I will say you know I've closed that chapter of my life right now.

Mike: I don't think it's the right time to buy.

Tate: There is blood in the streets. There is that argument, right?

Scott: Well, you could be like Warren Buffett says like, "Buy when everybody is fleeing." Like buy when everybody's afraid to. Tate, you bring up a very valuable point you know real assets. Erik said it—real asset. You know at the end of the day, I think that that's really what you have to look at. I think you have to determine whether an asset is right for your portfolio based on number one, do you understand, right? Like I truly and I'm just being honest you know and Tate was kind of making me feel bad around the January 15th timeframe. Actually at the last Boot camp when he said to Mark and I, he said, "I can't believe you guys are so involved with technology that you're missing out on the crypto currency."

I was really starting to feel bad. I'm like, "Man, is this one of those investments that is like I'm really missing out on because I haven't studied it?" I went back and I studied it and to me Bitcoin and all those crypto currencies—I think that they have a place in the future, to what level, I don't know yet. But I think it just goes back to even setting up some rules of investing that you have like if you don't understand an investment, maybe you should stay out of it. Mike, do you have any like rules and I'm going

circle this back around to land, but do you have any rules of land investing that like you follow every single time? I think like I do, do you have any? Like if it doesn't have this, you're out?

Mike: Yeah. I mean we review a ton of deals. You know we've sent out a ton of mailings, we have a lots of deals coming in and there are certain kill points. I mean we want the best of the best. So yeah, it's something... Here is a thing that kind of reminds me to pull this kind of back full circle is our business is boring, but that's a good thing. I always tell people this is a repeatable redundant process A.K.A it's boring but since it's boring, we can develop systems as you're talking about or criteria; we can develop VAs and software and delegation. We can use tools such as LG PASS and we can automate it. So, boring serves us well.

So yeah, I do have criteria looking at land and it goes back to what you always call, Scott, you got to have "landitis". So, if you send out a couple of mailings here and there and you get a few back, then you're going to be really vested in those three accepted offers and it's going to lead you to maybe make a decision that you wouldn't if you had a selection of 10 or 20 properties to choose from. So, having that volume is important. I mean I do think that it's important to start the business on a micro level and you as you always kind of give the instructions 20 a day, 100 a week. It brings a little bit in just a process to flow but that flow has a slightly increase and you have to learn how to handle it. So, part of that is having a criteria to look at a large selection.

Like it was told to me in the beginning like you should every day like what I should be doing. I should have a stack. Now it's a digital stack, but I should have a digital stack of properties where these are accepted offers and counteroffers. What do you like? "Well, this is good. This is good, this is good. Get rid of that, get rid of that. I will revisit that maybe another day when my deal flows really slows down." So, I think yeah. It traces back to having choice and choice comes back to having massive action on what's arguably the most important part of our businesses is the county research and the mailing.

So, those two components create everything else and allow you to have a very selective process when you buy land because you have a choice. It's like going to a buffet. It's like, "Well, maybe this, maybe that," as opposed to going to a pizza buffet and all you could choose is pizza, maybe some pepperoni. I don't know. We get to get the full buffet and we choose what we love and then that's what we get. I don't know if that's a good analogy.

Scott: All right. We just went from crypto currencies all the way back to food and a man that knows his food because he's out there like, I don't know...

Mike: Killing it.

Scott: Killing it himself. Bear land Aaron, rules for investing in land, what do you got?

Aaron: Rules? There's not a lot that I don't buy now. I don't buy everything. I guess there are rules because if I bought everything that I had an accepted offer on, I would have run out of money a long, long time ago to buy land. So, I only buy things if I can buy them at my offer or less. I don't really entertain that meeting in the middle with the counteroffer. I like the counteroffer because it opens up conversation, but I'm not going usually meet.

Now when I got to have landitis, yeah, that was a thing. But then I realized that when you start raising your amount you're willing to pay, you start limiting yourself on the back end. You know it makes it like if for some reason that area just didn't sell really well, it makes it a little harder to wholesale something or to get rid of it maybe on another platform that where you just kind of get rid of for cash quickly, that sort of thing.

So, I have some pricing rules. I used to have rules about some areas in certain counties. I just wouldn't buy in there anymore after I got some bad luck, but then I found if you can break the code of that area, then that could open that up too. Now we've got some rules for that area that actually make it a pretty good area where if you stick to these rules really tightly, you can do pretty well. But if you even step outside of them, all of a sudden, you're in a bad spot. So yeah, we definitely have some rules. Most of them are kind of around pricing, not so much the actual piece of land, because like Mark says, everything does sell. But if you can get into it right, you're in a better position even if you have to hold it a little longer.

Scott: Yeah, rules for buying it. I think that's a good thing. Erik, you have some rules that you follow?

Erik: I think Aaron kind of touched on my main point and that is that if I can't buy it at the price that I'm comfortable with, I'm moving on. I think that it's a little hard to do up front when you're just starting, but once you understand the business and you know kind of full cycle and everything else, that's a pretty easy rule to live by because you know there's just another deal right around the corner. Then yeah, I mean over time if you work in a

county a lot, you might start to develop some kind of filters and rules based on just what you know from your experience of what sells, what doesn't sell, what you know hangs around for a long time and you know you don't really want that in your inventory kind of stuff. I mean really that's all there is to it.

Scott: Awesome. Scott Bossman, any rules?

Scott Bossman: Yeah. I have some rules in my business. I mean it's really a numbers game, right? So, if I try to follow rules of if I'm getting 800 to 1000 offers out a month, I'm going to have a lot of deals to do due diligence on. So, that's a personal rule is getting the offers out and our automated systems make that possible—LG PASS. I mean you're able to get those offers out the door at the click of a button which is pretty phenomenal.

Then you know it just comes down to doing due diligence and making sure that I'm buying pennies on the dollar and I'm getting 300 -1000 percent return or that 72 percent annual yield on those terms deals. So, making sure that the numbers are there, making sure there aren't back taxes or lien on the property and that it's going to be a good investment for me. Cash deals—I'm a little more lenient on them. I mean if I can double my money, I'll do that all day long.

Scott: Who wouldn't? Who wouldn't? Tate, what rules do you have—rules for buying, selling whatever.

Tate: I mean they are pretty simple, nothing really different than what other people stated here. I'm looking at how long it's going to take me to recover my initial investment, what the comps are, and how quickly I can get it done and assigned to somebody else. Because ultimately, I'm not a land collector, right? I'm a land seller. I don't want to collect anything. I kind of learned that basically you know watching Mike Zaino. Mike Zaino, he doesn't collect any land. It's in and out his door pretty much immediately and that's pretty powerful when you learn that it quick. It's better to get this stuff on contract ASAP or flipped or whatever you need to do to get that money coming back in. So, that's our business model and we're making sure that ultimately, we provide a good return to our investors, our families and if we can do that, then it makes sense.

Scott: All right. All right, good rules to live by and you know don't let Tate... That's one of my rules—don't let Tate talk me into Bitcoin. Man, I have dodged that one.

Tate: You did.

Scott: All right. We are at that time. You know what time it is, right? It's the tip of the week time. Mike Zaino is looking confused. Mike, what's your tip of the week? Just kidding, just kidding because the community spoke and they said that they wanted to hear tips alternating between Mike and I think it was Bear Land Aaron, is that right?

Aaron: No. I think it was actually Erik - No name - Peterson.

Scott: All right, all right. I'm not giving him a nickname, but Erik, I try to cover for you as long as I can, but the community has spoken a lot.

Mike: But, but well, I think they might want to hear from someone we don't hear from a lot.

Scott: Well, we're going to throw that out. We are going to throw that out there for the community to decide.

Mike: Okay.

Scott: But we will deliver our promise. So Erik, what is your phenomenal tip of the week?

Erik: All right. So, we are going with an app today that I use to manage my mail. So, like most of us you know my domains are set up with Google. I use you know Gmail to host those e-mail accounts and I am not a big fan of checking my e-mail in the browser so I've always been looking for like the perfect e-mail app. I don't like the mail app on the Apple platform, so I don't use that a lot and I came across Shift S-H-I-F-T. The website is TryShift.com and I've looked at this before and I may have even recommended it before, but they've made some updates in the past couple of months that made it work for me.

Basically, it's an e-mail client you know lets me connect to my e-mail accounts to it. But along with that, I can still utilize some Gmail extensions and apps that I would only have access to in the browser otherwise. So, for example, I talk a lot about Mix Max that I use that for my templates, sequences and different things like that. So, Shift allows you to use the Mix Max plugin, which to me that was what I needed in order to be able to move outside of the browser. So, that's my tip of the week. I really like it. Yeah.

Mike: Nice.

Tate: I like it.

Aaron: I'm going to try Shift.

Tate: I like it a lot.

Scott: I'll tell you that I have used this. I stopped using it for a while and I can't remember why I stopped using that because I really did like it because Erik, like you said, I don't like looking at the e-mail on the browser and I got rid of all the notifications. I think what happened was they caught me at a time where it wanted me to pay for it. I just didn't want to pay for it, so I deleted. I'm looking and I can't remember if I still have it on... No, I don't have it on my computer right now.

Erik: Yes. I think I did pay for it. That's a good point. I think I did pay an annual fee for it. The other thing I forgot to mention too is I have Slack integrated into Shift so I can toggle between my e-mail accounts and then down to Slack and communicate with my VAs and stuff. So, it's kind of like an all in one communication tool for me.

Tate: 30 bucks a year.

Scott: Yeah, that's nothing, right? That's good. All right. I think this was a good Roundtable. I want to remind you or invite you like if you're thinking about starting land investing and you want to learn more, to me the best place to go to learn about investing is Flight School. You can go to TheLandGeek.com/Training and learn more about that. You can get on a call with Scott Bossman or Mike Zaino, talk to them, see if Flight School and land investing is a right thing for you, you know?

I think it's an incredible story. It's changed a lot of lives. You just have to take that next step and Flight School is a great way to do it and you get to spend time with me too, which I think is kind of cool. But maybe, maybe, maybe you want something else, more involved training, whatever, it's all good. Just take the action, take the next step because you will thank yourself for at least learning more and look forward to having you guys here again next week. Thanks for joining us. We will talk to you again soon. Take care, bye bye. All right, guys.

Tate: All right.

Scott: Another one is done. That's good.

Aaron: Yeah. There's a lot less shenanigans when Mark is not on the call.

Scott: Yeah, yeah. Why isn't that? Why is that?

Tate: He's got too much free time. That's why, too much free time.

Mike: Unless he's got large cups of water.

Scott: See, that's what it is. I think it's all because we get to pick on Mark, right?

Mike: He's larger than life.

Scott: See, I think what happens is a Mike fires the shell, like the bomb at Mark. I fire one back at Zaino and we all start like launching at each other. I'm not sure who comes out like you know... then Bear Land gets all excited and he takes his big claw and knocks us all down.

Mike: Takes it to another level.

Tate: He takes it too far, too far.

Scott: Then it ends. It ends when Bear Land gets too rough.

Tate: After he apologizes, after he apologizes.

Scott: He gets too rough.

Erik: Well, first it gets awkward.

Scott: Yeah, yeah.

Erik: It's awkward.

Scott: Then he apologizes and then he feels bad. But I think it's Bear Land that always ends this podcast like he's the one that will have to end it

Tate: It's assured mutual distraction, isn't it?

Scott: You know what it's like though. It's like all the kids are at the playground playing nicely and then Bear Land - Aaron comes along then he gets mad because he doesn't ... He doesn't get mad what happens is that he gets too excited. He gets too excited he's like, "I can't take anymore," and he launches at all us and we're like, "Our moms are calling us home now."

Mike: He's the guy doesn't get invited to the sleepover twice. He doesn't come to the slumber party twice, one time.

Scott: He's too excited. He's too excited.

Mike: Too hyper.

Erik: There is a Warren Zevon song called *Excitable Boy*. You got to listen to that one.

Mike: Who?

Erik: Warren Zevon.

Mike: Oh, okay. Nice.

Erik: *Werewolves of London*, you know that song?

Mike: Yeah.

Erik: That's him.

Scott: Listen. If it's not Johnny Cash, Mike Zaino is out. He doesn't understand it. He understands *The Highway Man*. That's about it every day, right? Right, Mike?

Mike: Every night. I turn it on. I do a little workout. Mark has embraced the beauty of that album *The Highway Man*. It's fulfilling in many levels.

Scott: I don't know man.

Erik: I love me some Cash.

Scott: Yeah, yeah. That's how you get a new car just follow Johnny Cash's advice.

Erik: One part at a time?

Scott: One part at a time, man. That's a great song. All right guys, have a good one. Thanks for joining today.

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