



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

**Mark and Scott Todd talk with: Erik Peterson - LandOpia.com,  
Aaron Williams – BearLandProperty.com, Scott Bossman,  
Jeannie Morem, Scott Bossman and Mimi Schmidt on the Land  
Geek Round Table**

### **Transcript**

**Mark:** Hey it's Mark Podolsky the Land Geek with your favorite nichey real estate website [www.TheLandGeek.com](http://www.TheLandGeek.com) and for this week's Round Table podcast we've got the usual suspects. It's his birthday. Should we even sing happy birthday? Should we do like a quick birthday?

**Scott Todd:** Yeah.

**Mark:** Da, da, da like 50 Cent, it's your birthday. Bear Land - Aaron happy birthday.

**Aaron:** Hey Mark, Thanks for birthday wishes. I love spending here with you guys.

**Mark:** Yeah, it's truly good to even hear you on the Round Table. I'm going to start streaming on Facebook here. So I'm not ignoring, as I do that. Hopefully it's working.

**Scott Todd:** I just thought you were getting all flustered because Scott Bossman is back and like we know what happened last time.

**Scott Bossman:** Two weeks in a row.

**Scott Todd:** Everything stops including the podcast and yet you know [00:01:12] [indiscernible].

**Mark:** Yeah, I see Scott I get all flushed.

**Scott Todd:** Yeah.

[00:01:20] [indiscernible].

**Mark:** It's great.

**Scott Todd:** The Bossman is doing it.

**Mimi:** Are you brushing Scott?

**Mark:** Scott Bossman is on.

**Mimi:** I think he is brushing.

**Scott Todd:** He is speechless, he can't even say anything.

**Scott Bossman:** I am speechless and flattered. Moved to be here.

**Mark:** That's right.

**Scott Todd:** I think Zaino is so upset; he's not even showing up anymore because of the love affair between Mark and Bossman. Like Zaino is out.

**Scott Bossman:** Think he may be a little jealous.

**Mark:** That's right. We'll deal with Mike's jealousy in Orlando, it's okay you know we'll hug it out. Speaking of hugging it out Erik Peterson - The Technician - how are you Erik?

**Erik:** I'm good. Good to be here. Looking forward for Bootcamp.

**Mark:** Same here. Same here and then you know who else is going to be at Bootcamp? The Terrorist Hunter, the most frightening woman in the world, Mimi Schmidt. How are you?

**Mimi:** Great. How are you? Happy birthday Aaron.

**Aaron:** Thank you.

**Mark:** And then we've got - The Go-Giver - Jeannie Morem. Hi, Jeannie?

**Jeannie:** Hi. I am trying to figure out the connection between you, Erik and the hugs. You just said hugs. So I'm trying to figure that out.

**Mark:** There is no connection because I've been hazing Erik for so long that if I don't hug it out with them he's going to start taking it personally, yeah.

**Aaron:** Or his mom will.

**Scott Todd:** His mom.

**Aaron:** Don't insult his mom.

**Mark:** And Mrs. Peterson if you're listening to this podcast we love Erik. And last but not least we've got to give Scott Todd: the professor, the brain, your Flight School Sherpa some love and the way to give him some love is to go to LandModo.com or ScottTodd.net or most importantly if you are not automating your Craigslist and your Facebook postings PostingDomination.com/TheLandGeek. Scott Todd how are you?

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

**Mark:** I'm great. Let's just get into it because Jeannie has a really interesting deal and I'd love to hear what the Round Table would do if they were Jeannie. So Jeannie let's walk through this deal.

**Jeannie:** Okay. I have an opportunity to buy 5 acres and on a county I haven't worked yet before and I found out that there is going to be a freeway running close by the property and I confirmed that with the county and it won't be going through the property itself, but it will be going close by and I not sure how to handle that. Do I purchase it - hold it, purchase it and sell it. So I'm just throwing this out to the Round Table.

**Mark:** Yeah. I think that it's an interesting deal in the path of growth in LA County. So Bear Land - Aaron what would you do?

**Aaron:** I don't know. That's a pretty good question really. I guess Mark one of my questions would be is this a limited access freeway? You know how close is it looking like you'll be to possibly on an off ramp if it is that sort of thing. I don't know. Really good question I'd like to hear what everybody else has to say. I guess if it looks like it could increase the traffic in the area quite a bit it's probably a good thing but I don't really have any experience with it.

**Mark:** Okay. Erik Peterson, how about you?

**Erik:** Well, I guess there might be some additional research that needs to be done on the property and the growth in the area and kind of the general trends that are happening there to determine if it's worthwhile to hold. I mean, it sounds interesting being that they're extending the freeway or putting a freeway in that could be really beneficial. I mean, if your property happens to be adjacent to that freeway, I mean, you could lease for billboards, you know, obviously you could hold that property long-term. So, I mean, you have lots of options I guess it just depends on what you can learn about the development that's happening.

**Mark:** I like it I like it. Mimi Schmidt, how about you?

**Mimi:** This just brings up a lot of questions for me. [00:06:13] [inaudible] is it actually on the highway? What are the comps in the area? Are you getting a super great deal on it and is it really in that path of the road?

**Jeannie:** The freeway won't be on the property itself. It looks like about a mile maybe half a mile from the freeway.

**Mimi:** Okay. Is it zoned already commercial or residential?

**Jeannie:** Residential. But I will tell you the reason I found out is, we have a Land Geek member in our community that brought it to my attention that he actually has family members that have property there and the freeway is going through their property and they got a letter and they're not getting all that much money for the property. They're getting less than what they paid for. So, a lot of unanswered questions from the county yet. So, I'm still doing research.

**Mimi:** Right. Sounds like you've got to get some more questions answered before I can make a judgment on that one.

**Mark:** All right. - Dude buddy - Scott Bossman, how about you?

**Scott Bossman:** Yeah, I mean, it sounds promising. Well, there's talk about it's always good to acquire land if you can acquire it at the right price and in areas of growth so sounds promising that this could be a good long-term investment. You know, depending on how far away it is from the freeway. If it's very close, like Erik said, I think billboards. If it's half a mile, a mile away, that could be a great marketing tool for you in the future in selling that property. So yeah, sounds to me like it's promising for sure just need a little bit more information and I think you could use it to your benefit on the selling side.

**Mark:** Yeah, yeah. Scott Todd, how about you?

**Scott Todd:** Well, like other people pointed out, it really all depends, right? It depends on what you want to do. For example, just because the interstate is going to run within half a mile or a mile of the location doesn't necessarily mean that that's going to change the market value from what it is, right? What will change the market value substantially is people moving in is growth, as population growth. Population growth always changes the value of land or population reduction always lowers the price of land. So, price of land is always driven by population changes, shifts.

So just because the interstate is going to be half a mile to a mile away, how far is the nearest on-ramp or off-ramp? I mean, I own some property where two major interstates merge. It's probably about the same situation. I'm going to say a mile from that, yet it's probably a 20-minute drive just to get to the interstate of rural country road because they pass but there's no on or off-ramps. So, the mere fact that they're going to put an interstate in there, it doesn't necessarily change whether I would buy the property or not. What would change this? Do I think that this property has long-term growth potential in terms of the price that I didn't put into my pocket and hold it? Otherwise, I treat it like any other property. I'm just going to market it and sell it on terms and if I get a cash buyer, great. If I don't, great. If I do long-term, no problem. But you know, I think that those are some of the questions you have to ask – what do I want to do long-term here with this land that I'm buying? Do I want to hold it because I think that it will be worth more later or do I just want to flip it and generate some cash today?

**Mark:** Yeah. And Jeannie, I'd love to know who your neighbors are as well. I'd love to know, building permits, what kind of volume is going on with planning and zoning and that will give you some clues as well. So, once you get a full picture... You know, Mimi was just telling a story about one of her family members that was in the path of growth. They sold their land for a seven-figure pay day and so you know, this is what a lot of people do, a lot

of land bankers is, they buy the path of growth, the hold and it looks like a hockey stick – it just stays flat, flat, flat. Development comes in and then it rises up and you know, we've all heard the story about the person that bought on the path of growth and becomes a millionaire. So, it's a good problem to have, Jeannie. It's a good problem to have. It's interesting. As you get those answers, certainly come to me and partner, right?

**Jeannie:** Okay.

**Mark:** So, no worries. Moving on to our next topic, it's a kind of geeky topic but it's one that I think could be valuable. If everyone ... I don't know if everyone's familiar with Airtable. So, this was one of my... and Erik Peterson I think would agree – top tips of like the year is Airtable.com, which I actually came up with if I can just toot, toot my own horn here for a second after the merciless hazing that Erik would give me when I would do the tip of the week. That's not here nor there.

But Airtable, if you don't know what it is, is a combination of a database and a spreadsheet. Kind of like Smartsheet.com. I think it's a little bit easier to do. They have a lot of templates and there's a lot of power with that combination of a database and a spreadsheet that you can utilize in lots of different ways. So, one of our members wanted to know how are we personally using the power of Airtable and there are all these types of integrations you can do with Zapier as well. So, Bear Land Aaron, are you doing anything with your land business on Airtable?

**Aaron:** I do a few things. One thing that comes to mind is actually because I use my daughter to do my mailings – she does my envelopes and that sort of thing and I was originally using like a Google Sheet for her to enter the amount of envelopes she's done and that sort of thing and it was kind of clunky. So, I set up a similar spreadsheet kind of a time sheet on Airtable and I integrated a Zap with it and what it does now is, she uses a link and through one of the Airtable forums, she enters simply how many envelopes she did and then it calculates her pay and texts her back with a kind of a pay receipt that she's expecting this much money. So, it's kind of a cool little thing. That's one way we use it.

**Mark:** That's really cool. I love it. Jeannie, are you using Airtable?

**Jeannie:** Nope, not at all. I'm an Excel person so I'm going to look into it today after we get off.

**Mark:** Yeah, yeah absolutely. I think you might like it. You might like it. How about you Erik Peterson?

**Erik:** So, I use it for a bunch of stuff. One of the main things we use it for is managing our Craigslist ads. So, I've talked about it before but there's a Posting Domination base available in the Airtable Universe and you can go download that template but essentially what it's set up for is the Craigslist posting method with proxy so we manage all the accounts, the proxies, the available properties, the ad schedule and all that information right there in that particular Airtable. So that works really well for my Craigslist team. I use it for a bunch of other stuff too. Mostly sharing of information with bookkeepers or you know, other VAs that need access to you know, kind of rows of information.

**Mark:** Very cool. And you automate that, communication with Zapier?

**Erik:** Certain aspects of it are automated, yes.

**Mark:** Very cool. Very cool. Mimi, how about you?

**Mimi:** Yes. I use it similarly to how Erik uses it. I've got an inventory so that the copywriter, ad posters and my office manager, like they all know which properties I have available, all the stuff you know, the photo links in it and the pricing...

**Mark:** Oh, Mimi...

**Mimi:** ... help me post ads on there.

**Mark:** Mimi, you're kind of freezing up on us.

**Mimi:** Okay. And then my copywriter, he puts all the new ads every week in another tab and then I have a tab with the proxies and then I have a tab with all of the current ads at the Zap. It puts them in there and then I can download that table or that spreadsheet of all of the ads to get my flag rate and I can watch which markets I'm getting the most leads out of and then I have another tab where I put which markets are performing the best so as kind of feedback [00:16:10] [inaudible] copywriters.

**Mark:** Very cool. Very geeky too. Scott Bossman, how about you?

**Scott Bossman:** [silent]

**Mark:** Oh, you're on mute. Here you go.

**Scott Bossman:** Sorry. I'm not using the ad. I'm using a combination of other things but it's definitely on my list to check out. There has been so

much talk of it lately on how helpful it is. I have looked around on there and I'm kind of brainstorming at this point how to make the transition over. Currently I'm using Google Drive for my VAs, I'm using Pipedrive, I'm using Slack as well. So, I think I need to kind of consolidate and this may be the tool to do that.

**Mark:** Yeah, that's really interesting. You know what; another tool you might want to look at is Notion.ai. That kind of can bring in all these various tools that you're using into one platform as well.

**Scott Bossman:** Thank you.

**Mark:** Scott Todd, how about you?

**Scott Todd:** Well, a lot like Erik, I use this for Posting Domination component so we'll use it to collect ads from various Craigslist cities and post them in there into Craigslist or into Airtable so we can see what properties people are advertising and talk about that in Posting Domination. We use it for same thing that Erik... Erik created the template for the Posting Domination ad kind of writers, so we use that. I use it for other components. So, I use it for kind of some Land Modo stuff to move stuff between people.

But it does bring up a good point, Mark. This question brings up I think a great point which is not necessarily how are you using it which is, I mean, it's kind of cool to hear all the people who are using things, but really, what you should be trying to first figure out is what problem you're trying to solve, right? And then using the leveraging that Airtable has a potential tool for it. So, once you identify the tool or, I'm sorry, the problem, then you say, okay, well bam, I got this problem. Can Airtable fill it in?

So, it's almost like what Scott Bossman was saying. I've got all these different tools. Okay, if they're working, great. But if not, if you have a problem that's not being met, if you have an itch that's not being scratched, could Airtable be the solution for it as opposed to going to Airtable and saying, "What can I use this thing for?"

**Mark:** Right. Right. I think that it actually brings us to a great Segway because if you want to learn how to start identifying problems and actually accelerating your success in land investing, there's no better Sherpa to take you up that land investing mountain than Scott Todd and he's got a little program called Flight School. So, if you want to learn more about enrolling in flight school, you've got to get on the phone with -Dude Buddy- Scott Bossman or the -Zen Master- Mike Zaino. Just go to [TheLandGeek.com/Training](https://TheLandGeek.com/Training), schedule a call and learn more there.

So, I think that's really interesting. Oh, Bear Land Aaron wants to know, what's the name of the posting base? Erik, what was the name of it?

**Erik:** It's Posting Domination Base. If you go to the Airtable Universe which is [Airtable.com/Universe](https://airtable.com/Universe), there are categories on the left side. You go into real estate and just scroll through and you'll see Posting Domination. I'll put the link in here for Aaron but that's not going to help everyone else.

**Mark:** All right. Great. Great. You know, we could put the link on the show notes.

**Erik:** Okay or they can just find it like I described there. They'll get to it.

**Mark:** Yeah, yeah. So, I want to thank everybody who's been watching us stream on Facebook but now we've got to stop the stream so that you'll actually go to your podcast catcher or whatever it is. I use Downcast or Podcast on the App Store whatever it is, we're everywhere and actually, download and listen to the podcast. So, you can actually listen to Erik Peterson's tip of the week.

All right, so Erik, we're at that point now where we get to put you on the spot and ask you for your tip of the week; a website, a resource, a book, a quote, something actionable where the Art of Passive Income listeners to go improve their businesses, improve their lives. What have you got?

**Erik:** All right Mark. I think you're going to like this one but I'll warn you, I don't know the pricing. It's called Podium.com P-O-D-I-U-M.com and essentially, it's a tool for gathering reviews and the way I happened to find this is someone used it for me. I bought something and I later got a text message with this link asking for a review and basically you click a link from your text message, it launches open a browser and asks you to leave a quick review.

I believe you have that opportunity to select kind of the default place you'd like the review to be made at but the user can also choose a different location, so Google reviews and Facebook and I don't even remember but I think Yelp was there. But kind of an interesting little tool to try and get those reviews. I know a lot of people are trying to get reviews and anything to make that easier for the other side of the transaction is always a good thing.

**Mark:** This is interesting. I think based on the pricing; it could be a great way to go. It says, "We have product and prices for every business size" and then you just schedule a demo with them. So, there isn't a pricing on the

site which usually, when I see that I get kind of nervous but maybe I'm jumping the gun. You know, for our business like I guess if you're doing tons of volume, Podium could help but for our business, couldn't you just pick up the phone and say I'd really like...

**Erik:** Yeah. I send out links for reviews all the time and sometimes I get them and sometimes I don't. But I will say, I went through this process. I actually got the message from someone that I'd purchased something from and it was super easy and it kind of just caught my attention. It was outside of email, you know, it was this nice short little link, it just made it really easy and I just went ahead and did it. So, I don't know.

**Mark:** Jeannie, what do you think?

**Jeannie:** I don't know. I'm with you Mark. I'm simple. The simpler the better. I'm going to look though Erik. I'm going to look at it.

**Mark:** Yeah, yeah. I mean I think we should sort of maybe hold back our scorn for maybe week till we know the pricing. Bear Land - Aaron, what about you, what do you think?

**Aaron:** Well, you know, sometimes people will email a review back to me or something. I've had people want to do some sort of review but not really understand technology even though they have maybe a smartphone. This might be easier especially if you're looking maybe for a review on the buy side for acquisitions because a lot of times most people aren't that savvy to make a video or an audio recording and know how to upload it to you, that sort of thing. But if they get a link to their phone and you let them know ahead of time, "Hey, I'm going to send you this link, just click on it and you can do it right there." it might increase a little bit but it might depend on pricing.

**Mark:** Yeah, absolutely. Mimi, could you see yourself using this in your business?

**Mimi:** Yeah, definitely.

**Mark:** All right. Have you ever had a struggle getting a testimonial?

**Mimi:** It just seems like it makes it a little easier.

**Mark:** All right. Look, we all live by that philosophy, you can always make more money, can't get more time. So, there you go. How about you Dude Buddy?

**Scott Bossman:** To me, I'd love to try it. you know, I think I bagger people for testimonials and it's inconvenient for them to leave whatever they're doing, go sit down on their computer and type something out for me, whether it's on Facebook or on email or whatever. So, sounds like if we can make this process easier for our customers, I would definitely look into something like that.

**Mark:** I like it. Scott Todd, how about you?

**Scott Todd:** Look, I don't make a big effort to go get testimonials, right? So, for me, I'm like, it's not that big of a deal, but that's not a problem I'm trying to solve. But if it was, I'd look into it.

**Mark:** I'm shocked actually by that response. I would think that anything Erik recommends, you'd be like, "This is amazing."

**Scott Todd:** You see, that's the thing. I like Erik, I like everybody but you know what, there's no, "Oh my gosh, Scott Bossman's here. I'm so overwhelmed and happy," kind of moment because Erik's here like last week Mark. You know what I'm talking about. Please replay last week's and you'll see exactly what I'm talking about. Literally, the show stops when Bossman shows up yet Mimi comes in and it's like oh, Mimi's here.

**Mark:** You know what, when Mimi first started on the podcast, I did have shiny object syndrome, okay? Same thing with Jeannie. All right? If anyone should be complaining, it's probably Bear Land - Aaron. He probably has a legitimate gripe.

**Aaron:** I'm cool.

**Scott B:** It'll fade quickly. It'll fade quickly.

**Mark:** On his birthday. So, for those of you listening to this...

**Scott Todd:** Tate's so offended. He's not even here. Tate's out.

**Scott B:** The Brady Bunch is breaking up.

**Mark:** Tate's got thick skin. He's cool. Unlike...

**Erik:** He said he's not coming back.

**Scott Todd:** [00:27:13] [inaudible] till he gets some love.

**Aaron:** He's so pretentious he couldn't even get a start let alone a hard stop.

**Mark:** Oh man.

**Scott Todd:** We're slamming the dude and he's not even here.

**Aaron:** I hope he listens to this one.

**Mark:** He's en route to Orlando right now. He's going to go fishing. This guy's living the life.

**Jeannie:** Living the dream.

**Mark:** He really is. Oh my gosh. We all kind of are but you know, tomorrow I'll be in an airplane and Tate will be fishing. I'm not jealous. Do I sound jealous?

**Scott Todd:** No, Mark.

**Mark:** So, speaking of birthdays and jealousy, Scott Todd just celebrated a birthday. I Voxed him I'm like, "So, are you flying your wife to lunch today?"

**Scott Todd:** I did not. No. Even though we went to... we had an easy Sunday but then the day before we had gone to the Food & Wine Festival. So, it was nice. Nice.

**Aaron:** Wow. I feel I should wish Scott Todd a happy birthday because I apparently missed it man. I'm sorry.

**Scott Todd:** Don't worry about it. It's all right. All good.

**Mark:** Yeah, yeah. No worries. No worries. I do remember Scott Voxing me like, I've heard from everyone in the community except from Bear Land - Aaron did you tell him? You know.

**Aaron:** What?

**Mark:** I don't like to do the get in...I don't like to do the whole triangle thing. I just talk directly to the Bear Land. So I didn't say anything.

**Scott Todd:** Mark's starting to pout now.

**Mark:** You started it. I'm finishing it.

**Scott Todd:** No, you started by your claim that "Oh, I'm surprised that Scott didn't have this [00:29:06] [inaudible] or that Erik's great and I just threw it back – it's all I did.

**Mark:** This is residual resentment from the very beginning of the podcast where you're like, "Oh, Scott Bossman's on." It started there.

**Erik:** Okay, this is healthy. Get it all out.

**Mark:** I think it started last week.

**Scott Todd:** Wait a minute [00:29:32] [inaudible]. That doesn't count.

**Mark:** All right.

**Mimi:** I'm hearing lots of jealousy. I think this is hilarious.

**Scott Todd:** Causing all these conflicted feelings.

**Mark:** We'll work it out. We'll work it out. Zaino's the one I'm worried about in Orlando honestly. That bromance is just intense to the point we're like, the wives are like, you know, kind of like "Do you guys think it's weird that our husbands won't sit with us at dinner?"

**Scott Todd:** Do you think it's weird?

**Mark:** I don't want to go there.

**Jeannie:** Hey, I don't know about the rest of you but aren't you just wondering what Scott Todd is doing? And he's doing some workouts there. Did you see him go in and out of the screen and stretching today? I've been busy watching him all hour.

**Scott Todd:** I've got people that keep coming into my house. I'm trying to figure out what the heck is going on around here. There's nothing going on here. Then I dropped something. I'm interrupting the show, sorry.

**Aaron:** Nervous.

**Jeannie:** Nervousness.

**Aaron:** Mark got him so flustered he's throwing stuff. Throwing staplers.

**Mark:** That's my talent. My three kids tell me all the time, "Dad, you're so annoying." And I'm like, look, if I'm going to do something, I want to be the best at it, be the most annoying.

**Aaron:** Exactly, right.

**Mark:** But hopefully those of you listening to the podcast are not annoyed and I want to thank all of you for taking time out. Hopefully you're getting some value on the podcasts and if you are, please do us a favor – please subscribe, rate and review the podcast, send us a screenshot of that review to [Support@TheLandGeek.com](mailto:Support@TheLandGeek.com), we're going to send you for free the \$97 *Passive Income Launch Kit* and again, don't be shy. Get on a call with Scott and Mike, go to [TheLandGeek.com/Training](http://TheLandGeek.com/Training) and learn more about the power of taking flight with your flight instructor, Scott Todd. Are we good everyone? All right.

**Mark:** Are we going to do this? Now, we're going to do it fast, right? We're going to do like a one, two, three count, right?

**Aaron:** I'm still going to be quiet.

**Mark:** It's okay. It's okay. It's your birthday.

**Scott B:** Shout from the rooftops.

**Mark:** Shout, yeah, exactly. One, two, three. Let...

**All:** Let freedom ring.

**Scott B:** I thought we were going to do it fast.

**Jeannie:** I thought so too.

**Mark:** Was that not fast? It felt fast to me, no? All right. Well, there's always next week. Thanks everybody and we'll be talking about Orlando boot camp on the next podcast. Can't wait to see everybody.

**Jeannie:** Have a great trip everybody.

**Aaron:** Yeah. Travel safe. See you there.

**Mark:** All right. Thanks everyone.

*[End of Transcript]*