



# THE LAND GEEK

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

**Mark talks with: Erik Peterson - LandOpia.com, Aaron Williams – BearLandProperty.com, Tate Litchfield - FrontierPropertiesUSA.com and Cynthia Tripathi – SparkPositiveMomentum.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](http://www.TheLandGeek.com) and for this week's roundtable I'm really excited to finally say we have some female hosts. I don't know, I've been getting very tired of the male dominance. So we are joined by Jeannie Morem. Jeannie how are you?

**Jeannie:** Doing wonderful. Thank you.

**Mark:** So the impetus of all this was I had a call was Jeannie's husband and Kurt [00:00:55] [indiscernible] he was at boot camp. He's kind of a big, stocky guy like he's not the guy to trifle with at all. Just like you know he's got muscles upon muscles. So Kurt looked at me he's like, "You know Jeannie wants you to know it would be nice if you guys had some you know, a female perspective on the Round Table Podcast." And they actually have their own podcast which I will Jeannie talk about but I'm like yeah great idea. Then I actually ran into Jeannie at my favorite coffee spot and we talked about it. So I'm really excited, so Jeannie thank you for joining.

**Jeannie:** Thank you for inviting me.

**Mark:** And then of course we have Cynthia Tripathi. Cynthia how are you?

**Cynthia:** I'm doing awesome Mark. I'm so happy to have another female on the call.

**Mark:** I know, isn't it nice?

**Cynthia:** It's super nice. I love it. I like not being the only one.

**Mark:** Yeah, see the whole boys club is starting to get dismantled; which I think is a good thing actually. Although male chauvinist - Erik Peterson, his new nickname might disagree. Erik Peterson how are you?

**Erik:** Wow. I was good until about two seconds ago. I don't know.

**Mark:** You know what that was really harsh; and I'm really sorry. Erik is not a male chauvinist which is why it's so funny. So for those of you that have not been to boot camp he is the farthest thing from it and if you've been listening to the podcast you know he's like the nicest guy. So Erik I am so glad that you were able to take my insecurities and absorb them. We've got Bear Land - Aaron on. Bear Land - Aaron how are you?

**Aaron:** Hey doing well. Doing well, Mark.

**Mark:** Great, great. Thanks for being on the podcast. And of course I love it when you call me Big Poppa -Tate Litchfield. How are you Big Poppa?

**Tate:** I'm doing great. Feeling relaxed. Happy to be back.

**Mark:** So let's talk about the relaxation of Tate Litchfield. Tate kindly tell us where you've been and what've been doing?

**Tate:** I just got back from a week of holiday, I was down in the South Pacific Ocean is a small island called Aitutaki, it's part of the Cook Islands, if you guys know where that is but it is tiny. There's 1000 people who live on this island; there's no Wi-Fi, no cell service, no televisions, nothing. I went down there with the family and let me just say traveling across the world with an eight-month-old I mean that's no easy task. I am exhausted from my vacation.

**Erik:** Just hauling all that stuff through the airport, right?

**Tate:** It was. We had to pack really light because to get there we had to go from Vegas to LA. To LA we flew through the night to an island called Rarotonga and then we caught a six person prop plane to the small island called Aitutaki and so we couldn't bring a stroller, we couldn't bring all of the stuff that we would normally travel with so my back's sore let's just put it that way. I've been carrying a lot of stuff for the last few days but I mean it was great, no contact and I loved it. It was fun: did a lot of fishing, a lot of sitting by the beach, read some books which was nice and just had some really good family time.

**Mark:** So I'm getting anxious just hearing about this. I want to pull the group. I mean Jeannie could you do this trip?

**Jeannie:** No, and I'm glad you asked me because there is no way I would've brought my kids when they were that small. I didn't even bring them into restaurants because they would start to cry and I'd get anxious, so we stayed home a lot. So I'm impressed with Tate, that's amazing.

**Tate:** Thanks yeah. I mean it wasn't easy. I'll put it that way but it was nice. We rented a little beach bungalow. So it's not like we had neighbors on top of us or anything like that. I mean the hotel that we stayed at has four rooms. So it's not like there's only two people there. The other group there was my parents actually they came with us so I can't take all the credit. So I mean we basically had the whole place to ourselves. It was great.

**Mark:** I mean Erik... Go ahead Tate.

**Tate:** No, I was just going to say the water in this lagoon the average temperature was 91°.

**Mark:** Wow.

**Cynthia:** Look at him beaming. You can tell you had a great time.

**Tate:** I had a good vacation. I mean...

**Cynthia:** Yeah.

**Tate:** ...batteries are recharged.

**Mark:** I mean Erik Peterson you've got, you know, two boys and would you be able to do that trip and would you be able to completely unplug that way?

**Erik:** Now I could do that trip since they're older. I mean at 9 and 12 they could more or less you know get themselves through the airport, carry their own stuff and all of that but man that would be tough. There's no doubt about it when they're little and you've got so much stuff to bring with you. You know we made trips you know within the states when our kids were little and I know what amount of work that was and how much stuff we would pack and all that. So I can't imagine, you know, making such a long trip. So much respect to Tate for that.

**Mark:** But you know the takeaway I got out of that was like, "how do you unplug?" Bear Land - Aaron could you be away from the Internet for that long?

**Aaron:** I absolutely...

**Mark:** I know your teenagers couldn't.

**Aaron:** Well I could be and yeah because I'm the kind of person that you know half wishes that we still just a single-line house phone you know but sometimes. I would love to do that trip, I would love to take the kids on that trip and you know I'm sure the whole first half would be them complaining that there's going to be nothing to do because they will not have connectivity but I would love to do it to them to teach them to disconnect, to enjoy what's around you, spend a few days without a phone in front of your face or you know, without the Internet and that sort of thing and just like enjoying the world God's given us. And my kids do have appreciation for that stuff, but you know I just think that would be a great trip. I really do.

**Mark:** Cynthia what's your take away from this? I know you and Mark are adventures, you guys would go.

**Cynthia:** I can't believe Erik Peterson has a 12 year old, that's my take away from this. I thought his kids were like four. So that's my big takeaway, but I don't have kids yet but you know we've been at many restaurants with nieces and nephews and that alone can be stressful so I can't imagine traveling with a young baby. So props to you guys. I'll be there one day.

**Tate:** It was worth it.

**Mark:** Tate was there any work anxiety when you got back like having had all these stuff to do and all these emails?

**Tate:** No, no.

**Mark:** How was that?

**Tate:** It was good. It wasn't terrible. Like I had yesterday was a pretty busy day I'm not going to lie and I have a lot of emails but you know what I've realized is there is no such thing as a land emergency right. I mean what's the worst that could happen? Somebody misses their payment or something like that or they have a hard time making a down payment well if they wanted it, then they're going to want it when I get back too. So it was really easy to go on vacation this time around just for the sheer fact of I understood that you know what I need to take some time off, I need to recharge those batteries, I need to not think about land, it's important and I came home and now it's like I'm even more excited to get back out at it and put my head down.

It was kind of funny because we got back on Saturday of last week and while I was there silly me I left my cell phone in my pocket and it went for a swim in the ocean with me. So I didn't even... like I came home Saturday and I thought I'll go get a new phone, I've got to have a phone, and I got home Saturday night and I was just tired. I said, "Nah, I'm just not going to do it." Sunday came around again I put off, I didn't even get a cell phone until midday yesterday, which made the trip that much more enjoyable because seriously for over nine days I didn't have a phone, it was great, I loved it and I think that when I go on vacation from now I've got to find this place. Maybe I just need to leave my phone at home because otherwise... I mean Mark you've been on vacation. How many times are you checking your email? You're sneaking into the bathroom when you're supposed to be at dinner to read an email right.

**Mark:** Honestly like I'm a drug addict with it...

**Erik:** Yeah.

**Mark:** ...and I've tried all these hacks and all the things short of just like getting rid of the phone, which is really what I should do and get like a flip phone and I have a flip phone but I need to do it and to just totally unplug. The terrible thing is like I've got three teenagers now and they're on their phones and I am the biggest hypocrite telling them to get off their phone. I think that the whole family needs to go to the Cook Islands.

**Erik:** Yeah, that would be good. Nothing to do there, all you can do is catch fish and hang out on the beach. There is really nothing to do.

**Mark:** Yeah. Do any of you guys do a text Sabbath? Jeannie do you do a text Sabbath?

**Jeannie:** Yeah. You know I was going to tell you this. You know we did a podcast on cell phones and I went out to dinner with my husband in a really nice restaurant and I noticed that he was on the cell phone all the time and I got so frustrated that finally I said, "Obviously it's clear that you want to spend time with your cell phone, so I'm just going to leave you here with the cell phone," and I left. Got up and walked out and walked home, and he's never brought a cell phone with him since. So we've talked about that on our podcast because if you go to the restaurant have you noticed how many people are on their cell phone and they're not talking to one another?

**Mark:** Yeah, it's a thing right.

**Jeannie:** Yeah.

**Mark:** It really is. So Jeannie that leads us to what is your podcast?

**Jeannie:** Well it's not land investing that I have to say. It is called the Good God Great Sex. So my husband and I have been married 30 years and what we noticed is that a lot of couples have a hard time in relationships that we've noticed or staying together. So we decided to do a podcast based on relationships and really talk about some tough issues and with solutions.

**Mark:** Yeah, I love that. I think that's a really excellent complement to what we do because often times we go on this adventure and now we're making a lot of money and we've got passive income. We've got the time and we've got the money which is what everybody wants and now you're stuck with yourself and you've got the time to have these sort of higher level self-actualization talks with your loved ones and you find out like oh my gosh now that I've got all this time to do these things it's I've got a new problem here and people need help with it I think. What do you think Jeannie?

**Jeannie:** We do and you'd be surprised. We have a couple of doctor friends and even our doctor friends are listening and it just basic conversations talking about you know I don't want to embarrass our listening audience, but just evening talk about sex in the bedroom a lot of people will not talk about it. So we're willing and vulnerable and we talk about it and it's fun because we disagree with each other on the podcast because we have a male's perspective and a female's perspective and we get along really well that we're able to do that and we are not offended by each other. In fact, it's just drawn us closer together doing it together.

**Mark:** Yeah. I love the tension on the podcast. I mean let's face it, there's nothing more boring than a happy couple, right? I mean there needs to be some tension there.

**Jeannie:** Yeah, there's something about talking about sex that's just woo that just gets people on the edge of their seat which is fun.

**Mark:** Yeah, absolutely. So you're really taking on two cultural taboos about things that we don't talk about public, which is [00:14:16] [indiscernible] and sex and then I guess money is one of the other things right?

**Jeannie:** Yeah.

**Mark:** So that's great. Good on you. So that leads us to Jeannie how did you find us? How did you get involved with The Land Geek?

**Jeannie:** You know what, that's a really good transition because the software that we use for our podcast was created by Mark [00:14:41] [indiscernible] and I was listening to one of his podcasts one day and you were on. I was listening and I thought oh yeah well you know this is kind of boring but I'm going to listen to it. I mean 15 minutes into it I'm like this is boring because I'm not into land investing but I'm going to listen to the two Marks and what you guys had to say and oh my gosh you were so positive and when you describe the business plan and I've been in business. I have an MBA in business and I've never heard anything like this, I was so excited.

I couldn't wait for my husband's to get home and listen to you and then we bought the Toolkit and still it was really hard even for us to get into with the Toolkit and what really made it all come together was the Boot Camp. My husband was so excited and I've shared this with you but we went to the hotel and we went into the conference room and we thought it was in the ballroom and they steered us to another and there was hundreds of people in this small room. They said, "No, that's not your room," and they took us to a smaller room and it was mostly men and it made my husband feel so at home and obviously there were women there too but it just was like a family and he loved every minute of it. He didn't miss anything when it came to the Boot Camp here in Scottsdale. It was great.

**Mark:** That's great. And Cynthia you and Mark were at that Boot Camp, right?

**Cynthia:** The Scottsdale one last year?

**Mark:** Yeah.

**Cynthia:** Yeah. Were you at that one or that's the one you wondered into?

**Jeannie:** That's the one I was at, yep.

**Cynthia:** Yeah, because Mark and I were there.

**Jeannie:** Yep and that's what sold us. I think you do look a little familiar because there weren't a lot of women there. So I do think I do remember you and it was a great weekend. Perfect.

**Mark:** Yeah. So why do you two think that unlike flipping houses land investing does not attract as many women to the business model?

**Jeannie:** You know what I don't think it's sexy. I think we want sexy but we can make it sexy. That's up to us and I don't know if a lot of... I think people can be... I don't want to just say women but I think sometimes people can be really afraid, scared of the unknown and getting started.

**Mark:** Cynthia what's your pick?

**Cynthia:** Yeah, I don't know. I think maybe it's just kind of boring, I mean to an outsider. I can't tell you how many people I tell like what I do they're like, "What do you do?" I'm like, "Oh I flip land." And they're like oh done, conversation ended but maybe one out of six people like asked me more questions. But people are oh like they're not interested in it at all, which I think is fantastic because it makes it fairly noncompetitive for us versus flipping homes. But I don't know why a lot of women aren't in it, but I'm happy to rep for the females.

**Jeannie:** Yeah, me too.

**Mark:** Yeah. So Jeannie so you guys go to boot camp and then you're ready to make the big deep dive and going into Flight School. What was that like and what was that conversation like with you and Kurt? Were you like we really need to go to the next level here?

**Jeannie:** Yeah. Well what we did is we started and we hold the terms that knowing our personality because we're so opposite and we even actually talked to Tate. I don't know if you remember that Tate at Boot Camp when you talked about coaching.

**Tate:** Yeah.



**Jeannie:** And I realized that we need a coach and because we're going to get to a place where we're going to get stuck and there's nobody keeping us accountable and we're going to quit and I know that about us that that's what is going to happen. So I didn't care how much it cost, I would work my butt off to pay for that coaching so I at least had somebody that would keep me accountable and I had somebody to go to when I struggled. So it was at that point I think about a month after boot camp that we signed up for coaching. It was the best thing we ever did.

**Mark:** So why do you say that Jeannie? I mean a lot of people are hesitant to get into coaching you know simply because it is a big investment and there's a lot of fear of well I'm investing all this money. What happens if you know...? How long is it going to get it back or is the program solid enough? I don't know, there seems to be a lot of fear. I mean Erik Peterson what do you think? When you talk to people about coaching what is usually the biggest thing holding them back?

**Erik:** You know I think it seems probably twofold. One is they don't really know what to get out of it. You know I think they want to make sure if they're making this investment that it has a return for them. So I think there is that unknown but then I think you know a lot of people it just comes down to money right. The investment it takes to get into coaching and you know that piece of it that it doesn't work for everybody, at least initially. So I mean that's kind of what I've heard around the community I guess.

**Mark:** Right, right. So Jeannie what's been the most valuable aspects of coaching for you?

**Jeannie:** Well you know it's not a quick rich scheme that's really important. People need to understand is that it takes time and it's a skill that you're learning. So I've been working in the stock market and I'll tell you something this is so much better because there are days I lost a lot of money in the stock market and Kurt said, "Jeannie come on you've got to be buying more land because you have something and you're not going to lose it." So he's comparing land a lot with the stock market.

And again I think learning to invest in land is a skill because there are a lot of parts to this moving wheel, you know too in the process and just when you become confident in one area you've got to learn something new. I think that's why coaching is so valuable because you've got a coach saying, come on don't stop, come on you can do it, let's just go to the next step, come on don't quit. When you go from the very finish to buying land, I mean reaching out there and then you actually purchase land it's such a rush.

There is nothing like that and then the next rush is when you sell it and Mark, I have been now through the whole process in six months. That might've taken me a lot longer than some people but that's why wanted to be on here because I wanted to be on here for those that might be like myself who it might take a little bit longer and not to give up. To keep going because once you go through the entire process you feel so excited and excited to do it again and that's what coaching had done for me.

**Mark:** Yeah, I love that. Bear Land - Aaron what's your take away from that?

**Aaron:** I would have to agree with her the coaching is really important. It has been important for us because we've got all the information now our coaches have, they have giving us all the tools to succeed. Us like Jeannie are maybe taking a little longer to get to the same point some others are and in our case, you know, it's just probably execution gap. It's not that we don't know what we need to do that sort of thing, but there's so much there with the coaching that has just filled all those knowledge gaps. So really you definitely have all the tools to succeed now and not that you couldn't succeed with just the Tool Kit but it makes a huge difference because there is accountability, there is the knowledge and there is the interaction with others that just helps propel you forward and continue to keep you motivated even when you are down for whatever reason. So what she says really rings true absolutely.

**Mark:** Yeah absolutely and you know I always say this is a marathon it's not a sprint and with any kind of mentorship it is that one time sort of investment in yourself which I think a lot of people don't have this sort of healthy sense of entitlement where they think they can invest in themselves. They will be really quick to go out and get let's say a car, right? A new nice car that depreciates but to actually invest in themselves, which is a one time investment that's going to have this huge impact for the rest of their lives they don't... I don't think a lot of people look at a two-year, a five year, a 10 year, a 20 year horizon in their life where it's more like I'm going to make this investment, I need to get the money out as fast as possible and if I don't then it's just total failure and I don't need all this and they start freaking out.

When I've made investments in the past I always look at it as if you teach us that one little thing it can make the biggest difference. I mean just one little tip at boot camp for me was worth like hundreds of thousands of dollars just from Scott Todd, just a different phraseology how much would you like to put down kind of made all the difference. So I think that's hard mentally.

Cynthia when you and Mark were discussing going to the coaching program what was the biggest fear for you?

**Cynthia:** I think the investment and we're cash people so we paid cash for coaching. So for that I was like all right I've got to make sure this is going to be worth it and I think I even wrote a sticky note on my check that said something along the lines of like I hope this is worth it "monkey face" on the check because I was nervous. I was like all right here's a bunch of money but you know the way I looked at because at the time I was kind of debating going back to school to get a Masters degree.

I don't know if you guys have looked at the cost those lately but those things are not cheap and when I compared the cost of coaching to the cost of a Masters degree where I won't be making any money then I would graduate with all this debt versus you know the small cost in comparison to actually learn how to run a business and create passive income I mean there is just no comparison to that. I mean, I literally made a huge ROI on my coaching investment in the first year of business than I ever made out of even my four-year college degree and I paid way more for it. So I think you just have to look at it in that perspective.

I mean I think people are so conditioned like you said like they'll go spend a hundred thousand dollars on a college degree and get all this debt but then you know when it comes to let me learn a skill where I can literally make a one-time sale and create reoccurring revenue every month like I don't think they think it's possible. I think it's a mental block, but for some reason we're so conditioned in society to think school is the answer for everything and I'm not saying it's not but I think there's just this conditioning factor and it's a cultural thing that we're just kind of resistant to it.

**Mark:** Yeah, absolutely I agree. So that leads us Cynthia to your latest deal, which was insane. So can you kind of walk us through that deal and how you made 2100% return on investment?

**Cynthia:** It was kind of ridiculous. So this property let me preface this I can't remember when I got it. I think I got it like a month ago or two months ago. It was recently so I thought that this property was going to be really difficult to sell and because I thought that I got a ridiculous deal on it on the buy side. I mean I talked to this guy, it was two properties side-by-side for one and it was 3 acres of land and the property had a junkyard across the street. Like literally from Google maps you can see a ton of junk, cars, trailers like just a bunch of someone just pretty much turned the property across the street into a junkyard and then there looks like there were some junk on these properties and like an old car on it.

So that was kind of like aah I don't know, I almost didn't even do the deal and then there was this big like ridge or something running through the middle of the property, which I thought was maybe like a washer or something it was just hard to tell. So I almost didn't even do the deal and then Mark was like you now if you just get it cheap enough get it cheap enough, buy it right, someone will buy it and I'm you're right. So I talked the guy down.

**Mark:** Pig for every barn.

**Cynthia:** There's a pig for every barn. I talked the guy down from my original offer price which at this point I can't even remember what it was but it was quite a bit down. Then I was still like super hesitant, I was like I don't know like who is going to want this, there's junk. Like I really thought it was going to be a hard property. So I talked the guy down even more and he accepted because I really didn't think it was a worthwhile property. So I was like this is what I'm going to offer you take or leave it and he accepted because of all the things I told him but he made me sign kind of this purchase sale agreement that basically said I wasn't to come back to him and sue him and I was like fine. So I got this property for a ridiculously cheap let's say I picked it up for under 500 bucks for 3 acres of land.

I was like you know what I will whole sale it. I will offer it for wholesale. I got it for so cheap so I was like I can offer it for such a good deal to the community where they can at least double their money, you know I'll double mine because I got it for such a good deal and no one took me up on it including maybe a couple of people on this call who I won't mention names but I am glad now. We started marketing it, most popular property because we went up there and the property was awesome. I mean you just never... looking at it from Google maps it's so hard to tell what a piece of land looks like. I think that's why Erik always hires photographers to go out to properties I think that's really important. So we went up there and this property was awesome. I mean is being has a big goalie in the middle of it, just a beautiful property. I mean it had some junk on it but the access was great, it was private, it was a big pretty like nice size piece of land.

So I started marketing it with those pictures and we had so many interested buyers. I was shocked and I had the price so low still because I picked it up for so low. I mean I had three people putting money on it. In the time that I was selling it I had so many people calling me about it and finally you know a couple people reserved it and then they were like I don't know. So I refunded their money and then I even upped the price. I was like all right this property is clearly getting a lot of interest because of the terrain it was

just different. You know, most properties can be like flat and boring this had terrain and just really great views and elevation.

So I upped the price like 1000 bucks or something and then finally last week a lady reserved it. Now I basically do like a 48 hour reservation where I will hold a whole a property for someone and then they'll give me the remaining like payment and then they buy it. Well she was waiting on a money transfer so she just wouldn't. I was hitting her up to finish her payment. She wouldn't do it and someone called me on Saturday this past weekend and was like I want, just boom! Paid it, had the paperwork signed the next day and it was literally at 2100% return. So I got my money out in between the down and the doc fee, so I'm completely out of the investment, it's a five year loan and it was just a great, great deal. So I think you just never know when a property is going to be hot on the market until you kind of start putting it out there.

**Mark:** Wow. So what platform did you sell in Cynthia?

**Cynthia:** I've sold it on Facebook and Craigslist but the ultimate guy who gave me everything, all the money for it and signed the paperwork was the Craigslist buyer. But I had two people on Facebook like actually put money in but I also got a Backpage lead on it who was super, super interested in it. So I mean I had leads from a lot of platforms on it so ultimately I sold it on Craigslist.

**Mark:** Jeannie Morem what's your take away from that story?

**Jeannie:** I am excited because you know there are some pieces of property where I'm like I don't know if I really want to buy it but you're motivating me. I just think this episode is motivating me period today because you just need to go out there and get it. So I'm really excited, thank you for sharing that.

You know what I also agree with her about the education piece and I wanted to say that to you Cynthia I totally agree with you about the coaching. Again I've paid a lot of money for my MBA and I'm learning more in my coaching and I can use it and I can get money back. So yeah I totally agree with her.

**Mark:** That's great. I just want everybody to know that I'm not paying Cynthia or Jeannie for their endorsement for coaching. Erik Peterson what's your take away from that huge return?

**Erik:** I guess the one thing that kind of caught my attention on it was that you know I mean when you actually get on the property or you have photos

taken of the actual property it... I've mentioned this many times but so often you learn so much more about the property that you just can't tell without that. So you know Cynthia talked about you know she wasn't sure if it was a wash or if it was you know like a bluff or a cliff or what have you and you know the only way you can really know that sometimes is to get there and take a look and then all of a sudden when you're there you realize there's this great views or whatever it is. It definitely takes time, there's no question about it but there's a lot of value in that. I mean oftentimes you can increase your price drastically based on what you learn.

**Mark:** Yeah, absolutely. Bear Land - Aaron how about you?

**Aaron:** What stuck out to me was that there was the whole junk around the property and on the property kind of thing because I have steered away from purchasing things because of that exact reason you know. It just goes to show that you know if you can buy it right you can always sell it and Cynthia probably had the same mindset I would have for having bought it is to wholesale it or just try to get rid of it cheap because you bought it so cheap and it turns out that it's not even necessary. So there's you know a lot of levels of lesson there.

**Mark:** Yeah absolutely. Tate how about you what's your big takeaway?

**Tate:** You know it's a win for the community in my opinion. When somebody can do that well it makes everybody happy. I don't think there's a single person on this call that isn't stoked for Cynthia and you know I think I'm the person she was referring to who said she [00:35:10] [indiscernible] did buy that property. So not only am I stoked for her but I'm mad at myself but you know it is kind of a lesson to everybody that this stuff really does move, and it's not up for Cynthia or for me to decide if it's a good property because somebody else out there is going to love it. They are going to be the end user. Cynthia was not the end user of this property. She was merely providing an opportunity for someone else to get their dream of three-acre property and I mean it's awesome, it's motivating, and it's what it is. So hats off to you Cynthia time to rinse and repeat.

**Mark:** Yeah, I mean my big take away there's a few elements in there that I really felt that were really important. Number one was Cynthia's fearlessness of negotiating. I think a lot of people when they first start are hesitant to have that back and forth with a seller and it is not just negotiating for the sake of negotiating its look there's trash. There's pointing out the defects of the property and just very sort of empathetically saying I would love to buy at that price but after doing the due diligence unfortunately based on X, Y, and Z this is the only way that I could buy this property is about \$500 and

I'm so, so sorry to disappoint you but I didn't put the trash there. Look I'm in the business to make money another buyer is not going to be able to maybe get their heads around this so this is the only way I'm going to do it and you know when they're trying to sell the property that asset has now become a liability. So I think number one the fact that she was willing to negotiate at a price that she was like well worst case I'll double I think it's really, really important given some of the defects.

Number two the tenacity of marketing. She didn't just market it on Craigslist, she didn't just market it on Facebook, she didn't just market on Backpage. She kept marketing and marketing and marketing, talking and I also like the reservation aspect there's urgency. You get 48 hours to reserve this and then I'm going for the next person right there's urgency or scarcity and that should be in everybody's marketing piece.

And then finally the realization of reality you're like oh my gosh I've got something here that people really want. Well I'm going to backup then the Erik Peterson strategy of doing a really good marketing with pictures and then the realization of hey I've got a real market I'm going to up the price and not being afraid to up the price and being unapologetic about 2100% return because that's the market. So those are my big takeaways. I'm going to give Jeannie the last word on this. Jeannie what do you think?

**Jeannie:** I have to say I am really impressed with her negotiation skills because she was able to get the seller down and she was able to assess the land and tell them what wasn't so positive about the land and was able to get it down. I'm really impressed with that, with her negotiation skills really because that's how she was able to make such a huge profit by being able to get the seller to get the price down for her like that.

**Mark:** Yeah absolutely. I just had a podcast today and the guy was talking about rejection therapy and you know just going through and collecting those NO's. It's started off really small just going up to a stranger and asking them for a piece of gum. Well maybe they will say yes, maybe they will say no and then maybe go up to a stranger and maybe ask him for a high five. Like very simple things and then eventually going to the restaurant and asking for a discount and just getting rejected again and again so you're desensitized to it. Then you can just go in and be like look this is what I can pay you sorry. Kind of like the Tate Litchfield negotiation style. Tate is desensitized, Cynthia is desensitized. Bear Land - Aaron are you desensitized now?

**Aaron:** Pretty much.

**Mark:** Yeah.

**Aaron:** Yeah.

**Mark:** Erik? Even as nice as Erik is I have a feeling I wouldn't want to negotiate with him. Erik how would you describe your negotiation style?

**Erik:** [silence]

**Mark:** Wait you're on mute.

**Erik:** Okay, sorry about that. In a lot of cases it's kind of a take it or leave it kind of offer and after you've done this for a while you understand that you know if that particular seller doesn't want to accept your lower offer then you just move on and go to the next one because there's, you know, many more behind it. So it's not hard.

**Mark:** Yeah. I mean deals are like the bus there's another one down the pike. I feel 90% of this business is mental. Tate do you agree with that?

**Tate:** Oh yeah. I hundred percent agree. I mean, it's all mental in my opinion. First of all you've got to be able to find the big deals or the good deals and that takes the education and knowing how to read the market and look up comps and those kinds of things, but I would say most of it its mental. Just having that ability to say no I don't think it's worth that anymore and having the courage to renegotiate, having the courage to ask for more, having the courage to do what it takes. You know it's all mental and some people they have this mental block that prevents them from being successful and it's weird, but it's something that everyone can overcome. I'm positive of that.

**Mark:** Yeah and before we get to our tip of the week speaking of courage because we had quite the negotiation between Bear Land - Aaron and Erik and if you guys aren't looking at the video Bear Land - Aaron looks just intimidating. He's got the beard going, he's got the hat. I mean he looks like you know just like an intimidating beard laden I don't know. Like one of those guys on Nat Geo. Yeah, he's got the beard going Nat Geo [00:41:47] [indiscernible] like you just don't want to mess with this guy but he's going to give our tip of the week.

But before he does that I just want to remind everybody Bootcamp is five weeks out. Actually it's going to be four weeks by the time you listen to this but go to [TheLandGeek.com/Bootcamp](http://TheLandGeek.com/Bootcamp) and get booked because you've got less than 10 spots left. That room is filling up really, really fast and now is



the time to book. Go to [TheLandGeek.com/Bootcamp](http://TheLandGeek.com/Bootcamp). Bear Land - Aaron what's your tip of the week?

**Aaron:** So I guess I first I need to ask since I'm giving the tip of the week does that mean I won or lost the negotiations?

**Erik:** Man you'll have to figure that out on your own.

**Mark:** That is a rhetorical question.

**Aaron:** I was at a friend's business the other day and his cell phone rang and he looked at it and all over sudden it quit ringing and he goes, "Oh it was a solicitor robocall." I'm like well how did you know? You didn't even get it. He said I've got this service so I had him tell me about it and it's called Nomorobo. So N-O-M-O-R-O-B-O, [Nomorobo.com](http://Nomorobo.com) and it's free for land lines. It is a subscription for cell phones but it's only like about \$1.99 a month and they have an extensive blacklist of robocallers' numbers and that sort of thing that they automatically block, it's updated like every hour and I think my buddy... I haven't gotten a chance to use it yet I'm definitely going to though. My buddy I think he said that it is also user submitted numbers too so that helps with blacklist. So he basically said that since he got that he has not answered a single call that ended up being a robocall and they're so annoying lately that it's really worth it.

**Mark:** Oh Bear Land I hate to be that guy that...

**Aaron:** Oh no.

**Mark:** ...that went up to you.

**Aaron:** Okay.

**Mark:** You know how frugal I am and I'm not paying \$1.99 subscription when there's another app that will do it for free. So check out [Hiya.com](http://Hiya.com) that is actually the app that use on my phone and it works great and it's free Bear Land. Check it out...

**Aaron:** How do you spell it?

**Mark:** Yeah, yeah. I put it in the chat H-I-Y-A.com. Sorry man but that was a great tip, it really was.

**Aaron:** Man there's got to be... Let's look at this Hiya. There's got to be some sort of catch where it's not as worth it. I don't know.

**Mark:** Well look you know the catch could be they go out of business you know.

**Aaron:** Well anybody can go out of business.

**Mark:** Yeah. What's your monetization strategy?

**Aaron:** Yeah, I don't know. The Nomorobo charges you on cell phones but I don't know.

**Mark:** Robot calls radar, partners download, I don't know. Check it out.

**Aaron:** I don't know. We'll have to check them both out yeah, absolutely. Hiya might be better, I didn't know about Hiya. So in typical one up man fashion.

**Mark:** Yeah. Cynthia is this poor etiquette? Is this poor tip of the week etiquette what I just did or should I have not just said anything?

**Cynthia:** You should not say anything. You're taking away his thunder, he was all excited about this tip and now he just... you just ruined his day I think.

**Jeannie:** Oh Mark you're going to get some feedback from us ladies.

[00:45:52] [indiscernible].

**Mark:** So Jeannie was that a social faux pas? A Round Table faux pas? He gives a great tip and then I have to come in and try to one up him.

**Jeannie:** I don't know. I see it both ways. I don't know because I like something that's free. So I don't have to pay for it. So I think both tips were great. I thought you did well.

**Tate:** I don't think it's a social faux pas. I mean if anybody has listened to this podcast they know that when you give a tip of the week you're open for anything. Right Erik?

**Erik:** That's right.

**Mark:** But when we were in Vegas I'll be very cool, right? Bear Land - Aaron? Like you'd be telling a story and I'm not like probably about a recent

deal I'm not going to jump in and be like oh really you think that's a big deal? [00:46:49] [indiscernible] my deal.

**Erik:** No, absolutely.

**Mark:** That I think I have enough self-awareness about. Tate on the other hand [00:46:59] [indiscernible] he's got to give like a little zap, don't do it. Touch electrodes at the back of his ear zzz. Well I thought this was a great podcast and I want to specifically call out Jeannie Morem and Cynthia Tripathi for bringing a little diversity to the group. Thank you gals.

**Jeannie:** I loved it. I want to thank you for allowing me to be on here because I can tell I listen to the Round Table and I get such a kick out of all you guys and I can tell you guys are really close because are funny, you guys get each other and so I'm really honored to be on here.

**Mark:** Well we're so glad you're here and you will be coming regular? You're going to come back every week?

**Jeannie:** If you ask me I'll be here.

**Mark:** All right we'd love it. Cynthia are you becoming a regular?

**Cynthia:** Maybe, just you know so week by week. But I think if I don't come as often that it's more special when I do, right?

**Mark:** Well if we all took that approach we'd [00:48:02] [indiscernible] podcast and basically it would be me and now for the Round Table it's Tate. Tate what do you think? Like Tate what do you think? It's like it's just going to be me and Tate.

**Cynthia:** I think we should try it.

**Mark:** What's that?

**Cynthia:** I think we should try it. I think it would be a big hit.

**Erik:** All right it's a Tate and Mark's show.

**Mark:** Tate and Mark show. As Jeff Dunham would say it's Tate Con. Jeff Dunham wouldn't even want me on the show, "Let's just hear from Tate."

**Erik:** Then it's not so much a Round Table it's more like a line [00:48:38] [indiscernible] just the two of you.

**Mark:** That's true.

**Erik:** Little geometry joke there.

**Mark:** That's why we named it The Land Geek. On other podcasts there are no geometry jokes.

**Cynthia:** I think we should try a female only Round Table some time.

**Mark:** Woo.

**Jeannie:** [00:49:02] [indiscernible] zone here.

**Mark:** All right I like that. You know what Cynthia if you can get that going I will just make my introduction and I'll drop off.

**Cynthia:** I mean you have to be there to facilitate because it wouldn't be... you know everyone likes Mark on the podcast.

**Mark:** You know what; my fragile ego really needed that. Thank you.

**Jeannie:** But I do agree.

**Mark:** I appreciate that.

**Cynthia:** [00:49:26] [indiscernible] Mark on the podcast.

**Jeannie:** Yeah, I get the brand.

**Cynthia:** You're The Land Geek you have to be there.

**Mark:** You know I appreciate it because I feel like every time we have Boot Camp it's all about Tate, team Tate, team Scott. Oh my gosh Scott's module and Tate's module in the VIP was amazing. You know they're getting gifts and [00:49:44] [indiscernible] it's great.

**Tate:** I have nothing to say to that. I mean it is what it is.

**Aaron:** Yeah. Hey Tate what size t-shirt do you wear?

**Tate:** Ah large. I think yeah large comfortably. Just in case anyone wants my shoe size is 11, waist is 30-32. Just so everybody knows my

measurements [00:50:08] [indiscernible] my address just message me up and we can arrange that.

**Mark:** My waist was 30-32 I think freshman year in high school. All right well I want to thank everybody and I want to thank the listeners and remind you the only way we're going to get Jeannie Morem and Cynthia Tripathi to come back on the Round Table podcast is if you do us three little favors: you've got to subscribe, you've got to rate and you've got to review the podcast. Send us a screenshot of that review to [round-table-3-13-18\\_a\\_picture\\_is\\_worth.docx](#) we're going to send you for free the \$97 Passive Income Launch Kit. We're all good? Are we ready to do this?

**Jeannie:** Yeah.

**Mark:** Can we count it down? One, two, three...

All: Let freedom ring.

**Mark:** You know I thought with the female voices it would go better than...

**Jeannie:** Mark you're awesome.

**Mark:** Thank you.

**Tate:** I thought that one was more in time than all the other ones. I think Scott throws it off. I'm not sure.

**Erik:** It could be Scott.

**Mark:** Well it could be. Mike won't even look at Scott. Zaino is on the beach right now drinking piña colada's probably you know, "I can't believe those guys are having the Round Table without me."

**Erik:** I better go do some cardio.

**Mark:** Some bunch of chatter heads. I'm going to do some cardio.

**Erik:** Is he really on vacation?

**Tate:** Yeah, he's in Florida.

**Mark:** Yeah.

**Erik:** Oh man here I was thinking he was like bogged down in all these noreasters, like fire department busy, digging people out, accidents and everything. He's off on vacation.

**Mark:** Yeah. He's breathing in the morning, breathing out the marketing, doing his Zen thing on the beach, he escaped the noreaster. Yeah he Voxed me, "Hey Mark, gotta get out of here. Gotta get away from the noreaster." By the way I apologize to everyone from Massachusetts for that horrible [00:52:13] [indiscernible] now that Mike is not on the podcast it's just easy to do. So Jeannie are you going to get coffee now or after the coffee lunch?

**Jeannie:** I am. Going to get some lunch.

**Mark:** Where are you going to go?

**Jeannie:** I'm at home so I'm just going to be home and then I'm going to go work out. I've got a new trainer so I'm going to start powerlifting.

**Mark:** Wow that's impressive.

**Jeannie:** Well you know I'm sitting behind the computer all day. I've got to start moving my body a little bit more.

**Mark:** That's great. What about you Cynthia?

**Cynthia:** I've got friends in town; you saw one of them. We're going to go hiking up in Cave Creek I'm going to with her. It's her first time in Arizona. She's never been further west than Texas so we're going to show her some Arizona mountains.

**Mark:** Very cool.

**Cynthia:** I have some kind of good news for you guys. Well maybe not for you but for me. I am one hundred dollar per month sale away from replacing my income from my old job you guys.

**Mark:** How much?

**Tate:** Oh wow, congratulations.

**Mark:** One dollar?

**Cynthia:** One hundred dollar per month sale.

**Mark:** Oh wow. Congrats.

**Cynthia:** And I'm about to make a pretty significant cash sale, fingers crossed, pretty significant cash sale. Which is like half my income from my old job in one sale? So I've just been killing it lately I don't know, the tides turned in my business. I don't know what happened.

**Mark:** I mean this is why we do what we do to hear these stories honestly. I think it's more gratifying to hear that than Tate saying hey we've got another sale honestly, like it's just amazing. That's my why is to hear more of these stories which means Jeannie as soon as we hang up here we get ourselves a property, [00:54:02] [indiscernible] property.

**Jeannie:** Yes.

**Mark:** All right absolutely. Erik is like I already sold some. He's like I don't care.

**Erik:** Not today.

**Mark:** Right. Bear Land - Aaron and Missy are like having money [00:54:15 indiscernible], they're just like making it rain.

**Aaron:** I don't know if we're quite there yet but one day.

**Mark:** One day.

**Aaron:** Raining cash.

**Mark:** Well thanks everybody. I'm going to go enjoy spring break with the kids.

**Jeannie:** Nice.

**Mark:** All right thanks to everybody who is here. See everybody next week.

**Jeannie:** Sounds good.

**Aaron:** Next week.

**Cynthia:** Thanks guys.

**Tate:** Thanks.

*[End of Transcript]*