



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, 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 niche-y real estate website www.TheLandGeek.com and today is going to be a special podcast. We're actually going to mix it up a bit and provide all of you Land Geekers a taste of the best of the best segments of our Round Table podcast which have been immensely popular. So sit back with a Latte or Espresso, Americano, or some kind of caffeinated drink maybe bulletproof coffee like me and enjoy the best of the best of our Round Table segments.

Mark: All right. So we've got some good topics for today's Round Table. The first one is the Bootcamp magic. Now I see this every single Bootcamp and it happens every single Bootcamp. Somebody in that room every single time closes a deal at real-time Bootcamp. We're not sure why this happens but it's magical. So Tate, you want to talk about what are the stories there?

Tate: Yeah, let's talk a little bit about Mimi. I mean everybody loves Mimi first of all but her deal was just magical. First of all, she's in Florida and she's visiting from somewhere on the East Coast.

Mark: Virginia.

Tate: Virginia, right? She posted an ad I believe on Facebook and that ad produced one sale and a couple really solid leads, okay? Two weeks later if I'm not mistaken, I might have my timeline a little bit off, Mimi sorry about that, but she gets a phone call from one of the persons who is interested in her original property that she was selling. She told him, "Yeah that's gone but I've got another one available." The guy was like, "Great. Tell me more about it."

Long story short the guy comes, meets her in Orlando and gives her a big ol' wad of cash. How awesome is that? I mean you can't beat that. She's in Orlando for the Bootcamp, she has to take off early on Friday to go meet a guy get a big ol' wad of cash and then go to her bank and deposit it all. I mean if that's not true Bootcamp magic I don't know what it is.

Mark: It was so magical. Then she comes back she's like, "He wants to spend 30,000 in cash with me." So he gave her 6000 cash. But he wants to spend 30 and he's like, "Find me some more property." She's like, "Okay." So that was magical then.

Then how about Tom Willis? He's been to like eight Bootcamps so he comes out, I'm like, "Tom, how are things going?" He's like, "I did 130,000 last month. It's been my best month. I'm like, "What's your passive? " He's like, "I'm at 12,000 a month." This guy has got a full-time job. He's doing it part-time. The Bootcamp magic has finally kicked in for Tom Willis. This guy has never missed. I mean yeah he did he did go into coaching but you know he hasn't been in coaching now for what? Six months?

Scott: Yeah.

Mark: And just crushing it. That was magical. Charles Glover closed his first deal at Bootcamp.

Tate: No, he didn't close one deal Mark. He closed three.

Mark: He closed three deals?

Tate: Yeah. He messaged me this morning. Charles got him on the phone and the guy was like, "Yeah I would like to buy the property that nobody

wants. "Charles was like, "Well that's interesting because I've got two more lots in that same area where you just bought land. He's like, "I'll take them." He went from one sale to three in a matter of minutes. Why? Because he asked, "Hey are you interested in more land?" "Yeah, sure. Tell me what you got." I mean magical man, magical.

Mark: Magical.

Scott: You know what I think happens, Mark? Here is what I think happens. You can call it magical but I think what happens is you gain a sense of confidence when you're there, right? Like, when you go to Bootcamp and you're learning this stuff and then you start to see other people doing deals and you know all of a sudden, this magic that you didn't have or this confidence that you didn't have just magically appears and boom next thing you know you're putting out into the universe like hey I'm open for business and all of a sudden here come the customers.

Mark: Yeah. Erik Peterson what about you? What's your theory on why these things happen at Bootcamp?

Erik: I don't know. I don't have a theory about it. You know as Bootcamp approaches I'm always like, "All right, Am I going to sell a property this Bootcamp?" It never happens for me. But that's all right. You know I mean I'm thrilled that other people are making sales especially when they're making their first sale. I mean that's the best, right? So you know what, I don't know.

Mark: Yeah. I mean they say first million is the hardest to make and so is getting your first sale, right? Then it's just kind of like okay this works and your confidence goes sky high and you just rinse and repeat. But it is that first sale going full cycle that I think is the toughest for most people. Erik, was your first sale the toughest?

Erik: Yeah. I mean of course. I mean there is always so many unknowns along the way. I mean the whole system you kind of just as you go you learn new pieces. So when you're making that first sale it's all new you know. You're just learning how to put together your contracts, how to prepare your deeds and all these other elements, how to collect the money and so on so forth. So yeah it's a big hurdle to overcome but it's doable and then once you've done it yeah it's just rinse and repeat, right?

Mark: Yeah, absolutely, absolutely. Yeah, I mean I think it's the fact that we're in the room and they can get those questions answered in the room also I think helps with the confidence too. Like oh, my gosh you know here's

cumulatively 10000 deals in the room or something crazy between all of us or at least well at least I don't know 7000 deals. I don't know the numbers but I've done 5500 deals. I think just being able to ask you know that one question or two questions like gives you that confidence.

But here are some of the reviews on Facebook. "It helped lift some of that land investing clouds, thanks." Let's see. "If you want to change your legacy you must contact Mark to find out why this program is so powerful. The program is a direct result of 16 years of experience. He's done it, now he teaches us how. Honesty as the day is long MARK way over delivers. His team is the best. Thanks, Scott, Mike Z, and all the others that contribute so much I am grateful."

"Bootcamp is a must for new land investors and seasoned ones alike. Mark makes a seemingly complex processes and concepts easy to grasp and gives off the enthusiasm needed to drive you forward. Is Bootcamp a good use of your time? No, it's a great use of your time." Here's the last one I'll say. "Mark is a wealth of information with a lot of energy and wit that makes learning incredibly fun. He goes above and beyond time and time again delivering the highest value magical imaginable. I highly recommend jumping the Land Geek bandwagon. My only wish is I that had heard of the Land Geek sooner."

So we get rave reviews from Bootcamp but I think we provide at Bootcamp is that feeling of that deep dive into the Investors Toolkit and that feeling like, "Hey look at the end of the day we're not rocket scientists, right?" Like if we can do it you can do it and it makes it so real. So, for those of you that have the Toolkit and have invested in Flight School to not come to Bootcamp I think is a huge, huge mistake. Would you agree, Tate?

Tate: Yeah I mean I've been to... I don't even know how many Bootcamps right now. But every time I come home, I'm motivated, I'm hungry and I learn something every single time. I don't care if you're smart as Scott Todd you will learn something at every Bootcamp.

Mark: On today's Round Table podcast we have a very tired huge group, post-Vegas Bootcamp. We've got the Zen Master breathe in the mailing, breathe out the marketing, Mike Zaino. Mike, how are you?

Mike: I'm doing great and you want to know why?

Mark: Why?

Mike: It's because so many people came out to me at Bootcamp and said they love me.

Scott: Oh no, no, no, no stop, stop.

Tate: I didn't hear a single person say that.

Scott: Exactly. Edit, edit, edit, stop. Mark don't even continue on this conversation. I have edited it, stop. Next topic, please. Jeannie, how was your weekend even though you weren't at Bootcamp?

Mark: Jeannie. We've got Jeannie Morem on the podcast. How are you, Jeannie?

Jeannie: You guys are so much fun you really are a lot of fun, guys.

Mark: See now of the Round Table, Jeannie Morem was the only one not at Vegas. So she's going to be carrying the Round Table podcast today. But Jeannie let's face it everyone loves Mike, right?

Jeannie: They really do. He's got a great personality. So easy going, you know? Just loves people. He is easy to love.

Mark: He is easy to love. But speaking of lovable people we've got the guy with no nickname, Erik, no nickname, Peterson. Erik, how are you?

Erik: I'm good.

Mark: How do you feel?

Erik: Well I'm recovering. Yesterday was a little rough today is a little better. You know? The long weekend.

Mark: The long days, Bootcamp is intense. Bootcamp is intense. You'd think the guy like the Olympic cyclist would have tons of energy but even Tate the Big Poppa Litchfield's dragging. Tate, how are you?

Tate: I'm feeling good Mark. I'm feeling really good.

Mark: Oh he's drinking from his Team Tate mug.

Tate: Really good. You want to see the backside? You wanted to see the backside? Big Poppa.

Mark: It says, Big Poppa. So Ken and Karen Archibald love to poke the rest of us sort of, you know?

Tate: Scott did yours make it home safe this time?

Scott: No.

Tate: Yes it did.

Scott: No. It got smashed in the airport. I don't know what happened to it.

Mark: Well I know Mark's made it home so.

Mark: Mine made it home and my wife's like, "Who's the Big Poppa? I'm like, "I love it when you call me Big Poppa." Like, Tate, my wife doesn't even listen to the podcast. Then, of course, you know him, you love him, Scott Todd ScottTodd.net, LandModo.com and most importantly if you're not automating your Craigslist and your Facebook postings PostingDomination.com/TheLandGeek. Matthew Forbes made Scott Todd an actual bat. What does your bat say, Scott?

Scott: It's got three things. One it says, "Mail every day to keep this bat away." It's got the Land Geek logo and it says, "Scott Todd's Flight School mailing bat, baby."

Mark: It's a real bat. It is an official [Indiscernible] [00:12:07].

Scott: This thing is a workout.

Mark: Yeah.

Scott: Listen this thing is like a workout. I couldn't believe that they wouldn't let me take this on the plane. They are like, "Dude that's a weapon." I'm like, "A weapon? What am I going to do with it? Smack somebody?" They are like, "Yeah." I'm like, "Okay. " So I had to check it.

Mark: Well let's get into the Bootcamp takeaways. This is specifically just for Jeannie. Because she wasn't there, she's like, "What were the biggest Bootcamp takeaways?" I've got one but I'm going to save it for Jeannie. Tate, what was your biggest Bootcamp take away?

Tate: You know my biggest Bootcamp take away is it was more of a realization that we're all in this together, right? Everybody's starting their land journey at a different spot and if you get to attend the VIP room you

really start to realize this more and more that people, whether you're just starting the business or you're a seasoned vet like Scott we can all learn from one another and there's always something that you're going to take away.

So I really enjoyed the sense of community and just relationship building and the intimacy that I got to take away from Bootcamp. It's cool to see how everybody's willing to share their ideas and help one another and just I guess that sense of community. If nothing else it was that we are members of the greatest community out there as far as real estate investors. So I really like that about Bootcamp and it's something that you won't experience anywhere out, you've got to come, you've got to experience it in person in Scottsdale in a few months.

Mark: Yeah. People ask me like how come you don't record it and like sell it? Because it's special. That would be sort of like being a sell out like you've got to be in the room. Right, Scott Todd? What's that Hamilton song?

Scott: "The room where it happens", right?

Mark: You've got to be in the room where it happens.

Mark: So, on the topic of Bootcamp, it was our largest Bootcamp. We had like what? 90 people in the room at one time including all of us?

Tate: Yeah.

Mark: So it was big but didn't feel too big. It still felt intimate, didn't it?

Tate: Yeah.

Erik: Yeah I think I think the room accommodated everybody very well and yeah it felt good. It was big but I think it was good.

Mark: Let's talk about the Bootcamp takeaways. What were the biggest Bootcamp takeaways for you? Let's start with you, Erik Peterson.

Erik: For me you know oftentimes it's just about kind of meeting people in the business. Putting you know I guess you can't say a face to the name because we see each other a lot in Mastermind calls and things like that. But actually being able to shake someone's hand or meet them in person it just adds another kind of level to those people we see on a regular basis.

Then, of course, all the new faces as well. That's typically a big takeaway for me. On top of that there's always something that I walk away from Bootcamp and you know I kind of set myself to accomplish in my business over the next month or two. For me this time it's really focusing on the acquisition side and systematizing a lot of that and bringing in an acquisition manager and stepping out of a big portion of that part of my business.

Mark: Yeah that's huge. That's huge. Bear Land - Aaron I think it's unfair to ask you what your biggest Bootcamp takeaway was from San Antonio. But how many Bootcamps have you been to?

Aaron: Two.

Mark: Two. Okay so from the two-

Aaron: Or three.

Mark: Or three. I think it's two, wait or three.

Aaron: Orlando and Scottsdale.

Mark: Orlando and Scottsdale. So what were your biggest takeaways at Bootcamp?

Aaron: Well the first one is always huge just because it's all new. So you're trying to assimilate all that information. The second one was really cool because you get to reinforce the things that you've learned previously at a previous one or through coaching, through mastermind calls that sort of thing. But you always get those things that kind of can help bring you back to basics that you forgot. You know obviously not the main parts of the system the mailing and marketing and that sort of thing I mean that's an obvious. But those little things you like, "Oh yeah if we do this it will help us with that." That kind of thing. I totally forgot about that and bringing those little things home. Then, of course, you know you always get the nuggets that Scott talks about. Bootcamp is just an amazing experience no matter which time you go I think.

Mark: Yeah, yeah. How about for you Tate?

Tate: You know one of the things that I found really interesting is the fact that in the VIP room somebody mentioned that when they have that initial contact with a seller one of the things that they do is they walk them through the closing process ahead of time and they say, "Listen, here's how we're going to close the deal." They don't even give them the option to look

at using a third party for the deed or recording or anything like that. They would just say simply, "Mark when we agree upon a price, I'm going to email you a deed, you're going to print it. You're going to take it to the nearest bank near you. You're going to send it back to me and I'm going to record it."

I thought that's really, really good advice right there. Because how many times have people gone all the way through the due diligence process only to find out that their seller won't sign a deed unless they get paid ahead of time, right? They run into these hiccups but with one simple phrase on the initial contact all of a sudden you know if that person's willing to play ball with you according to your rules and you can decide right then and there if it's worth your time or not.

Mark: Yeah, yeah absolutely. You know I had an observation and then I had a takeaway. My big observation that was different from this Bootcamp from people from previous Bootcamps are the Flight School people. The Flight School people, there's a different dynamic because their level of knowledge coming is like crazy deep. Then they're getting reinforced with the fundamentals at Bootcamp and there's like that different feel in that room now where it's they are kind of like, "Yeah. Now let's go a little faster a little deeper here and sort of like into the deal flow and getting the list, scrubbing the list. Where it used to be a big pain point that everybody would have like these questions about the list, the list the list but Flights School people don't have that. Their questions are more you know more macro now all just you know the systems and the automation and the delegation and the closing. It's really interesting to see how that has evolved like pain points are evolving after bringing in Flight School people and doing all that.

And then my biggest takeaway I think was just how much money is to be made in this little niche, right? Because like the Ewen brothers are like, "Oh yeah we are going to make about \$200,000 on this one deal. Then Bae is like yeah you know like she's closing like these big \$30,000 flips. John Montero is like, "Yeah you know I'm doing like a million dollars on deals this year. Like so you got people who like the bread and butter deals like the wholesale deals and they are people doing like these bigger deals. It's just really interesting to see how that sort of evolved where there something really for everyone as long as they will execute right which is kind of like the bottom line there. Did you see that, guys? Did you feel that at all in the room?

Tate: Yeah for sure. I mean absolutely There's so much opportunity in this business it's ridiculous.

Mark: It was kind of like overwhelming at some point. Like some of the stories like you know Ligia comes up to me she's like, "We closed six like six deals this week." Like six deals? She's like, "I love Tate. Like what's going on? Then I'm like we didn't close deals this week. Comparison is the thief of happiness.

Erik: Yeah. I think you know the one thing I noticed in terms of the room like you were talking about Flight School and stuff I mean I was very impressed with the knowledge of the room. I mean thinking about the interactive sessions that we that we go through and the presentations that were made and how thorough and thoughtful they were you know I mean they did a great job.

Mark: Yeah. Alisa Rapier and Brian Rapier, "I like big lots and I cannot lie." This is like on the Saturday interactive session that was like the winning headline. It was awesome.

Mike: To me the Bootcamp, I think that the Bootcamp was absolutely to me the biggest takeaway is how emotional people get how important this is to them. This is like really important to people and this is changing their lives. I had the opportunity to work with a few people on the side and really experience that and it's powerful. This is something that is truly helping people change their lives in a way that's better, right? That means different for you and for me and for everyone else. I don't know what your fixed expenses are or anybody else, that doesn't matter. I don't know what your pain points are. But this business allows those to be solved because it creates space in your life. It creates the income yes but it creates the space that also allows you to enjoy the other things in your life.

So I was reading on the way home on the plane a book that was all about I love this whole minimalist idea and it was talking about people who become minimalists like they realize these things in their lives that they wanted to do and they never had time to even think about it because they're so busy with the clutter in their house. I think our business does the same thing. It frees up the space and like you say oceans of energy come and now you like, "What do I do now?" Well, what do you want to do? What do you want to focus on? What makes you happy? There's two things that come to Bootcamp. One someone came up to me and said it doesn't matter who because, said Scott Todd is a genius. Look at him. He doesn't want to hear it. He's shaking his head. Scott Todd is a genius he said. I believe it, Scott Todd is a genius. But then they also said -

Scott: I don't think so.

Mike: Mike Zaino's quotes are amazing but anyway.

Scott: Oh see. See what he did there? See what he did?

Mike: Those are both true statements. Proven.

Scott: He gave his love and then took it in for his own.

Mark: You know there's always that Bootcamp magic. So Jeff Dettmer closed two deals in a 600% return, 800% return at Bootcamp and then Kyle Knab sent me this via Voxer. You can hear like he's at the airport talking. You can hear the background. "Hey, Mark it's me at the airport." Can you guys hear it?

Tate: Turn it up.

Scott: No.

Erik: We can't hear it.

Mark: Let try it again. "Hey, Mark, it's me at the airport and took the Bootcamp magic to work today and I got a potential buyer on the phone and by the time I hung up I made \$5100 on a property I only spent \$600 on. So, Bootcamp magic is working, super grateful and thanks for everything. We will see you at the next Bootcamp.

Mark: Bootcamp magic. So he spent 600 he made 5100. It's pretty good return. 800 percent overhead 100% return. It's amazing, Scott and it happens every Bootcamp. Someone closes a deal.

Scott: Right.

Mark: We closed two deals during Bootcamp. How many deals did you close during Bootcamp?

Scott: I think two or three. I think two.

Mark: Two? All right.

Scott: Yeah.

Mark: Erik?

Erik: One.

Mark: One. So it's Bootcamp magic. Jeannie, this is why you got to come to Bootcamp.

[End of Transcript]