



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, and 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 today is going to be a special podcast. We're actually going to mix it up a bit and provide all of you Land Geeker's 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 or an Americano or some kind of caffeinated drink; maybe a bulletproof coffee like me and enjoy the best of the best of our Round Table segments.

Mark: All right so the panel let's talk about offers. Like Scott tells the story about an offer and this we see a lot by the way with sending out offers you know and kind of prejudging them.

Scott: So I'm looking at offers. Like I'm looking at like this list and on this list it shows me how much they bought the property for. So I'm looking at this property market where the person bought the property here for \$80,000 okay. Now they bought it some time ago and they probably overpaid it, it's

in the peak but it's on there. It shows me that it's \$80,000 is what they paid and I'm about to mail them an offer for \$6,407 and then your mind like your mind tells you that there's no way that they're going to accept \$6,407 for something that they paid \$80,000 for, right? So you know I know a lot of you struggle like do you mail, do you scrub them from your list, what do you do?

Mark: Erik Peterson what do you do?

Erik: You know, I tend not to look at that information if I have it. Yeah, I just kind of ignore that column but I think that I would still mail them you know I mean what's the worst that can happen? They're going to call you and yell at you. You know we get that all the time anyways so yeah. I mean it's the cost of a stamp no big deal. Yeah, I'd mail them.

Mark: Big Papa - Tater Litchfield what would you do?

Tate: Yeah, I'm definitely going to mail them. I mean you never know what their situation is right, maybe they need a tax loss you don't know and you won't know unless you drop an offer in the mail. Like Erik I don't spend a ton of time looking at that either. I mean I figure they are either going to play ball with me or they're going to yell at me so it doesn't matter to me.

Mark: Yeah. How about you Zen master?

Mike: I'd delete that column. I would tell somebody right away don't even look at it. It's just that can lead many people especially new into the old paralysis by over analysis. They can really start wiggling out and second-guessing themselves. So I would think that in the beginning that's something that... especially in the beginning if not always just take that column and delete it and who cares.

Mark: Yeah. You know what's so funny about that is I think it hurts everybody having that column. I think it hurts people like me who have been doing this forever and I think it hurts the newbies. Here's a good example, right. Jeff Paxton bought 640 acre parcel for 15 grand I would never offer that low for 640 like I'm trapped by expertise. Like oh well I know the market and I have seen the comps and 32,000 seems about right that's 25 cents to the dollar. He got it for 15,000 just out of naïveté, just by being in Haverhill and just not knowing anything. Now I guess I just offer 15,000 like are you kidding me? But he got it.

So that's the thing, it's like you just have to send out offers and sometimes it's a huge advantage not knowing. The fact that Erik Peterson didn't know

this horrible seller that I was dealing with in Colorado he didn't care he just got the deal right from under me because I stopped dealing with him because I didn't like him. So this is just the naïveté and I think that that could be an advantage but if you're not naive and you're looking at the data and you're prejudging it analysis by paralysis or I'll just say paralysis by analysis can take hold. Scott Todd anything else you want to talk about?

Scott: No, I think that's right. I mean I think that it's easy to make decisions and prejudge. I mean it's the same way like when you're buying something or selling something you look at something and you put yourself in that person's shoes but you have no idea where they're walking or where they are. I mean in this case yeah they paid \$80,000 and they may regret that every single day for the rest of their lives but you know what maybe they need \$6407 or maybe they need \$6500 right now to pay the tax man or to do something else. Like it's just like in monopoly sometimes you have to sell stuff at a loss and that's just the way that it is.

Mark: What function of the business should you hire last and what do you see as a problem with most people they want jump what aspect fast and outsource fast we're like woo don't do that first. Erik what do you think?

Erik: I think most people want to outsource sales first. I mean even for me early on I wanted to do that but to this day I haven't and the reason is I mean it's the most important part of your business. On top of that you've got to be doing enough volume that you can support a salesperson and keep them driven to continue to sell for you. So not only do you need to have a big inventory you've got to have steady sales so that they can count on their income. So you know it's probably the sales part is probably the piece of the business that most people are the least comfortable in and certainly that was myself early on but it is something that is probably the last to let go in my opinion.

Mark: Yeah, I couldn't agree more. Tate what about you?

Tate: Yeah, I mean [00:07:04] [indiscernible] that's the first thing people want to get rid of and...

Mark: It's sales.

Tate: ... I think it's the last thing that... yes sales and finding an acquisition. Well they want to find a sales manager, right? They want somebody to do the hard part, they want somebody to follow-up with the people, sending emails, deal with the tire kickers and the reality is we're selling a very unique asset. It's selling land is not the same thing as selling computer

software or selling a vehicle. It takes knowledge and a background and so you've got to spend a lot of time with that person before you let them go and like Erik said if you're not doing the volume then why would they want to come work for you if you're selling two or three properties a month. It's just not enough and that person isn't going to have a lot of skin in the game so to make them motivated, I mean they're going to be motivated by one thing and that's money and if they're not making good money they are gone.

Mark: Right. Yeah, absolutely, absolutely. Scott Todd what's been your experience?

Scott: I mean if people love the thought of outsourcing sales, why? Because they don't like to sell. Most people don't like to sell it's outside their comfort zone and what I'll hear oftentimes is oh I'm too busy to sell. Well at the end of the day like those sales we're not talking about a lot of sales, right? We're talking about like one to two sales a week when you get going. Even if you're going to be about 200 sales a week that's not even for a week now you've got to talk to a lot of people to get there. It's not like it's a one-for-one ratio however you've got to follow-up etc. all that stuff.

However as was just said you know if you think that you're going to hire sales because you don't like it or that you think that it's just going to show up it's not. You see what's going to make a salesperson want to work for you, what's going to make the sales happen for you is the marketing and a lot of people just don't like the marketing piece either. They don't like to write ads. They are like, "Man, that a lot of ads I've to write." Well yeah it takes a lot more ads than what you think. It's not like we put an ad out there one ad and all the buyers come on; that's not the way that it is.

Mark: Right, right. You know what really upsets me is, you know, I don't like it when people want to outsource sales but when they first get into the business they want to outsource County research and to let a VA pick your county and do that research I think is a huge fatal mistake for variety of reasons. The number one reason being you should be educated on that County and know definitively why this is a good County and then know the pricing, know the comps, know the County assessor, recorder, treasurer, planning and zoning and really be clear on why you're going into that county. Because if you don't get the County research right from day one the whole rest of the business goes off the rails. Would you agree Erik?

Erik: Yeah completely. I've seen it happen, you know, whether that's people taking counties from outside of the secret list or just kind of willy-nilly picking counties based on whatever criteria they feel like yeah.

Mark: Yeah. Tate how often in your coaching calls do you like woo, woo, woo. We're not giving up the County research?

Tate: This is one of those things that I don't think County research ever ends. I think you always are researching and part of being a good investor is keeping an eye on what's going on in the industry, what's going on with the market. If all of a sudden we start to see a shift or a huge demand in a new area well before I go dump a bunch of money there I'm going to know what my research tells me. So I've developed a strict set of guidelines that help me determine whether or not I want to spend my hard earned money there. And if the county doesn't fit my requirements, I'm not interested. So in coaching, I noticed that I think that a lot of our students are better prepared for this but it is something that you do have to spend a lot of time and those people that don't treat county research with a lot of respect end up having to go back to it time and time again.

Mark: Scott Todd what about you? What are your thoughts?

Scott: Yeah I think that I mean like what makes amazes me sometimes though is that people will also like pick the county when they go to county research they will pick the ... They will just turn to the secret county list, right? They look at this list which like you've noted down like what? Like 200 I don't know 180 something counties.

Mark: Yeah. I mean these are the counties that I've done deals in, my students have done deals in or my competition has done deals in. That's it.

Scott: But it doesn't mean that it necessarily is the hottest county right now, right? Like it just doesn't.

Mark: Absolutely, yeah.

Scott: So you got to do a little bit of thinking. Like we always say where are the other land investors? People are afraid of competition. I mean I can't remember who said it but recently somebody said, "Oh man I was worried should I start off with the front of the list or the back of list?" They were trying to think through the logic. Well, the list is a great place to start but guess what? It's not the end or be all. You have to go do more research to figure out where the deals are happening. If you're going to outsource that to a VA from the get-go well then they are just going to execute then you've got the blind leading the blind which is a recipe for disaster.

Mark: So why are some people selling? Like what's the big difference and some of them are complaining, "Hey I've got these seven properties that are not selling." What do those people that aren't selling what do they need to do so they can sell, Mike Zaino?

Mike: I would say many times they have to stop thinking they can create their own market. I mean we do this exercise at Bootcamp it's one of the best things we do. We do a lot of awesome things right. But we do these group exercises you know and they all come up with these different headlines for the ads and then they come up with their pricing. What makes and breaks these teams when we go through the review is the pricing. Some of them like, "Oh yeah we're going all our money back on the down then we are going to have like a \$500 doc fee." It's like all these wonderful things that they want but the market would never support it.

So sometimes there's that misalignment between you know you have a property that will sell but maybe it just won't sell for what you think it will. You're stuck with your money in the long term, right? I mean that comes down to buying it right it's not a discussion. But the thing is you can sell these properties if you identify what the market is and then when I go to eBay I just look to see what's selling and where it's selling and the price it's selling for and I just match it. I don't try to do better and I'm not going to do worse I'm just going to go right there where it's at and I'm going to hit.

Mark: I love it. Erik Peterson, what do you think the difference is?

Erik: I mean there's any number of factors. I think that you know first of all where the property is, is going to make a difference. There are certain areas that get hot and they start selling fast and other areas that are slower. Not that you can't buy and sell in those you know not hot areas but it just might take more time. Then I mean of course you have advertising. You know are you doing enough advertising for your properties? That's a huge factor. We talk about 50 ads to sell a property. I mean if you're only putting 25 ads out a week or five ads out a week you know it's going to take you a lot longer to find those sales.

Mark: Yeah, yeah. That is a good point. We don't talk about it enough I don't think about how some areas do get hot and some other areas they take forever. I mean you know Tate remember the deal in Arizona?

Tate: Oh yeah.

Mark: They sold but they just sold slowly.

Tate: We made money on them too. Let's not forget that. But it took... it wasn't a 30 day you know flip.

Mark: Right. I'll make the argument they all sell. They all sell. I've never been stuck with a piece of property. Erik ever stuck?

Erik: Not yet.

Mark: Tate ever stuck?

Tate: Nope.

Mark: Scott stuck.

Scott: I mean I've got a property that I've owned for a year now. It hasn't sold. Guess what state it's in? Tennessee, Erik.

Mark: Does it have a POA?

Scott: It does.

Mark: See! Now you're going against the grain buying in a POA.

Scott: That's right. But you know what I did. Is I... But see I'm not worried about it Mark because okay it hasn't sold yet. I'm not freaked out about it because essentially I mean I've even debated do I even want to sell this property or not? Because it's in a beautiful area of Tennessee, I paid like \$15000 for almost an acre in Tennessee, road access like paved road access. The POA is like I don't know \$150 a year. So big deal, right? Like it's not that big of a deal but I mean I think that you have to set your time horizon correctly like we've been saying. One it may not sell to your timeframe and it may not sell for your dollar amount. You know like how many times did we go to Bootcamp and everybody is like, "We want \$300 down." You know it doesn't matter what you want it matters what the market wants. Give the market what they want and it will be gone fast.

Mark: Yeah. By the way, speaking of big downs listen to this Vox I just got. "I had an awesome sale this week too. Get this. Purchased a lot for 3000, I actually presold it, got 4500 down and will get 380 a month for 12 months. That's a crazy good sale." All right so, you know?

Scott: Stud Buddy.

Mark: Stud Buddy is making it rain but how is he getting 4500 down? You know why? Because Scott Todd taught us all the trick and you got too good at Bootcamp to learn but it's magical. All right, Mike Zaino, you haven't been stuck with a piece of land?

Mike: I'm picking two things, that's an awesome sale and gee whiz that phone of yours is huge.

Mark: That's what she said.

Mark: I've never been stuck with a property but I can that there are times where I got worried that I was going to, right? Then I kind of offered them low than I should and lo and behold the advertising kicks in now everybody wants them. So there's no rush, right? Sometimes you like geez I better get rid of this right now. I'll take this for it. Still, double your money whatever it is but then all of a sudden the advertisers is like the mailing it has to kick in overtime and sometimes all of a sudden as soon as you get rid of the property they all come looking for it. So no I haven't got stuck with a property. I've probably sold properties on bad timing because of my impatience but I've never got stuck on a property.

Mark: Right, right. Tate, what were you going to say?

Tate: Well, I was just going to say like everybody's pretty confident here and I was talking with Charles about it. [00:18:47] [indiscernible] Can you hear me?

Mark: Yeah, yeah. Yeah, you came back.

Tate: So I was talking with Charles about it and I said to him "Charles what are you doing? How are you selling these? And his response was really funny he says, "I'm a Craigslist monster." He said he's just posting any time he has any you know extra time to work on the business he's posting ads and he's just going crazy. So if you're not selling are you being a Craigslist monster? Are you automating it, right? Even if you're not automating it are you posting ads manually? What's the deal?

Mark: Yeah, I think it does come down to you know being ubiquitous and if you can't sell on Craigslist, look at Facebook buy-sell subgroups go there. That's not working you know keep emailing your list. Are you sending out the neighbor letters? Are you doing something every single day and then ultimately if you can't get it sold in 30 days you know have a call with Mike Zaino, "How do you sell on eBay?" And get sold on eBay. A sale is a sale. Yeah, you're not going to get the highest price on eBay but so what? You

can still get the down payment and do terms. You know bid on the down payment. Mike, you don't like that answer?

Mike: How long is bottom of the totem pole? If that doesn't work go to eBay and see Mike, call Mike.

Scott: Mark I think that people sometimes also miss a key thing. You know like find other people that are buying properties in the area. You could call them neighbor letters but find other people that are buying properties or that have bought properties in that area. It doesn't have to be right next door. You know sometimes people will buy properties in a general area. Call them up. Email them. Find out. Get their contact information and sell it to them. I mean there are always buyers somewhere.

Mark: No. I 100% agree. It comes down to a combination of effort, grit, persistence, and faith, right?

Mark: You just know okay if I keep messing with this ad, I change the headline. I mess with the pricing. Maybe I lower the down and I raise the entire price. Maybe I lower the down I lower the monthly I but I raise the entire price. Maybe I need to raise the down and lower the monthly. I mean you got to try different things. You can't just put up a couple of ads and think, "Oh this is going to sell."

Mark: Let's talk about some issues going on. Our first order of business is the lovely, very hard to beat algorithm Craigslist. So Erik Peterson was on Monday nights coaching...

Erik: Office Hours.

Mark: Office Hours and some of the issues that they brought up were what Erik?

Erik: Well, I think it's a very common question that comes up. This one is not so much an issue but just how many ads are you placing per week and how many leads are those bringing you and how do those convert. That kind of information I think that's something that people in the community are always curious about and always want to talk about.

Mark: Sure, sure and I think the underlying fear is that they're not being effective on Craigslist. Is that correct?

Erik: Sure yeah.

Mark: Right. So they want to gauge, "Hey are my ads being effective, are they bringing in a sufficient amount of leads?" So Erik what was your response to that?

Erik: So last night I just kind of quickly looked at my reports from the previous week and I had placed about approximately 80 ads which turned into about 36 leads I believe it was. So that was kind of my result that I talked about and then also I had a really good week last week and had four sales. So when that part of the question came up I said just because those leads came in this week I mean those could be people I've been speaking with for 30 days or more in some cases. So it doesn't directly tie but nonetheless, it's still useful information.

Mark: Yeah absolutely. Tate what about you?

Tate: This is a... it's a complicated question, right? I mean I would say that on average we're seeing about 50 leads coming in a week. Now we're having an average of 24 to probably 26 ads stick every single day on Craigslist. Like Erik said, it's really hard to track this because I'm not going in and looking at which ad when it was posted that's producing the lead. Does that make sense?

Mark: Right, right.

Tate: One thing that I think people are forgetting about with Craigslist is that it's all a numbers game. If you look at Craigslist and you say that, "Hey I'm going to post an average of 10 ads a day." If you post 10 ads a day and they all stick that's 70 ads a week but Craigslist keeps that ad posted for 45 days. So if you post 10 ads a day consistently at the end of that 45-day timeframe you're actually going to have 450 ads live on the internet at any given time and that's where we really start to see those huge gains. It's not about, "Hey I've got 20 ads posted today." It's about, "Hey, I've got 20 ads posted every single day for the last 45 days. I've got X number of ads available." My idea when it comes to Craigslist is to be everywhere. I want everybody to see my ad. When they look for land I want my ads to be the only ones that come up. Sorry guys.

Mark: Yeah, no. Erik is not really afraid since he had four sales last week.

Tate: I mean he beat me so I was thinking we need to do a round of applause at the Round Table, right?

Mark: We really should. Now I had a bike accident last Friday.

Mike: The electric bike?

Mark: The electric bike. I never said I was a good rider. So I took a spill and my arm is all jacked up now. So if I look like I'm funny like this hurts. I'm in like chronic sort of old man pain.

Mike: You look pretty jacked there. You've been working out a lot, it looks like.

Tate: Sizing down on the shirts.

Mark: Tate does it. Yeah, there it is.

Mike: Buy small look large.

Mark: Buy small look large baby. So Mike what about you?

Mike: Yeah, I think you bring up some really good points. I think that every day we're sticking out 10 to 12 ads in there and they are 100% stick rate the way that we're doing it. But I think the bigger question or the bigger point is the effectiveness versus efficiency and that's my new mantra. Everything needs to be effective and then we can always work on efficiency. I mean we can go through, analyze numbers and whatnot but the reality is you just have to be putting them out effectively.

Now we know that the Posting Domination works you towards efficiency but in the beginning, effectiveness is the key so however, you need to accomplish that. How many IPMs you need, whatever it is. I think sometimes people get caught up in this whole analytical process and then skip over just fundamentally doing the process and you just want to be effective, you just want to get ads out there every day. The beautiful thing is we don't have to be the ones doing that. We know that it's something that has to happen every day. Tate's fond of saying they're a few things that need to happen every day. But the beautiful thing is that we don't have to do those things every day.

So I think the bigger thing that we're pointing to here is, in the beginning, yeah embrace the suck, get out there, put the ads out there, be effective and then worry about efficiency down the road. Be effective. Get four sales like Erik. I'm sure it's going to be more and more efficient as you go along, but nothing beats effectiveness, right? We all want to jump right to efficiency, we want to put things into processes and that is the end goal, but not too soon. If we do it too soon I think that you're missing something there. So I think yeah we put out 10-12 solid ads a day and they get a

100% stick rate. If maybe ... No, I think I'm all yours about 100% the way we're doing it and it's right now.

I'm talking mainly about Laura because she's been doing really well. She made a few sales and she's doing this herself. I just wanted her to be effective first. I said, "It doesn't matter just be effective. We can always make you efficient later." So I think that's kind of maybe... I know that I hear these questions too. I know what Erik is talking about. But I think that the larger point here is we can go into all this analysis, which is good. It's good to have metrics and ways to evaluate but you need to be effective, you need to just do it and not you know like my dad used to tell me when I was a kid, " You walk in circles thinking about something all day long before you finally do it." So I had to break that habit. You could think about something so long but you can just go do it. So I hope that answers the question. I think it just points to a bigger problem. Not a problem. Well, I don't know: a bigger mindset issue.

Mark: I think there's a lot of real wisdom in what you're saying because especially with the coaching clients right and all three have your own coaching clients. There is this sort of pull to scale first and to be efficient first and then the inevitable frustration when ads don't stick. Like I'd rather be effective in the beginning and there is no law that says you can only post on Craigslist 128 ads a day. The law in our business is mailing and marketing and marketing comprises a large number of different channels. It could be Facebook, it could be your buyers' list, it could be eBay, it could be just...

Mike: Land Modo.

Mark: Land Modo. I mean Land Modo absolutely Land Modo. That is just one channel and I think there's a tendency to want to scale faster than be effective and I think what Mike said is so true that when you start with effectiveness then you can go and you can scale. You even hear this in Silicon Valley, "In order to be big you've got to start really, really small."

Mark: Let's start with Mike Zaino. Mike, what do you think are the ingredients that made you successful in the land business?

Mike: Well, it's a good question. I think number one of mentorship, somebody who has been there done that. It's just a difficult business to get into on your own. I mean I always talk about how it's a repeatable redundant process. This is like Groundhog Day over and over again which by the way serves us well because since it is the same process over and over again we can use VAs. We can use automation. We can use systems. So I always say that boring is exciting in that respect.

But it's such there is so many little intricacies that are involved in this business and without someone to kind of bounce us off, someone to keep you kind of as you always say when you get kicked in the teeth by something right? Life's always going to do that to you. Somebody, you can reach out to who's been there done that. Someone who's been through the same processes as you but more times than you that can help you and guide you. I think that's number one. It really is. You got to have somebody in your corner right? Like a successful boxer is not going to be out there on his own right? Any kind of athlete is got a coach. There got somebody with them that kind of provides guidance and bring support when needed and uplift you when your spirit is down.

So that's true in every endeavor in life. I don't think land investing is any different. I think it's truly something that involves... you know it will be best involved with somebody who could guide you know? I mean, of course, you have to take the actionable steps yourself. You have to be the one to do all the mailing and the marketing. Which you correctly state all the time there the only two things you can truly control is how many offer letters you send out and how much marketing you put out there. But you have to deal with the rest and that's stuff you deal with it can be overwhelming at times. To have someone who's been through that process to me that's... if I had to say one thing out of the gate that makes for success or not is having a mentor somebody who's been there and done that.

Mark: Yeah. It's so funny because I had a conversation today and someone was like, "You know the coaching is really expensive." I'm like, "Well yeah it's supposed to be because you know I've been working on this fulltime since 2001. I've made a million dollar mistakes. So you don't have to." Right? It's like you know there's a lot of experience there that you are going to smart cut just from doing this and it's a one-time investment in yourself then the rest of your life you are going to have what I would call the ultimate subscription model. So it's just an interesting way to sort of look at mentorship versus as an expense or investment. I know every investment I've made with any type of mentor I've always gotten at least a 10x return. Even bad mentorship has you know little tweak has moved the needle in my business. Where you feel like oh don't really care but they showed up. I executed and I got a huge return. Bear Land - Aaron for you what would say has made you so successful?

Aaron: I don't know about success yet because I guess in full transparency we haven't quite reached our goal of what we had set for ourselves to consider successful. We're on our way there though. So yeah the coaching had a lot do that because there are so many places you would be stuck if

you didn't have somebody to help you through that or even tell you "Don't even worry about that. Just move on." You know those kinds of things. Then some of the tool that have been brought into the business both before we started and since we've been in the business have really contributed a lot because they simplified things so much. They make your life so much easier that you don't have to worry about like for instance not so much for a plug but the LG PASS I mean the Geek Pay it simplifies things so much that that's not even something you have to think about anymore. So you can concentrate on the other things that are going to continue to move forward. You know LG PASS is another one of those.

Then there's you know third party things like on the Simplifile and just all kinds of tools that really can help you. They don't necessarily achieve success for you in and of themselves, but when you don't have to worry about certain things like you know the accounting of your notes or using WordPress and Mail Merge and all this stuff put your offer is out. You know you can just click a button and move forward then you can concentrate on the higher level things that will bring you that success.

Mark: I love it. I love it. Yeah. You know not one tool really combined can really move the needle but when you combine all of them and you save so much time which frees so much energy to focus on what Mike said the only things that really matter which are the mailing and the marketing cumulatively it makes a huge difference. So that's a really good answer. Tate Litchfield why are you so successful. What is it?

Tate: I mean hard work. Is that acceptable answer? I mean work hard.

Mark: Yeah, absolutely.

Tate: But I think more than anything it's my foundation. You know I did this business without mentorship and then I did it with mentorship and the results I mean weren't even comparable once I started getting help and some guidance. I think that goes back to a strong baseline education. I learned the basics. I learned the fundamentals and if you don't learn those fundamentals you're treading water, right? You're just standing still and you're shooting in the dark.

I remember the way that I used to pick a county was I used to sit down and either asks, "Hey what county could I get to in a quick little drive from my house." Or I'd close my eyes, imagine the map of the United States on the board behind me and I'd throw a dart and I'd say, "Boom that's where I'm going to go buy land." I had to learn the fundamentals of what made a good county. What made a county work in this business? Once I learned that

there was no guessing. I was acting with precision. So I think that came with like a mentorship and also a sense of community, like the community. Why do I attend so many Bootcamps? Well, number one I get a nugget every single time. But it's good to see my people, right? It's good to hang out with the people who are as obsessed with raw land as I am. It keeps me motivated. So our community is definitely a huge player in that success.

Mark: Yeah. I mean our community is second to none and if you'd never be a Bootcamp and you've got the Toolkit you've got two free tickets. You know the next one is in Vegas. We're more than halfway filled up. You got to go TheLandGeek.com/Bootcamp and get registered because like Tate said there's our community is amazing and it's really hard to describe. You almost have to go on Facebook and read the reviews to see you know what makes that so special.

And then you know like Tate said like I had a call today with a client that has the Tool Kit. He gets two free consulting calls. He told me that because he has family in Philadelphia he wants to start in Philadelphia Pennsylvania and I was like, "No, that's not our business." I'm like, "You're not going to you know get infill lot in Philadelphia at 25 cents on the dollar. They are going to go to a broker. You're not going to get any deals there or if you do it's going to be from a broker and it's going to be very, very expensive. So you know I get why you want to start there but that's where you start." Nobody wakes up and thinks to themselves, "Boy I would love some raw land in Pennsylvania." Unless you live in Pennsylvania, right? So that's interesting. Scott Todd, what do you think is the secret to your success, the special sauce?

Scott: I think early on having the structure around kind of coaching and kind of Mastermind calls all of that stuff it kept me engaged. You know Mark when I started and we had Mastermind, we still do we still have these Mastermind calls every Wednesday. On the ones when I started I mean like you would go around the call and you'd say, "Okay. Did you say anything this week coming about the deal?" Like, "Did you sell anything? Tell me about the deal." Today's Mastermind call is really about questions how do I do this how do I do that? In the original days it was did you sell anything and tell me about the deal. You did not want to show up to the call and say, "I did not sell anything." At least I didn't. Like I didn't want to go there it is kind of embarrassing. So you know come whatever it took I was going to have a sale by Wednesday at the Mastermind call because I didn't want to be the guy that didn't have a sale.

I think that forces you to take extra kind of you know extra care in building that business, right? It keeps you engaged. It keeps you motivated. I think

you have to kind of stay with it because look it is an easy business. What is not easy is getting it right. You know like you've to do the county research. You've got to feel comfortable with the county.

I was working with someone the other day in Flight School and they were saying, "Man I'm working this county. None of their records are online." That's what we teach in Flight School is look if there's friction there, if it's hard to like do county research or you know deed research it may not be a good county for you. Like find out where it's easy and just take action there. But I think that when you build that business, when you choose the county correctly, when you see that there's other land investors there, you can have success that's mean beyond what you could ever imagine. You know it's just amazing.

[End of Transcript]