



THE LAND GEEK

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

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

Transcript

Mark: Hey, it's Mark Podolsky, The Land Geek, with your favorite nichey real estate website www.TheLandGeek.com and on today's Roundtable podcast, we've got Aaron - Bear Land - Williams. Bear Land - Williams, how are you? Bear Land - Aaron.

Aaron: Hey. I'm doing great. It's great to be back.

Mark: We've got the always unflappable Erik - no nickname - Peterson. Erik, how are things?

Erik: I'm doing good.

Mark: Every time I watch *American Idol* with my kids, I think of you because like there is always that person from Tennessee or Nashville and they're talking about like Elvis. I wonder if Erik knows those people?

Erik: I swear, everybody is a musician here so you know and they're all super talented so it's crazy.

Mark: As Mike Zaino would say, play the guitar.

Erik: Yeah. I'm not one of those super talented.

Mark: I'm sure you are. You're probably just being modest.

Erik: No.

Mark: And then of course there's the better get it done Tate - the big Poppa - Litchfield. Tate, how are you?

Tate: Happy to be here.

Mark: Are you happy with your one-on-one coaching clients?

Tate: Yeah. I mean I just got off the phone with a couple of them and they're doing I guess 6000 a month in passive. So hard to beat that. I mean that's pretty awesome for five to six months in.

Mark: They are executing.

Tate: Yeah. I mean that's just it. They not afraid to do what it takes to move the needle.

Mark: Yeah. So, speaking of execution in real time that leads us to our chauffeur of Flight School; Scott Todd from ScottTodd.net, LandModo.com and of course, if you are not automating your Craigslist and your Facebook postings, PostingDomination.com/TheLandGeek. Scott Todd, how are you?

Scott: Mark, I'm great. How are you?

Mark: I am psyched for next week because...

Scott: This week.

Mark: This week yeah. So, if you're listening to this, it will be this week Bootcamp. The Vegas Bootcamp or as Jeff Debar likes to refer to it as [00:02:36] [indiscernible]. So, we were kind of talking before the podcast on how do you prepare for Bootcamp and what should our attendees expect? So, Bear Land – Aaron, what are your thoughts?

Aaron: Preparation for Bootcamp is just bringing yourself and the huge willingness to learn and an open mind to absorb all these things that you will be learning and then expectations. You know expect to meet some great

people that you will form relationships in this business with for a long, long time and you'll sit in class and you will learn a lot of things that are going to make one what was in the Toolkit make a whole lot of sense. You know filling in those gaps we've talked about that a lot but it's going to be a whole lot of knowledge and you're going to kind of sit there with your jaw dropped so take good notes and that sort of thing and just enjoy the experience thoroughly because it's a thoroughly enjoyable experience.

Mark: Awesome, awesome. Erik Peterson, what are your thoughts how prepare and what to expect?

Erik: Yeah. First thing I would say is make sure you come fully rested Bootcamp is intense. It goes from first thing in the morning till 5:00 - 6:00 at night and you're going to be exhausted from learning all that information and taken it in and keeping up with everything. So, it's very fast-paced and I want you to come prepared I guess.

Secondly, take advantage of your time there to get to know the other land investors that are there. They are the community that we interact with on a regular basis. So, if you get the chance to put the physical person to the face you see maybe in the Facebook group or what have, you take full advantage of that and get to know those people because ultimately in the future you'll be able to reach out to them, talk to them, ask them questions, work together on deals different things like that.

Mark: All right fantastic, fantastic. Big Poppa?

Erik: Yeah, I would second what Erik had to say about coming rested I mean it is Vegas. Don't let Vegas get the best of you. You guys come rested, be in class on time every single day. We start on time, we don't wait and there's just so much content. We've got bonus sessions. It is intense but yeah meet people, network and just generally coming and get those batteries recharged because this business can be a little lonesome and so it's good to come to Bootcamp every couple of months and have a weekend where you meet other people who are as obsessed as you are with buying land in the middle of nowhere. I mean it's a nice way to recharge and get motivated for the upcoming quarter or 12-week year. So, I love it.

Mark: All right awesome, awesome. Scott Todd, how about you?

Scott: Don't go out and party. Like do yourself a favor; like Tate said, don't go out and like you know go crazy. It is Vegas after all and I think that Bootcamp is always a place... I always felt like Bootcamp was a place that would re-energize me but also allow me to refocus on my business. You

know Mark one of the people I admire a lot in this business is [00:06:46] [indiscernible] would come to Bootcamp and literally it was her retreat time to work on her business and so I would just say just come here, have an open mind. If this your first Bootcamp, have an open mind; there's a lot to learn and it can literally transform your life like it did for me.

Mark: Yeah. I think my advice based on because we do surveys at the end it and they are long days and some people physically and mentally especially like afternoon start getting tired and if you can have snacks. Because we do have snacks in the morning but then afternoon, after lunch we don't have snacks and I don't think we have coffee either, so be prepared for that as well and just kind of monitor yourself physically because it is a very long, very intense days.

Something else I would say is don't be shy with the coaches. Like when you meet Erik Peterson for the first time or Bear Land - Aaron or Tate, especially Scott, you might be a little star struck and you might think, "Oh, it would be great if they would come to me and just introduce themselves and start talking to me." Sometimes they will, sometimes they're tired. It's a long day for them as well and I would say be proactive especially during let's say a break or lunch or certainly on Friday night during the networking session as well go to them and just introduce yourself and just let them know hey I listen to the podcast. I think you're great. You're not as great as Mark obviously but you're still great and... I was just kidding there. But don't be shy and I think the expectation is wouldn't it be nice if the coaches sort of made rounds, answered questions and introduced themselves. These guys are tired, they're tired. I know for Tate and Scott and I we're up at like 5:00, we're having breakfast, we're discussing the day and we're going up until about 9:00 at night. So, Friday is sort of like the best day to talk to the coaches. Saturday we are completely fried and...

Scott: You'll make everybody say I can't talk to the coaches on Saturday.

Mark: No, you can talk to them but don't expect them to be proactive.

Scott: It's hard, it really is hard.

Mark: It is hard.

Tate: We're nice guys. That's what Mark is getting at. We're nice guys...

Mark: They're really nice guys but...

Tate: We don't bite that hard. I mean come say hello to us. We want to get to know you, we're thankful that you came to Bootcamp and if you ever have questions we're here to help.

Mark: Yeah and we create an environment where the networking of our community is so positive, everybody is willing to share and it's really something special. So even if you're kind of shy don't worry about it because you'll still be able to network and it's going to be tremendous. You're going to make lifelong friendships and connections at Bootcamp and it's really exciting to see especially from the beginning on Friday all the way to Sunday how that room forms is really kind of magical when it all comes together. As I like to say, all the land investing clouds in your head are going to dissipate and everything by Sunday will be completely clear. So, I love Bootcamp. Scott are you still loving Bootcamp or you're like oh man another Bootcamp?

Scott: Mark, I do love Bootcamp. The challenge that I have is that believe it or not and my wife will tell you that she doesn't believe it but I am an introvert. You know like I don't mind public speaking I really get energized from it. I don't mind like teaching I get energized from it but it's hard for me to... it's draining at the same time. So, it's really truly funny because I like Bootcamp, I enjoy it, I like interacting with everybody and then at the same time at the end of the day I just want to crawl up in my room and like hide so I can reenergize for the next day.

Mark: Yeah, I know it's so funny I feel the same way and that's why I love putting Erik Peterson on the spot so much at Bootcamp because I know he's uncomfortable speaking publicly and then when he does it it's great and like gives us all kind of a break. Erik, are you over kind of that whole thing about public speaking?

Erik: No. I don't know that I'm over it, but you know it gets easier all the time I guess. Yeah, it's just not in my personality to stand in front of a group and talk but it's always easier when you feel like you know the subject matter well; that always makes things go a little smoother.

Mark: Yeah, I'm excited for Bear Land - Aaron to get into that VIP room and really grill Scott and Tate or vice versa actually. I know what goes on in that VIP room.

Tate: There will be tears.

Scott: Aaron is going to be like man this is VIP room? I mean he has been to elite Mark.

Mark: Yeah. He won't be so impressive for the VIP...

Scott: Yeah.

Mark: But it will be a nice refresher.

Scott: Bear Land is hard to kind of like please I guess is what I'm going to say.

Aaron: Ouch. Why would you say that? [00:12:46] [indiscernible].

Mark: He might be like another coach in there helping the others.

Scott: Yeah.

Mark: Like a drizzled vet, putting his arm around somebody saying look it's okay. When I was starting out I was just like you. You know bright eyed and bushy tailed.

Aaron: I'll make sure that I bring the kinder, gentler Bear.

Mark: The [00:13:08] [indiscernible] exactly.

Aaron: I will be the teddy bear. How's that?

Mark: Exactly. Is the whole family going to be there?

Aaron: I'm batching it this time.

Mark: Oh, good times.

Aaron: Just be.

Mark: Very, very fun. So, is there any other final advice for the community to kind of prepare and what to expect from Bootcamp? [silence] No, all right. Well let's move on to Scott Todd he had a very interesting story that we can all learn from, Scott.

Scott: Oh man. So, I had this cheap little property and we sold it for I think it was like \$1200. Right \$1200 and we accepted payment on a credit card and we transferred the deed. Probably about a month later I get an email that says hey this guy has disputed this charge. Said it was fraudulent and I'm like what? I break out the mini bat.

I called the guy and I'm like, "Hey dude, you bought a property from me, right? He's like, "Yeah" and I'm like, okay. Well, the credit card company said that it was fraud. So, we've got a problem and he is like, "Well, I didn't report this fraud." And I'm like okay well that means that the credit card that you used someone else reported as fraud if you didn't do it. Somebody reported this thing is fraud and we've got to get to the bottom of it because we're going to have a problem. He is like, "Well I don't have a problem because I haven't disputed it as fraud."

I'm like, "Okay, listen. Here's the way it's going to work. Do you have this credit card? Is it in your possession?" He's like, yeah. And I'm like, "Okay, I need to see it." He's like, "I'm not going to give it to you." I said, "Okay, listen. Here's what we're going to do. I'm going to call the police and the reason I'm going to call the police is because you bought a piece of property and you reported this transaction as fraud even though you signed all the paperwork and everything. So, there's some element of fraud going on here and I will have to report that to your local police." I'm like and then I'm going to file a notice in the county records that says that this deed in particular is being questioned because of this. It's going to be an affidavit and a notary, kind of a memo and what I'm going to do is I'm going to cloud the title on this thing until we get this thing all sorted out.

I'm like that's a lot of work and I don't really understand what happened. He's like, "Well, I didn't do that and you can call the police if you want and I'll just give you back the property." I'm like, "Look, I don't really want to do this. Like I don't want to call the police I want you to have the property but someone has reported this thing as fraud. So, either you did or the rightful cardholder did it and there's actually fraud going on here." And he was like, "No, no, no. Let me talk to my wife. I'll get back to you."

So, about 25 minutes later the guy calls me he's like, "Okay, I got to the bottom of it. My wife didn't recognize the name of the company and she disputed it. She already told the credit card company to waive the dispute." And I am like, "Okay. Well, I need to talk to them. So, let's get them on the phone. We get them on the phone. He actually connected me to American Express. American Express basically said, "Okay, we've removed the dispute. We have told the credit card processor to reissue the funds. It will take place in about five days." And they did it.

But we had to get a little aggressive because obviously it reported as fraud. I mean I hated to be breaking out the mini bat and going after the guy but that said, that's one of the cool things about this business is even though you know you do have... it's the first time. 600 transactions it's the first time I've ever had this happen. It's still great because essentially, I mean I had

the law on my side at this point because the guy signed the contract. I could have also forwarded a copy of the contract and everything to my credit card processor all would have been good but we were able to resolve it very quickly, especially with the law getting involved.

Mark: Yeah, that's a great story. There's a lot to take away from that. Bear Land – Aaron, what's your takeaway?

Aaron: I don't know. I hope I don't have to deal with something like that.

Mark: Has anyone ever tried to commit any type fraud with you on [00:17:47] [indiscernible]?

Aaron: With that?

Mark: Yeah.

Aaron: No, not so much. I've had people fleek out and that sort of thing but no one's been willfully fraudulent.

Mark: All right. How about you, Erik?

Erik: Well, I think that the biggest take away from me there is just that to take a credit card payment for property as a whole I mean it is a little bit concerning from the standpoint of someone who could dispute that charge but knowing that ultimately, you've got to purchase agreement if you did that and you've also got the recorded deeds showing that the transaction happened. So, you really have everything you need to be able to prove that those funds were deserved and they weren't fraudulent and all that kind of stuff. So, I think that's some important pieces to keep in mind there if you're selling kind of lower dollar properties on a one-time credit card payment.

Mark: Yeah. I mean, Tate, has this every happened to you? Do you have any experience with this?

Tate: You know no. I've never had any issues with this, but it's really interesting to see how Scott handled it. I love the fact that he said the guy well you're going to need to get American Express on the phone while I am here. Let's do a three-way call and I loved it and that's genius right there. So, I've never had this problem. I think it goes to show you two things. Number one the majority of our buyers are good people. If you think about the collective here on this group, thousands and thousands of deals have been done and you know. Maybe I think, Mark, you've had one instance of fraud, but...

Mark: I've had one instance of fraud and I learned the hard way how to handle that because really, she sounded very nice. She said, "Hey, I went out to the property I didn't love it. Can you refund me? Oh, by the way, I changed credit cards. Can you just send me a check?" It turns out she had a stolen credit card and just took the money there. So, from now when I do a refund, it's got to go back on that original card.

So, I learned that really, really early on and then I did have one lady embezzle funds in Nevada. She is like a famous story but she stole I want to say \$7 million and spent like 50 grand with us and in raw land. We kept that money and she did go to jail but I just remembered getting sort of a notice from the County that they were going to be taking back the property from her but we kept though those funds. It was really interesting but other than that and in all this time you know since 2001 I've only encountered one instance of fraud. So, it's really, really rare.

Tate: Then it goes to show you that most of the people who are buying our property are pretty good people and we don't have to deal with a lot of the issues that other businesses might when it comes to fraud and those kinds of things.

Mark: Yeah. I mean you know it's really interesting and then either there is very few transactions that really make you go argh. I think for Scott this was like one of them to say argh this is a headache.

Scott: Yeah. I mean this one kind of gave me the real reason to be like argh come on. But Mark this is going to sound crazy I was only into this property for less than \$200. So, my worst-case scenario was I lost \$200. Like I don't like losing money at all, but that literary it's like aah okay all right. I mean part of you even thinks like do you even want to dispute it. You know like isn't my time worth more than the 200 that I invested.

Mark: No, it's not. You know [00:21:51] [indiscernible] on the time was you'd lost money on that deal, but that really puts things into perspective. So let's say you're listening to this and you're a house landlord you've got so many different I get phone calls: the plumbing is out, the roof needs repair, people steal the appliances when they move out. I mean there are so many nightmare stories when you actually own a physical asset as opposed to raw land. Like oh gee we had somebody try to commit fraud on a credit card that they were going to lose.

Scott: Where?

Mark: Where? I mean the only other headache we have is someone stops paying on their note and then we just expand our ROI more on that note and we sell it and we get another down payment and another note person. I think this is the most headache free way of investing in real estate. Is there anything that even comes close?

Scott: I don't think so.

Mark: I don't think so. I don't know but I saw like we had a down payment for \$1000 today and the guy just immediately emailed and said, "Hey, I want a refund. I have some kind of financial issue." We're like okay like all right. That was a little argh that's disappointing. We will resell it again for another \$1000 down. I'm like okay no problem. Like better to know that day than 60 days later or something. So, kind of it's all mindset, it's all perspective.

So, I know that Erik has got to run and that leads us to the tip of the week: a website, a resource, a book something actionable for the Art of Passive Income listeners can go right now improve their business, improve their lives. Erik, what have you got?

Erik: So, I have today Listly.io, L-I-S-T-L-Y.io. I will put it in the chat here for you guys. Basically, it's a Chrome plug-in and it allows you to take a webpage and turn it into an Excel document. So, you know it's going to take all the data and grab links, grab tables whatever and put in an Excel sheet. So, you know you can definitely use it on a County website to pull content to work with your mailing list or a number of other uses like that on top of just scraping website content from somewhere you want to grab some information from. So, I thought it was kind handy.

Mark: Wow, the price is really good. 10 pages are free, 200 pages is two bucks a month, 1000 pages \$10 a month. This might be the most affordable web scraper I've seen. Holy mother, where did you find this?

Erik: That's the secret of having the tip of the week, right? You just know where to find this stuff. Talk to Scott about that.

Mark: I'm going to be grilling you this week at Bootcamp. This is a great tip finally, finally the evolution from JotNot Pro all the way to Listly.io. Congratulations, Erik Peterson, you have a new nickname.

Erik: Every now and then I get an okay once. So, it only lasts a couple weeks and then we will go back to nothing but it's all right.

Mark: The tip master, Erik Peterson.

Erik: It's cool.

Mark: I mean this is great.

Aaron: Erik - Listly - Peterson.

Mark: Erik - Listly - Peterson. Scott Todd, look at this. I've seen a lot of web scrapers. Have you seen anything better?

Scott: No. I'm downloading it right now and I'm trying to figure out how I can have this piece deleted from this podcast. I don't think this is good relevant material.

Mark: You really?

Scott: This is so bad Erik needs to like get rid of it right now.

Mark: When you think about all the...

Erik: [00:26:12] [indiscernible] I need to give a new tip for today?

Scott: Yeah. Let's redo this. Edit take one.

Mark: I mean this would be a great way to build your list on these web-based websites from the county, right?

Erik: Yeah. It is cool.

Mark: This is phenomenal wow. All right, Philip Mah, there you go, I hope you're listening to this. That's your one tip for the week.

So, I want to thank all the listeners. I just want to remind everybody hopefully everyone is getting a lot of value from the Roundtable podcast. Please do us a small favor, please do us three little things 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 Support@TheLandGeek.com. We're going to send you for free our *Passive Income Launchkit* course which is regularly \$97 and also today's podcast is sponsored by a new book that's coming out *Dirt Rich*. Just email Support@TheLandGeek.com and get on the list to get the *Dirt Rich* at the special introductory price, which is yet to be announced but I promise you you're going to love it. So, please do that. Guys, are we good?

Scott: We're good, Mark.

Mark: All right. Well, thanks guys and I want to thank everybody. We'll see you all in Vegas for [00:27:47] [indiscernible] or Bootcamp whichever. If you are listening to this and you're coming to Bootcamp, the secret phrase to win a special raffle ticket, which provides lots of gifts worth I think the last gift we gave out was worth \$1.25 million to get that extra ticket. The secret phrase will be Listly.io, Listly.io.

All right. I want to thank everybody and let's have a great Bootcamp. See everybody next... Oh, Tate, go ahead.

Tate: I was going to say are going to send it off?

Mark: Oh yeah.

Scott: Let freedom ring?

Tate: Yeah.

Mark: One, two, three.

All: Let freedom ring.

Mark: Oh my gosh.

Scott: Aaron is always dragging the bus on this one.

Aaron: I was right with you guys.

Scott: You were not. No, you were not.

Erik: It is his internet.

Tate: It's got to be.

Scott: He's got red bars all over his dang internet. He can't even... I mean this is what happens when you leave out in the wilderness.

Aaron: You know what happened? The kids just got home and the WIFI went phew.

Scott: Yeah. Mark, he's living... Let me tell you where he's living; he is living in *Walking Dead* I think you. Like he's living in the zombie land.

Mark: I mean what a great way to unplug. I'm surprised they have internet.

Scott: Maybe.

Mark: You know Bear Land - Aaron is just very Zen focused present because there's literally nothing else to distract him in life.

Aaron: That's almost true. I mean there's a highway upfront but...

Scott: But why does he lash out on this call? Today he didn't, but normally he does.

Mark: You know I don't know. I think he just gets excited about being around other people and then...

Scott: Oh, oh he's like the playful dog he can't handle it. He's like I've got a lot of people I get to talk to somebody holy crap.

Aaron: So, I'm a golden retriever.

Scott: Yeah, and then he...

Mark: Bear Land - Aaron we're going to have a great weekend man. I'm really excited to hang out with you in Vegas as all of you and then Erik I was really stressed out about the end of this call because I know you have to jump. So sorry if I forgot about let freedom ring.

Erik: It's all good.

Mark: It's all good? All right guys, see you in a little bit.

Scott: All right.

Mark: Peace out, ciao.

Tate: See you.

[End of Transcript]