



THE LANDGEEK

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, Mike Zaino – TheLandGuru.com, Aaron Williams – BearLandProperty.com and Jeannie Morem on the Land Geek Round Table

Transcript

Mark: Hey, it's Mark Podolsky the Land Geek with your favorite nichey real estate website www.TheLandGeek.com and for this week's Round Table Podcast we've got the Big Poppa Tate Litchfield. Tate, how are you.

Tate: I'm great, doing really well thanks.

Mark: Great, great. Should I just say it? Should I just do it?

Tate: Yeah, just do it.

Mark: I love it when you call me Big Poppa.

Tate: We had to get it out of the way, all right, moving on.

Mark: Now we got it. We got it out of the way. Then, of course, we have the irascible Erik Peterson, Erik, no nickname Peterson, how are you?

Erik: I'm doing good. I'm irascible once again today, huh?

Mark: I just, I don't know. That's a good word. It's a fun word to say even though it's completely the opposite of your personality. So I should just say the soothing Erik No Nickname Peterson. Bear Land - Aaron [Indiscernible] [00:01:23]?

Aaron: Hey Mark glad be here today.

Mark: Glad to be here and then wow, it's a treat, it's an honor it's a privilege hopefully she's going to become a regular, the terrorist hunter herself Mimi - Terrorist Hunter - Schmidt, Mimi how are you?

Mimi: I'm great. How are you guys doing great?

Mark: Great, great is the world safer today?

Mimi: We're working on it.

Mark: We are working on it, okay.

Mimi: We are working on it.

Mark: All right and then last but not least you know him, you love him, Six Sigma Scott Todd from Scott Todd Scott Todd, ScottTodd.net, LandModo.com and most importantly if you're not automating your Craigslist and your Facebook postings Posting Domination.com/TheLandGeek. Scott Todd, how are you?

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

Mark: I'm great. I'm great. So, for our Round Table this week which is a short week because of Memorial Day, I want to just briefly mentioned Doug Kolb one of our coaching clients that has served two tours I believe in Iraq or Afghanistan. Doug, I was thinking about you yesterday and actually I walked by over the other day. He actually goes to a cemetery and he seeks out the veterans and he says their name and he takes a few hours and does this us so that they're remembered and kind of gives me chills just thinking about it so happy Memorial Day to all our veterans out there. You know it's the sacrifices and the gratitude like there just aren't enough words to sort of convey it. So that being said getting that out the way Tate Litchfield what are we talking about today?

Tate: We are going to talk about this idea of overthinking it. I think it's something that we run across quite frequently. People over think the offer amount or they overthink their marketing approach or they over think where to target or how to do certain things in the business. One thing I love as Scott always says in Flight School is a bad list beats no list, right? Some data that's up to date is still better than no data.

I think that goes back to this idea that, don't overthink it. I think that's what Scott is getting at. Just mail, just market, just do whatever, don't get into this spiral of getting too detailed and preventing yourself from making progress. Something we see too often and I'm just curious how everybody handles that.

Mark: Yeah, you know what it reminds me of? I'm going to pick on Mimi here when she came to coaching she has a very analytical background and I remember saying to Scott because we were talking about Mimi like is she ever going to get an offer out or is she going to analyze the market and infinitum and be able to take action. Scott do you remember what you said?

Scott: I don't remember exactly what I said but I remember looking at it like my eyes glazed over when Mimi showed me her spreadsheets up. Like all of the comps that she had done and I was just like, "Wow. Mark, I don't know if I can do this." But what did I say, Mark?

Mark: You said that you'll get her focused. You will get her to do it and we were worried, Mimi, so being the super geek that you are and super analytical how did you sort of retrain your mindset to not overthink it?

Mimi: Well you guys remember what happened? I spent all that time on that long formula. I was so proud of it and I ended up sending some of my offer letters with zero as the offer price. Do you remember that story?

Mark: I remember that. I remember you got a deal out of it too.

Mimi: My very first accepted offer was the guy that called me said, "I'm confused you're offering me zero dollars and zero cents for my property." So I walked him through it and so I learned right? I learned through experience that I just got to get the letters out. Sometimes it doesn't even matter what the amount is because you'll learn about the market through the responses that you get or don't get. It's just that simple. So, I've learned through experience not to overthink it and just make sure that I'm getting the mailing out.

Tate: I mean do you find yourself overthinking it now at all Mimi?

Mimi: Yes, yes, completely particularly when I go into a new market, right? I just think we all get scared of making mistakes and we all do. But in the end, I still learn about the new market with whatever I end up sending out.

Mark: Yeah, yeah. Erik Peterson, you're super analytical as well and I can imagine when you first started you know being the type of person that you know measures four or five times, cuts once, right? How did you handle not overthinking it?

Erik: You know I think at the time when I started hours just kind of so enamored by the idea that that I could buy property for pennies on the dollar that I just stepped right in and just started sending out those offers and you know I didn't really believe that I'd get something back. So it was just, I didn't find myself over thinking at that point I think it was later in the process where you know once you start getting into the technical details of how do I prepare a deed and do all these things. But yeah I mean early on in the research and the sending out the offers it was just really kind of sheer excitement at that time.

Mark: Yeah, yeah. Bear Land Aaron did you struggle with overthinking at the beginning?

Aaron: I over think things a lot so yeah probably not so much with the offers though. I know you know Scott was my coach and he had us getting offers out and kind of stressed early on that getting him out was the important part. So that actually wasn't such a big deal. I think that something I still struggle with was more on marketing into the sales and where we would find out with what the stuff selling for in the market and I would know in my head what it should sell for based on what we've researched and stuff but not necessarily be in the mindset of just get it sold. Just make some money and move on buy another one, and rinse and repeat as you say.

So it honestly kind of wasn't until the Vegas Bootcamp when I sat down with Zaino and had a discussion and my mindset did change a little bit about overthinking the sales and the pricing and that sort of thing. That it's okay to make you know 100 or 200 percent instead of 300 to 400 percent. You know if it's a sale and you're making money and the numbers do make sense you know sell it, move on, and get another one. Don't be attached. So that was one of my major over thinking spots and that has helped a lot since we've had that mindset change.

Mark: Yeah, yeah. Scott Todd how about you? I mean you're super analytical.

Scott: Yeah. You know how you get out of that Mark? Is you have to get good at recognizing when you're stopping forward progress and just let it go, right? Like you've got to get really good to say, "What am I doing? Okay, I'm going to give an hour to look at these numbers at the end of the hour I'm just going to do it. I'm just going to take action on it."

I think that the problem is as you know you sit there you try to perfect things and you try to get them better and better and better and more and dialed in and the next thing you know you become like laser focused, the blinders come on and that's all you're focusing on and the reality is that it's not going to change that much. Like what's there on your computer after even 15 minutes is probably going to be the same as it is 15 hours. So especially when it comes to list offers and that stuff the best thing to do is just to like take that list, get it to where it needs to be, upload it, and just go. But if you feel like you do need some time give yourself you know an hour. If that's what you need. I think an hour is too much but if that's what will make you feel better about it then do it.

Mark: Yeah. Tate, did you ever struggle with over thinking it in the beginning?

Tate: I mean yeah probably but I was just following the recipe right? I was following in the footsteps of those that had achieved what I wanted and I realized that this business is all about just taking that action. One of the things that I do to prevent overthinking is exactly what Scott says if I'm going to research a new area or focus on writing an ad or do whatever I have a time frame that I need to get it done with. You know if I'm going write a new ad I don't spend longer on one minute writing an ad. That's it. One minute. If I'm going to research a new county I spend 30 minutes tops, right? So I don't allow myself to have too much time because I can't remember where it was but I read somewhere that it said that if you give yourself you know three hours to do X task you'll use the entire three-hour timeframe. But if you give yourself 30 minutes to do that same task you're going to get it done in 30 minutes. So it's all about speed and I think I still have that mentality a little bit towards the business. It's all about just getting it done as quickly as possible and you will learn from your mistakes along the way. If you over offer, well at least you know what not to pay.

Mark: Yeah, yeah. Erik?

Erik: I just wanted to add to I think overthinking can go into so many different aspects of the business as well. I mean from you know not only your list but what are you going to name your company? Are you going to have a website? How is it going to look? Are you hiring VAs? How do you write that posting? How do I hire that first VA? There's so many different aspects, I mean the reality is if you just do it and get it out you know done is better than perfect you can in probably just about every piece of our business we can make corrections along the way.

So if you post an ad for a VA and you made a mistake you can go back and edit that ad. You don't have to spend two hours crafting the exact perfect ad. Same with hiring the VA, I mean again like you could hire the wrong person and just let them go if it's not working out, you know? So I see that in the coaching students a lot of times just spending more time thinking about some of the simplest things at least you know we might view them as the simplest things at this point in time when they just got to get it out there and move on and make corrections along the way.

Mark: Mimi?

Mimi: I find that I overthink it ... I'm I still on?

Mark: Yeah, you're on.

Mimi: I find that I overthink it because of fear, right? That I'm going to make a mistake. But then when I stop and think about all the mistakes that I've made were easily overcomeable in the end.

Mark: Yeah absolutely and I like the flip side of that argument as well in the sense that I'm sort of ready, fire, aim and if somebody wanted to ask me like well what's the secret of your success, I'd say it's that I just take action. You know if Scott Todd's like, "Read this book." I don't think about it. I'm like okay and I get the book and I read it and then I take notes and I take action on the things that I learn.

Where, it does get me into trouble sometimes where I didn't do enough sort of industry research on Geek Pay, right? I'm like, "Well I can do this better, and just totally just start taking action on a SASS product without probably doing enough research. So sometimes it gets me into trouble. But what I found is that like what Tate likes to say there are no land emergencies. All of the mistakes that I've along the way no one died, right? Mimi. I mean maybe you're the exception on this call but if you make a mistake maybe someone will die. But you know it's pretty rare, right? Not in your land visits

though. I mean if Zaino in his firefighting it could be life or death but there's very few instances business where it's life or death.

I do think like what Erik said you can always adjust and pivot, right? I think that oftentimes when we're over thinking it we need to have that in the back of our head and there's this great study I'm not going to totally butcher it. But essentially it said there these gamblers and they get five data points like these are professional gamblers they get five data points on picking the horse. Then they were asked, "Okay based on those five data points how confident are you that you picked the right horse?" They said they were 17 percent confident then the race won and like they were like 12 percent right based on these five data points. Then it went all the way up to like 150 data points and the same gamblers said that were 40 percent confident based on those 150 data points and again they picked it 17 percent. So oftentimes more information is not going to help us is it's just going to make us get overconfident. So sometimes when you're doing your county research just price it, get it out and then let the market tell you if you're too high or too low based on the 3 to 5 percent. If your response under three percent you're too low if it's over five percent you're too high. Mimi, thoughts?

Mimi: Completely agree. It's the market [00:16:06] [indiscernible].

Mark: Bear Land Aaron?

Aaron: Yeah

Mark: Yeah. Erik?

Erik: Yeah.

Mark: Tate, you want to add?

Tate: No, I think that was it a just take action don't wait too long just over analyzing it. If you're spending hours and hours and hours on one specific thing you can start to take a break, walk away from it, give yourself 15 minutes and get it done.

Mark: Yeah. That reminds me if you want the antidote to over thinking it you just have to go the Flight School with Scott Todd because he won't let you over think it. You will get your list. You will price your list. You will get your offers out. One of the great memes of Scott Todd is, just move your feet. So if you want to learn more about Flight School just go to TheLandGeek.com/Training forward slash training, schedule call with Mike Zaino or Scott Bossman, June is filling up fast. Scott Todd?

Scott: I was going to say that just tonight, just tonight, we're going to force some land investors to take action because tonight in Flight School we will see to it that everyone in that group mails their offer letters out tonight. Because we start at 9:00 pm Eastern Time tonight and I've already told them we will not get off that call until everyone has mailed their offer letter tonight. So I did this.

I've done this I don't know the last three or four sessions with Flight School that came in there's a deadline. Like tonight's the night we start mailing and tonight's it for the latest class and guess what Mark? We will be on there. I'm hoping it's a short night but I have gone on as long as almost like midnight before, like a three-hour call like we will mail absolutely guaranteed success in terms of at least taking action. Now beyond that, I can't guarantee anything but we will succeed that tonight.

Mark: I love it. I love it. So as far as marketing is concerned I want to just kind of go to the next topic there's this great new land platform out there. Probably you guys don't know about it called LandModo.com. What's great about Landmodo is while all the other lands are raising their prices and they're targeting the big brokers and the million-dollar land investors Landmodo is taking the opposite approach and really focused on our niche. I think they're the only site out there that's getting any traffic. There are other sites out there but they are not getting any traffic. If you go to Alexa.com you don't take my word for it just look up Landmodo and you can see they're actually getting traffic relative to other land sites. Scott, what have been the improvements of Landmodo?

Scott: You are asking me, Mark?

Mark: Yeah, yeah.

Scott: Sorry you broke out. Looks over here we've continued to invest in the platform. Remember the reason that we opened this up last year, the reason I took Landmodo and spun it and opened it up is because all of these land web sites last year, The Lands, Land Watch Land and Farm, Lands of America, last summer, they came to all of us little land investors and they basically said, "Hey we don't care that you are on some grandfather plan at \$49 a month unlimited listings we now have this super platform because we control the market we are monopoly and if you want to be on one of ours you've got to be on all of ours. It's all or not." So like I was on an unlimited plan \$49 a month I had done that plan for almost two and a half years and all of a sudden they tell me that my bill is a \$150 month. I'm like, "\$150 a month? You tripled my price." The salesperson actually told me, "Well, we

didn't triple your price; we just are making up for not increasing along the way. I'm like, "That makes no sense."

So instead of investing the \$150 dollars a month, I said, "You know what I'm going to do is I'm going to take all the other land investors, I'm going to open this platform up, and we're going to take our money and we're going to invest in our own platform. That's what Landmodo has become. Today 50 hours I'm sorry 50 listings on the lands, \$660 that's their latest price to me \$660 a month for 50 listings. So instead of paying \$600 a month I rather take the \$660 a month and invest Landmodo a platform that we can control and build the way that we want. So with that said over the last year, we had to get some scale right. So you know it's like the chicken and the egg what comes first? You can't necessarily get all the traffic in the world without necessarily listing.

So we've continued to kind of balance that we balanced the number of sellers on the platform, we've balanced the traffic so that there's a nice merge there. We've continued to make tweaks. AB testing like this goes back to the heart of like what we talked about for AB testing and we test everything. We change everything. We look at how the end user the buyer is flowing through the website. We study what they do. We study what they click. We've got you know maps and everything, low key maps looking at everything and we notice like men they would go to search on something and they were thinking like they want a search engine that's like a Google-powered search engine and what they got was basically like a very simplistic search. You know if they typed in this keyword it would appear.

So what we did was we invested in a search engine. That's right. It's an engine right on the front page of Landmodo so you can go there. What this thing does is this thing actually has an algorithm behind it that will index each page on Landmodo So think of like our own version of Google. We can go in there and we can look at what people are typing and the engine actually learns over time like, "Hey they're searching for this. They're not finding it." So then we can change the algorithm of what it is that they're looking for to help them better match up to the properties that they want. So we've actually been testing this secretly for I don't know to at least the last 45 days and about two weeks ago we actually made it live on Landmodo. That's one of the major changes in there.

But we look at everything like down to like the color, the color of the things and we're testing colors and we're testing everything. So like right before this call I actually had a meeting and we looked at our response rate. You know what I mean by that is and this goes back to Kaizen, and it goes back to the stuff that we talk about, AB testing, I looked at our response rate and

that means that for a user on this system to actually submit an email saying that they want information. Now there's phone calls that we can't track there is direct like some people put their email address right in the ad we can't necessarily track that the stuff that we can track in March and this is our response rate in March of all the users that were there response rate about point 0.06 very weak, okay? April it improved to points 7 and May so far this month May is point one. If you actually take some of the tweaks that we've made in the last two weeks we are at 2.0. So of all the users, 2 percent of them are actually clicking through to properties and we're not done making our tweaks yet. So we're continuing to grow. We're trying to build on that buyer experience to match them up better to the properties that they want and the search engine that thing is just going to continue to grow.

So we've made some changes to the pricing as well. One we took our best platform which is the Platinum group that was like \$80 dollars and if you pay annually it's like half the price and we did the same thing on the Silver package. We changed that. We actually have a free listing platform too. That's going to help in multiple ways. One it helps us get more scale. It's the chicken and the egg syndrome. It gets us more scale, more properties on there are more buyers will come back because they're seeing more and more and more and more and more and more and then we're using the search algorithm now to help better match those properties. Every day I'm looking at the at the land sellers on Landmodo who are getting leads and like my team and I were like high-fiving and, "Hey Erik got a lead yes, Bear Land got a lead, Frontier got a lead." We are happy because we're trying to make sure that everyone is getting leads.

Mark: Wait a second. I'm not happy Eric is getting leads over me.

Scott: Well, listen I'm not saying to make things roll at in any particular way.

Mark: Is it the Colorado deal he stole from us?

Scott: That does not matter, Mark. That does not matter. What matters is like today I was looking at I'm like, "Oh my gosh he got a ..." We're seeing leads like we're seeing leads across all properties like it's more and more like the long tail search now is happening and it's like beautiful because what that's doing too is it's helping to raise organic traffic, paid traffic. It's all about that user experience and we're learning more and more and we're refining how better match people to properties.

Mark: Yeah. I mean so what's interesting about all that to me and the biggest takeaways for me are you know it's a big marketing lesson for

everybody listen to this. So, Tate what's your takeaway from the improvements Scott's made on Landmodo?

Tate: Well the improvements are as long as Scott's going to put his money into you know working and building Landmodo then I'm just going to let him do a lot of the work for me. I'm going to join up, post more property and let them continue to market them for me because that's a no-brainer. I'd love for Scott to sell more of my property. In fact, I got leads from him this morning from him so thank you, Scott. I appreciate it.

Scott: You're such a nice guy, Tate.

Mark: Yeah, from the perspective marketing though I love the way of doing that Scott is doing the AB testing he is just finding Kaizen and everyone you know even if not in the land business you should be implementing that type of strategy into your marketing, constantly testing, constantly iterating, knowing your numbers. Erik Peterson what do you think?

Erik: Well I was just going to say you know listening to the audience right I mean that's so important when you've got a product that you're marketing to a group of people is to know what they want, what they need, how to solve their problems. So as land sellers we try and solve individual buyers' problems by providing the right piece of land that meets their need. But you know Scott's doing that on the website front as well.

Mark: Awesome, awesome. Bear Land-Aaron what's you take away?

Aaron: I've really enjoyed the changes. I actually see good response from the website and I think that the search algorithm that Scott is talking about going to improve that quite a bit from a perspective of somebody listing on the site, Scott is also doing some other things that are helpful in a marketing sense. Some lessons, some teachings that can give you some horsepower and rating better odds in bringing more people to your ads specifically you know that in combination with that powerful search is going to really expand the potential of the site and it's reliability as a pretty big market platform for our business. I'm really happy with the changes. Thanks, Scott.

Mark: Awesome, awesome.

Scott: My pleasure.

Mark: Mimi how about you?

Mimi: My first sale in the land business back in 2016 was on one of those land sites I sold three properties to one guy was so excited. I just received his \$500 monthly payment yesterday, great note. So I thought I would get an annual subscription, right? So I paid \$129 dollars for 30 ads and I just I'm finishing this month. I did not sell one more property this whole last year since they changed. I was very disappointed.

So I asked my VA when I found out this guy had this new free service I said, "What the heck? Why don't you post those up there?" So I've done zero work because the VA did it for me and I got a call this past Friday. A guy who wanted to go out to my county and check out one of my properties so I was really excited completely out of the blues. So now a lead from Landmodo I need to go follow up with the guy and see what he's got. So I was pretty excited. So now I want to upgrade my subscription.

Mark: I love it. I love it. So I do want to remind the listeners by the way that we have a new Facebook alumni group. So if you've graduated from the coaching program, you went all the way through and you graduated, please join the alumni group. It's a great way to connect. It's a great way to network and just stay involved in the community at your advanced level.

So it's sort of like taking that Mastermind community and putting it on steroids. It's a very small elite group and Mimi is on there, Erik is on there, Tate is on there, Bear Land is on there. We are constantly improving that and it's a free group. There's no reason not to join. So please do that. Also, today's podcast is sponsored by the *Dirt Rich* book. *Dirt Rich* is out. Go to TheLandGeek.com/DirtRich and get over \$500 worth of bonuses and get the book either in paperback or Kindle. I'm pretty proud of it. It's an Amazon Bestseller which leads me to the next question Erik Peterson is it ethically wrong to start going to parties and saying I'm a bestseller, bestselling author?

Erik: No,

Mark: No?

Erik: I think you're good there.

Mark: Mimi is it wrong? Is it misleading if you're not a New York Times bestselling author?

Mimi: No I don't think so. You're still a normal bestselling author. You're still there. You did it.

Mark: I did it.

Mimi: You did it.

Mark: Tate, what do you think?

Tate: Well I don't think so. I mean I'm going to parties now and telling everybody, "Hey I'm in a book."

Mark: That's right. That's right. That's right.

Scott: Tate, are you walking around with that book and signing it like tabbing the page.

Tate: No, I just tell them to go buy it. You know go buy it if you want to see my little shout out in it. Maybe I should buy it and give it out and sign under my name. That's not a bad idea.

Scott: Yeah. Have you told your wife you're famous yet?

Tate: No, no, no. No, she wouldn't want to hear it. It's probably not a big deal.

Scott: I think it's a big deal.

Tate: She would be, "What? In the world of land?"

Erik: When you sign that do you sign Big Poppa or do you sign Tate Litchfield?

Tate: Most of the time I write, "From the big Poppa, Tate Litchfield with love always xo xo."

Mark: Awesome. Well, I thought this was a great Round Table this week. I want to thank everybody. I want to thank the listeners. Please support us. All you need to do is subscribe, rate and review the podcast. Send us a screenshot of that review to Support@TheLandGeek.com we're going to send you for free the \$97 *Passive Income Launch Kit* as well as the eBook *!Dirt Rich*. So please do that. Please support the podcast. Mimi, thank you for coming on your first Round Table, I hope you come next week.

Mimi: I had a great time. Thank you so much for having me.

Mark: That was great. Bear Land - Aaron, are we good?

Aaron: We're great, Mark

Mark: Erik, we're good?

Erik: We are good.

Mark: Tate?

Tate: Yeah let's do it.

Mark: Scott?

Scott: I think we're great Mark.

Mark: All right so let's do this. Mimi's first go around. Oh my gosh is this embarrassing? One, two, three ...

All: Let freedom ring.

Scott: Terrible.

Mark: That's not bad, not bad at all.

Erik: It doesn't get any better than that.

Mark: Yeah, yeah. So, Mimi, you're not flooded out are you?

Mimi: Oh no, no, no. I know some folks who are but Ellicott City has to deal with that. They need to. It's going to keep happening unless they do something about that. It's usually the businesses and cars that are affected. It's not so much homes usually.

Mark: All right nice. So if the Vegas Knights win the Stanley Cup at Scottsdale Bootcamp are we going to have to wear the Vegas Knights jersey?

Tate: When?

Scott: No we are not doing that.

Tate: They're giving out free tattoos at the game. They're like all these mobile tattoo guys out there and you want to get a tattoo you just go get in line. They will ink you up for free.

Mimi: The capitals are doing pretty well too aren't they? Washington Capitals?

Tate: Well, they lost last night so I don't know if you want to call that good but....

Mimi: Well I don't think so.

Mark: Mimi, is your family a hockey family? No?

Mimi: No basketball and football.

Mark: Basketball and football, yeah. Erik, I mean what do you think about Tate con, do we have to like get some kind of Vegas gear?

Erik: No, I'll bring my Cubs hat or something. That's the best I can do.

Mark: Good luck.

Aaron: Go, Erik.

Mark: Bear Land Aaron went to Indy 500. I don't understand it by the way. Like it just seems a bunch of cars going into the circle really fast. Like after the first few laps I'm like, "Okay I'm bored." I'm I wrong.

Aaron: Yeah, I can see how. I guess it depends on if you're maybe a motorsports minded person you can kind view it differently. When you watch it on TV it's probably not much different than a NASCAR race or anything else. But having seen it in person even the limited view you have like we were between turn three and you know there were a couple of wrecks right in front of us. It's kind of a neat experience. You watch it on the big jumbotron and the parts that you can't see so you can see some of the action and then when these things come by you literally like almost 200 miles an hour through a corner it's just a spectacle that unless you've seen it you just can't even describe it. You can't describe the feeling, the sound, the smell, and everything and I think that's what the draw is. It's actually the largest outdoor yearly sporting venue in the world. So it's quite a thing.

Mark: Yeah I mean I know like I think I speak for Scott and Mimi and myself having teenagers like we don't ever want to hear about like how cool it is to go fast around a corner.

Aaron: Trust me. Remember we had a rolled truck. Do you remember that picture a month ago or so? So I understand teenagers and corners.

Mark: Yeah, yeah.

Scott: "Dad it didn't take two wheels like thought it would."

Mark: Yeah. Scott's son's on skateboards which by the way is not a sport but that's enough risk for like all of us.

Scott: Yeah. You should see me of the skateboard man. I got a skateboard. I'm out there I'm skateboarding now.

Mark: Are you serious?

Tate: I want to see that. Where is the video?

Scott: Yeah. I'm not saying I'm doing tricks. I'm just skating.

Mimi: Yeah, way to go pro.

Tate: If there's no video it didn't happen.

Scott: Oh there's lots of videos. Oh, we can make a video. Video is easy.

Mark: Wow. That's a lot of risk Scott Todd. I think you're an adrenaline junkie between the planes and the skateboarding now.

Scott: Yeah I don't know. I might not like allying a stair set or anything I'm just like taking a skateboard and going around on it, you know? I do think that I'm the coolest dad around. I tell my kids all time, "I swear I'm the coolest dad around."

Mimi: Speaking of the planes have you done the math on the land business versus the charter jet pilot \$10000 an hour salary?

Scott: No, no.

Mimi: I'm curious.

Tate: Scott can do his land business and he can become the Red Bull Air Racer.

Scott: No, I'm not doing that.

Mark: We have a bunch of clients that are pilots that do that and they've got solo economic dependency. They want that passive income.

Mimi: Freedom

Mark: Freedom, absolutely. Yeah. Mimi's husband is a pilot, right?

Mimi: Uh-huh.

Mark: But He flies the big planes.

Mimi: He flies the big planes. We flew standby to San Fran this weekend because his golf trip had gotten canceled. He was going to go to Pebble Beach with his dad and brothers his dad started having heart problems so they had to cancel the trip. He tried to give me the trip for Mother's Day. I told him no way, Hey, you want to go to San Fran for mother's day?" I'm like, "Dude." So we went out just the family for the weekend flew standby and it was lovely.

Mark: That's so cool.

Mimi: Yeah it was nice.

Mark: Yeah, the Schmidt family is like either responsible ... I don't know of a family that a couple is responsible for lives on a weekly basis than the Schmidt family. Have you guys have really thought about that like?

Mimi: No. On my program though we have gotten feedback that information that we passed to the FBI has led to the deaths of multiple terrorists so good stuff.

Scott: That's cool.

Tate: That is good stuff.

Mark: It is good. I feel like it's like a Netflix special waiting to happen. You know David and Mimi and Mimi Schmidt saving lives.

Mimi: Oh you're funny.

Scott: Flipping land.

Mark: Flipping land.

Mimi: The government really does react to these events like the Boston bombing. It may take them a while but they do things. It's an interesting story. I wish they do kind of a documentary on the aftermath of the Boston Bombing and how it's changed intelligence, that kind of stuff, interesting

Mark: That would be cool. All right well I've going to go eat some Indian food in honor of Scott. So thanks, everybody.

[End of Transcript]