The Art of Passive Income Podcast
With Mark Podolsky and Scott Todd

Today's Guest: Gene Guarino

Transcript

Mark: Hey, it's Mark Podolsky, the Land Geek, with your favorite nichey real estate website www.TheLandGeek.com. And Scott and I are just really going crazy for today's guest. Before we talk about guest and the problems of our guest and the shiny object syndrome that Scott Todd had to go through because of our guest, I would be remiss if I didn't properly introduce Six Sigma. You know him, you love him, 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, are you ready for this?

Scott: Mark, first of all, we have to do some disclaimers. One, if you are subject to shiny object syndrome, you may-may, want to proceed with this podcast with caution first. I know from experience; I went down this path, not too far down the path before my wife slammed me back into the right thinking that helped me continue on my land investing career. But Gene is here and he's going to like kind of re-arm me with some data that I can share with my wife and like, I don't know, come back to it.

Mark: All right, for those of you who love passive income and almost everybody who's listening to this podcast loves passive income, today's guest is most likely going to blow your mind with ultimately what we are going to make the argument is “Does he have the best passive income model?” I think we do but we will see.

Gene is the President, CEO, and Founder of RALAcademy.com. Gene has over 30 years’ experience in real estate investing and business and today, Gene is focused on just one thing—investing in the megatrend of Senior Assisted Housing. He is our first guest to even talk about Senior Assisted Living. Having trained tens of thousands of investors, entrepreneurs in the past 25 years, he now specializes in helping others take advantage of this megatrend opportunity. Gene Guarino, RAL Academy, welcome to the podcast. I am so scared right now that after this podcast, I’m going to start looking for assisted living centers but maybe I shouldn’t be. Gene, tell us how you got into this—your whole story.

Gene: I love it. I’m putting fear into the host of the show; I love it. Fear in a good way though. This whole idea of shiny object, you know what? This is something that I guarantee every one of your listeners is going to get involved in one way or the other. You are either going to own the real estate, you are going to be part of the business, or you’re going to be lying in a bed writing a check to someone to take care of you or a loved one. No escaping it though, you are all going to get involved.

Mark: All right. Well, I think I would rather be the one getting the checks than writing the checks.

Gene: That’s a good play.

Mark: All right, so tell us your story because Scott is like, “You’ve got to listen to this guy’s story.”

Gene: So, for me, I heard about assisted living from a business perspective about 15 years ago and when the person who shared it with me told me, it was from the front of the room in a real estate presentation. I said, “Wow, that’s great.” Then I said, “Tell me more,” and he said, “Well, I can’t. That’s all I know. I just know it’s good.” I was disappointed. He was not a practitioner; he was just telling me you should do it.

So then, about four years ago my mother started to need help. She’s getting older in her 80s, hard time medication management, taking care of herself and now we faced it. As a baby boomer and a lot of us are, it’s now our turn to take care of mom and dad. So, what do you do? You start asking those questions. Where do you go? What do you do? What do you ask? When it came time to get that help, we realized, “Wow, there is not really a great solution for us.”

I didn't want to put mom in a big box as we call it like an apartment or hotel. She lived in a house and she wanted to stay in her own house but we couldn't take care of her ourselves. So, what do we do? So, at that moment, I vowed to create the solution. The solution we created was a home, assisted living. So, residential assisted living that I would be proud to have my own mom and my own dad move into. As soon as I did that, others asked me how to do the same and that's exactly where we started the Residential Assisted Living Academy.

Mark: Scott, why are you smiling?

Scott: Because, Mark, like Gene just said, the shiny object is glaring at me like Gene said. Right down the street from my house, Mark, they are building this massive community, assisted living community. They are proud of it. It's like this massive thing. I don't know how many people it's going to house, hundreds and they are taking it and they are dumping a ton of capital into this building. It's strictly development. They are taking the land, they are developing it, they are putting in the infrastructure all that stuff. And Gene just said a key word—residential.

Mark: Gene, let me share a story about my grandma.

Gene: Sure.

Mark: About… I want to say, oh my gosh, it's almost 20 years now. My grandma has a sudden stroke, okay? My grandfather is older and we have the same personal situation what you just described, right? She gets out of the hospital. We can't take care of her. She is like a shell of her former self and we put her in a big box, a nursing home. All of a sudden one day, she is lucid and she is clear as day and she's recovered from this massive stroke and she is pissed. She wants to be home. She does not want to be in this facility and I mean I'm talking angry. You want to talk about a depressing situation going to visit her. It was really depressing. How is your model different and how can we all take advantage of it?

Gene: I know that when I went to go look for the solution for mom, you could smell the neglect as soon as you walked through the front door. And it didn't smell like home; it didn't feel like home. Even with the nice new places, they work really hard on trying to make these big, huge, massive complexes—like you said Scott Todd—feel like home. So, why not start with where they are trying to end up with—a home.

I was looking for a home because, think of mom, she's been living in a house for 85 years. Everybody else for the most part has passed on and you stop over and check out how she is doing once in a while but she needs friends, peers, peers her own age. So, to be in an environment where she can hang out with people her own age and I don't mean 400 people. I'm not a crowd person. I will go to a ball game once in a while but I would rather be at home with family than I would be in a hotel with hundreds of people.

So, when we went to go visit the big boxes—I call it facilities—we went there, it just wasn't home. It was an eye candy for the kids, me, and my brothers and sisters are like, "Wow, wouldn't this be great? Mom can watch movies, she can go to the dining hall, she can go here and there." No, she wanted to be at home. So, the idea of being in a home with let's say 10 other people and in Arizona, we can have up to 10 other people in that residential setting. Now, they can have those personal relationships. They can get to know each other.

The caregivers instead of somebody showing up for a shift [00:07:57] [indiscernible] one caregiver for every 50. So, you really get to know who these are, there is that personal connection right there and the ability to really interconnect and take care of those parents, those moms and dads or grandma and grandpa, really becomes important. Because it's not the house, it's the care that they are receiving. You want a place where mom is safe, she is well taken care of, she's provided for but it's a comfortable home. There is a lot of money to be made but it's a do good, do well. We are doing something that's really good for a lot of people and we are able to make a lot of money and do very well.

Mark: Well, let's talk about the lot of money and let's talk the economics of it. How does this whole thing work?

Gene: In the US, the national average is $3600 per person, per month, for a private room in Assisted Living. That's the average. That goes from everything from private pay, which is what I focus on, to government pay which I do not want your listeners to focus on. Medicare, Medicaid—they only pay a few thousand dollars. You are not going to be able to run a successful business and make a profit. It's a charity and it's a good thing but you're not going to be successful. So, 3600 is the median and I'm going to tell you now and you're in Arizona as I am. Scott, where are you at? What state?

Scott: Florida.

Gene: Florida is the same, God's waiting room. Between us both, between Florida and Arizona, there is millions of seniors but the bottom line is, 3600 is the average. So, we are looking at above average, 4000-5000, 6,000-8000 per person per month. If grandma knew what it was costing per month to take care of her, she would have a heart attack and die right there. She doesn't really know but let's just say it's 4000 a month times 10 people, that's 40,000 a month in gross income. After you pay all the expenses, caregivers, manager, house, food, everything; you're netting 10,000, 12,000, 15000, per month from that one single home—that one single Residential Assisted Living Business and that's very lucrative.

Mark: That's a 25% EBITDA?

Gene: Yeah, exactly. 30% is what we shoot for from the bottom line down, 30%. So, 25% is good, 30% is what our target is. But that's not you working in the business 40 hours a week or 60 hours a week. What we share with our students, what we do is what we call a three pack. You have a management team and they are overseeing let's say three homes. It sounds better than a six pack, right? But you can do more than three but a number of homes, one management team. If you're putting in five or ten hours a week overseeing the business, managing the manager and that's what I do, imagine having three of those homes making 10 grand each or more per home per month. That's what we are talking about. That's the do well; doing good but doing very, very well.

Mark: Scott, I see where the shiny object syndrome comes in. I'm sold on the economics of it. But I'm not sold on the headache piece of getting started because what I'm seeing now is going and getting funding for a house. I've got to hire a management team. I've got to find good people to take care of these people. You know what? Now, I'm getting a headache. Now I'm going to back to land investing, Scott.

Gene: There you go. Let me get back to your passive income model because there is two parts to this. There is real estate on one side business on the other. So first, I want you to think from the real estate side. You can just own the real estate. If you have a home and you rented it out now and you get positive cash flow after all expenses of $200 a month, which is kind of an average, great, $200 a month. But if you could rent that same home for twice the fair market rent, so if you're renting it for 2 grand and you're making $200 a month, if you rented it for 4 grand, the extra 2,000 is straight profit in your pocket. Would that be okay?

Mark: Keep going.

Gene: Good and your tenant is not a family with two kids, a dog, a mom a dad. It's a business that's been operated. We call it a group home for seniors. It's called different things in different states. It's ALF, Assisted Living Facilities in Florida, it's Assisted Living Homes in Arizona, it's Personal Care Homes in Georgia. It's called different things in different states but that resident themselves is the person who is living in the house but who is actually leasing it from you is the person who is operating the business. So, if I'm going to rent your home and I'm going to pay twice the fair market rate, why would I do that? Because I'm making a boatload of money, even after paying you twice the fair market rent, I'm netting 10 grand or more each month. I'm willing to do that because you bought the house, came up with the down payment, did the financing, did all the things we do as real estate investors.

We all have to keep in mind… I've been doing real estate investing for 30 years. We know how to do this stuff; a lot of people don't. And especially people that operate this business, they know their business; they don't know real estate. So, the concept of renting it and then paying twice the fair market rent, they also don't want to get kicked out after a year. They are going to say, "I need a five-year lease." They are not going to be trashing the house; they are going to be keeping it very nice from the outside, curb appeal and on the inside, the people living there are grandma and grandpa. It's not like they are having keggers until midnight. They are not raising Rottweilers from the back bedroom, dissecting Holy Davidson's in the front room. They are in bed by 7:15. So, you have low impact tenants with a long-term lease for twice the market rent. If you like that kind of passive income, you can just stop right there and we are done.

Mark: Uh, that is sexy, isn't it? All right. Let's not stop there though.

Gene: Let's not stop there.

Mark: Let's not stop there because I want to know the Gene Guarino way of doing it. What exactly does Gene do?

Gene: You've got it. But that right there again for those of you listening saying, "That's what I want. I just want passive income, own the house, lease it out." Twice the fair market rent let's say and then long-term tenant low impact. That's a really cool, sexy, let's love that there. On the other side, the reason why you can pay twice the fair market rent is because somebody is doing everything you said. They are renovating the house, getting it licensed, hiring people.

I want you to think about the business of Assisted Living as a fine dining restaurant. In a fine dining restaurant, we went out last night with some friends to a restaurant, the food was amazing. The chef, the wait staff who is very attentive, everything was there. But if you just turn up the lights and empty it out, it's just a building. Real estate is real estate. The restaurant is all about the chef, the staff, the food, and so on. Care home is the same thing. So, the real estate passive income what's the CAP rate? We get X. But on the care home side, that's where we hit a 25% EBITDA. You understand that; the listeners may or may not.

But the point you're going to get that massive return because you are doing the work, you're doing something more. If you don't want to do it, just own the real estate, lease it out. If you do want to do it, I'm telling you, do one of these and will give you two reasons why. Do just one of these, you could be set for life. I think a lot of people work way too hard. They got into real estate with a goal of, "I want to make money." They do fix and flip, they make 30 grand and they say, "That's great." The end of the year, they have to give 12,000 of that to the government and say, "That wasn't fun. I wasn't prepared for that." Plus, as soon as they sell it, they are out of business, because now they have to go find another one to get back in business.

So, then we go to buying and hold, passive investors and that's great. So, the tenant moves out and takes the kitchen with them. They trash the house, there goes your profit for the year. Then we go to let's do 100 units apartments where now we have some scale. We hire a manager, we are more passive, we are hands off. But it's still a rental, it's still a turnover, it's still a business. But the CAP rate itself—whether it be 4% in California or 12% in Pennsylvania—it's still a CAP rate and it's still limited to. But here is the deal, with the senior housing there is a silver tsunami coming that you just cannot stop.

Mark: Let's talk about that silver tsunami that we can't stop. Let's talk about the demographics because I know it but I don't know if the listeners know how big this market is. Scott, do you know how big this market is?

Scott: It's huge. It's massive.

Mark: I will tell you what, just talking to Gene I feel like I've aged 20 years. I'm ready.

Gene: So, that's from looking at me, see? You guys are younger than I am but right now, the people listening, baby boomers, they are 77 million baby boomers in the US. If you're like me, you read into that and go, "Hold it. Some of those people have died." You are right. 12 million of those baby boomers have died but get this, 11.6 million immigrants who are 65 or above have moved in to replace them, boom. We are still at 77 million.

So, that's an average of 10,000 people every day turning 65 years old. They are not moving into Assisted Living but 4,000 people a day are turning 85 years old. That's your demographic. That's the target. That's the fastest-growing demographic in the country, period. People are living longer than ever and there are less kids. So, I came from a family with seven kids. I'm one of seven kids, lot of kids to help take care of mom and dad. But if you've only got two kids in the family, who's going to quit their job and take care of mom and dad? So, they are lasting longer, they need the help, where are they going to go?

This silver tsunami, the baby boomers, the oldest baby boomer is 71 years old, Mick Jagger is 73. He's kind of ahead of the crew. I use the Rolling Stones as kind of a benchmark because most people know who they are. The youngest Rolling Stones, by the way, is Ronnie Wood, the replacement guitar player. He's the only true baby boomer in the Stones. He's 69. And then you've got Mick Jagger at 73, you've got Charlie Watts at 75 and then Keith Richards, he is the oldest of all. He's 307. That's a joke, but anyway…

Mark: You know what? If you've read his biography, he probably mentally… Actually, I had a history rock and roll teacher who told me that his version of hell was the thought escaping Keith Richard's head from all the drugs. Okay, but let's re-digress. All right, so we have this massive market, Gene, but we also have massive liability, right? Because these people—we are taking care of them and if one thing goes wrong, kids get mad and they sue Scott Todd because mom didn't like the fish. Mom fell in the kitchen. Why was it slippery? Dad is really angry that mom missed her medication at noon, right? What do we do with that?

Gene: Let's dig into it. First of all, when it comes to Assisted Living, it's a business. We have professional liability insurance specifically for the business. It's not medical malpractice because it's not a medical institution. It's less than a dollar a day per resident. Mine is about 65cents a day per resident. So, 10 people, thirty days, $300 a month, it's a line item on my expenses. But here is the deal, I know what my risks are. I'm dealing with the elderly. I know they are going to fall. I know that they are going to break bones. I know that they are going to die. They are going to die. We know it. They are old.

Now, here is the thing, when you have a house and there is a pool and the four-year-old invites her friend over and the kid tragically drowns in the pool; that's tragic. Nobody is expecting that. That's where mom and dad get totally upset. When grandma is 90 years old and she's been paying $5000 a month in an Assisted Living Home, the kids at this point if mom dies, no, when mom dies, it's not if, it's when. It's not unexpected. It's not anything other than it's her time. Literally and I don't mean to be crass; some of those kids, one of them at least internally is going to say, "Phew, I'm glad that's over. It's 5,000 a month draining down my inheritance that I would have gotten. She lasted longer than we thought." So, it's not a surprise.

Now, if there is neglect and abuse and so on, completely different thing. But all of those are horror stories that you hear on the big box side because the big box has 200 residents. They've got four caregivers taking care of them and there is neglect. There is problems because there is no accountability. When you've got a home with 10 residents and two caregivers, you know who the caregiver is. There is no escaping it. You know who it is, who they are, what they do, so that's not the issue. There is liability insurance. We know what our risks are and if you do things right asset protection on one side, liability insurance on the immediate and you run a good operation, it's approved by the state, you follow the rules and so on, it's less of an issue than it is for the average person renting out apartments to somebody else.

Mark: I think Gene just dropped the mic on me, Scott. Scott, can you shoot an arrow at Gene please, somebody?

Scott: Literally like everything... Because I'm telling you, Mark, I warned you. I warned you before we started, shiny object syndrome, here we come. The thing is that we know this is going to happen. You can see it coming. You can see the tidal wave coming. What are you going to do about it? Because I think this wave will transform all of real estate. We are seeing a transformation now in the commercial real estate side with shopping centers etc. They are just closing. The retailers are just closing. We are seeing less and less home ownership in the country, more and more rental ownership. As people are getting older they are not going to buy houses.

I just read an article yesterday that said that more and more people are getting divorced in their 60s and they are becoming the new rental generation. Because where are they going to go buy in their 60s? They are not going to do it. So now, you're going to have a lot of houses just sitting around. Mark, these houses that Gene is talking about they are not even on a main road. They are in your own neighborhood. You might even have one in your neighborhood and may not even know it because they look like any other house on the street. There is not necessarily a sign out front that says, "Hey." It's just a regular house.

Mark: Well, Gene and I are going to go to lunch. He's going to drive me around and show me all of this because I'm very freaked.

Scott: I'm coming soon, so wait for me.

Mark: All right, the three of us are going to go to lunch, we are going to go and we are going to dig into this deeper. But I've got to put on my Andrew Warner hat, right? He's a tough interviewer and he's really skeptical. Gene, I have to ask you, you've got demographics on your side, you've got economics on your side, you've got almost no competition because when you look at a 10-person facility, that's a house that is way better than a big box. You don't have any competition. If anything, when you juxtapose the two, you want to go to the smaller one, right? So, you've got demand on your side, you've got supply on your side, what sucks about this business?

Where is the big barrier to entry where you can look at the market and say, "Well, this is the reason that why everybody doesn't do this." Because like you said in the beginning of the podcast, we are all going to be in this situation one day. We are either going to get the checks or we are going to write the checks, right? It's inevitable. There is no other way about it unless you have some extraordinary family that's larger and they are going to take you in. What sucks about this?

Gene: You know, barriers to entry and then I'm going to use the words not sucks but what's the hardest part of this, right? I will switch you to that.

Mark: All right, I'm sorry about it. I'm sorry to be so crass.

Gene: No, no worries, it's all good. But the concept of barriers to entry. Number one, the barrier to entry here is there is paperwork and I don't mean a lot of it. There is a form you have to fill out. There are inspections you have to do. There is rules you have to follow. I like it that there are some barriers to entry because realistically, I need customers, I need clients, I need people lying in the bed. I don't want everybody to do this. Those of us who are smart enough to say, "I'm willing to do some work, go through those hoops, I'm now on the other side, I'm good." So, there are some barriers to entry, not really that complicated if somebody is not willing to do it, frankly, there are going to stop the first time they hit any roadblock anyway. There is just that kind of uncommitted mentality.

But the second part is what is the hardest part and I'm going to say, people. When I say what is the hardest part and I say it's people, people meaning not just the residents, but the families of the residents because the residents are fairly easy, meaning it's a human being that needs help and has accepted that. They are living in a home, getting the help. The families though sometimes can be demanding. Like I want you to be perfect. I never want that to fall. So, the families can be demanding people.

The next one is the manager. I need somebody who is managing this because it’s not me. I may not go see the home for a month or two. But the manager has to be good at what they do. So, I need to find them, train them, retain them and so on. I don’t have a problem with that but I need a good manager. Underneath that is the caregivers and they are getting paid the least. Think minimum wage plus a dollar or two.

But it’s a different mentality. It’s a different person. They are not going to be a barrister at Starbucks or a checkout clerk at the store. It’s somebody who loves to take care of other people. They wouldn’t do anything else but it’s a really hard job. So, they do get burned out. They are not going to be there for 38 years. They are going to be there for a year or two or four but it’s a hard gig. It really, really is. If I would say what’s the hardest part, it’s people and your ability to manage that situation is going to really play to your bottom line—how much money you make.

Mark: So, Scott, really what he’s really saying is that it’s just like any other business. It’s a business and a business has to be managed by people.

Scott: Yeah. It’s a business, right? That’s the thing is it’s a business and like Gene said at the end of the day there is regulations involved. You are going to have the state inspector come to your facility.

Gene: Once a year.

Scott: Look, inspectors—if they don’t find something, to me they didn’t do their job. You can always find something somewhere. So, then you’ve got the headache and the hustle behind that. You fix it and you move forward. But you’re going to have stuff that people are going to look at and you’ve got to run the business.

Gene: I really don't want you guys or your listeners to get caught up in the aspect of the business part because you just do the real estate part. Surely just do that if you want and or do the part that I do—the real estate and the business—but the business itself is not as overwhelming as people think. When you said 25% EBIDTA just imagine 25% of the top line gross income coming to the bottom line before taxes. Grocery stores are at 3%. Other businesses that are publicly traded… Look at Tesla, they lose more money every quarter than the quarter before and they are worth tens of billions of dollars. But this business produces more cash flow in the real world.

Mark: Gene, I used to do investment banking so I looked at companies all day long. And I'm telling you, a great company, a great company—a company that would make us froth at the mouth had a 15% EBITDA margin, 15%. Your average company is at 10%, I looked at companies all day long less than 10%. 25% is insanity. You know what those margins are? Those are margin biomedical margins and software margins and you don't see it a lot. They are like unicorn margins in a way.

Okay, we are at that point now at the podcast, Gene, unfortunately, that we are going to have 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 business, improve their lives. Your mentorship has been phenomenal and I have a feeling that everybody who is listening to this podcast is at some point going to have to get into this business. But what have you got for us?

Gene: Well, there is so many things that I could share absolutely. So, when you say a tip of the day, can I give a tip or does it have to be an actual physical resource?

Mark: It can be anything you want.

Gene: There you go. Then here is my what you want. You know, everybody is going to get involved in this business one way or the other so here is my tip—get prepared. Most people don't even have long-term care insurance to pay this. So, if nothing else, whether you're greedy now or you're just being, do one home, do just one home now so that you can be making your 10 grand a month. If you don't need the money, give it away. But when it's time for you to move in a home, you can move right into the master bedroom and live for free. Don't leave a burden to your kids; leave them a blessing. You pass away; they get to keep the home and the cash flow. But I see way too many people who they are moving dad in. They are trying to make all these decisions at the last minute. They don't know where they are going to come up with 5 grand a month. Imagine if own one home, do it for your kids if not for yourself.

Scott: It's pretty powerful. I love it. Scott Todd, what's your tip of the week?

Mark: Can I steal your tip of the week, Mark? No. Check out this tip. It's a website. It's not a website; it's an app. It's called Taskful.me. Taskful.me and I put it in the chat for you, Mark.

Mark: Oh, smart to-do list.

Scott: It divides up your to-do list into different tasks and you mark it up and it kind of helps. So, as you're typing stuff it's thinking, it's trying to figure out what you're doing. It's color categorizing things. It's giving you task reminders. It's very clean user interface. If you have problems getting your to-do list done, check this out.

Mark: I'll tell you what, this is great. But honestly, Scott, the best to-do list I've found is Due, D-U-E on the App Store because it won't stop bothering you until you do it. Where like if you put it on like on a calendar, like yesterday…

Scott: Yeah, you just snooze it.

Mark: No, it's just you will see it and then you don't do it and then you're like, "Wait, I forgot to water the plants." But if I put it on Due and it keeps reminding me, "Water the plants, water the plants, water the plants," and then I get that oh, swipe it away after I water the plants. It's a true story.

Scott: I might have to put that on my kids' phones and badger them.

Mark: It's amazing. It's badgering and it's great. So, my tip of the week is the one that's really going to change everyone's life. It is RALAcademy.com, RALAcademy.com. Residential Assisted Living Academy, learn how to do this. There are a lot of moving parts. Have Gene be your Sherpa because he will save you a lot of time and ultimately time is money. It's the only nonrenewable resource that we have is our time.

So, don't start listening to this podcast and start looking to do this without having Gene take you up that mountain. So, go to RALAcademy.com. Gene and I are going to go to lunch later and I'm going to start figuring out my future because I certainly don't want to be the one writing the check. I want to be the one collecting the check. Gene, I'm going to live to about 105, by the way.

Gene: I've got a bed for you. I've got a place for you.

Mark: No, no, I want my own bed. Why should I write you a check?

Gene: Your choice, up to you, man.

Mark: No, no, no, I'm doing it. I'm definitely doing it.

Scott: I tell my kids I'm going to make it to 147. So, Mark, I got you beat man.

Mark: Oh, by the way, Scott, I brought up to my wife about getting a plaque like early didn't want to talk about it, too emotional.

Scott: Wow.

Mark: Yeah.

Scott: Better do that too, walk the talk to her.

Mark: I know. It's tough. I want to remind all the listeners the only way we are going to get the quality of guests like a Gene Guarino from RALAcademy.com is if you do us three little favors. You've got 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.

I want to remind everybody today's podcast is sponsored by GeekPay.io. It is the only automated financial CRM in the world. It is a set it and forget it system, get your recurring payments. If their ACH fails, we are going to charge their credit card on file. If the credit card fails, we will charge the ACH on file. You have happy customers, they can go on, they are going to save you time. They are not going to call you and say. "What's my current balance?" They will log in and see the current balance. They want to make a pre-payment they can do it. GeekPay.io, it is going to change your life. How is that, Scott? You like that commercial?

Scott: I love it.

Mark: All right. Also, go to LandGeek.com. Learn more. Check out Scott Todd at LandModo.com, ScottTodd.net and most importantly, PostingDomination.com/TheLandGeek. I want to thank everybody. Should we do it?

Scott: I just say, we say let freedom ring.

Mark: Let freedom ring. Gene Guarino, thank you so much. This has been a phenomenal podcast and we will see everybody next time.

[End of Transcript]