



# THE LANDGEEK

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

**Mark and Scott talk with: Erik Peterson - [LandOpia.com](https://LandOpia.com), Tate Litchfield - [FrontierPropertiesUSA.com](https://FrontierPropertiesUSA.com), Aaron Williams – [BearLandProperty.com](https://BearLandProperty.com), 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 TheLandGeek.com and on this week's Round Table we've got the 'Technician' Erik Peterson. Erik how are you?

**Erik:** Doing good, happy to be here.

**Mark:** Awesome, awesome. We've got 'Bear Land' Aaron. Bear Land how are you doing?

**Aaron:** Hey I'm doing good this week. Thanks for having me.

**Mark:** Great, great. We've got the feared woman in the country the 'Terrorist Hunter' Mimi Schmidt. Mimi how are you?

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

**Mark:** Great, great. Good to see you. And then of course I love it when you call me 'big Poppa' Tate Litchfield. Tate how are you doing?

**Tate:** Good, happy to be on the show again.

**Mark:** Great, great and of course you know him, you love him, the Land Geek Flight School Sherpa; Scott Todd from [ScottTodd.net](http://ScottTodd.net), [LandModo.com](http://LandModo.com) and most importantly if you are not automating your Craigslist and your Facebook postings [PostingDomination.com/TheLandGeek](http://PostingDomination.com/TheLandGeek). Scott Todd how are you?

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

**Mark:** I'm good, I'm good. Today's episode is sponsored by LOTS. So if you don't know what LOTS stands for it means Looking Over Tate's Shoulder we're really excited about this new segment that is coming to an iPhone or android phone or screen. It's going to be a series. Tate do you want describe what LOTS is?

**Tate:** Yeah, absolutely. So LOTS it's basically the opportunity to sit on my shoulder or be a fly on the wall as I walk you through certain aspects of the business in my day to day live. So we might cover anything from a deal review, to opening the mail, to meeting with an intake manager, you get to see how I handle situations, what the numbers are for this week and to just kind of get a real life view of what my land business looks like, how it's running and hopefully you can learn from it. So it's a fun concept. I think there's a lot to be learned but, you know, it will be coming like Mark said to a phone near you. I think we will be ready Mark in about five or six days. So by the time this comes out it should be available.

**Mark:** Wow. If you want to learn how to get it for free just go to [TheLandGeek.com/Training](http://TheLandGeek.com/Training) it is included with our new Flight School so it's a little bonus. To learn about of Flight School and Fights School Live just go [TheLandGeek.com/Training](http://TheLandGeek.com/Training). All right so this week's topic is a really interesting one. Mimi you want to kind of walk us through it?

**Mimi:** Well I'm starting to feel some pain points in my business and I know I need to automate or delegate. So things like I need to stop using the free version of my CRM and start paying for one that can handle more templates, I need to find a way to collect payments on my website, I need to increase my mailings, I'll need to pay for another marketing platform. So I have all these outflows and I have to decide if I want to spend the money and it's painful. I've been doing okay without them and so I'm having a hard time making the plunge and spending more money and I guess I know it should

be a short-term pain because there will be a better long-term gain but I'm having a hard time jumping off the cliff, I guess.

**Mark:** Yeah, I know this is an entrepreneurial dilemma, absolutely. So I think it's really worth sort of unpacking and kind of looking at it from different angles. 'Bear Land' Aaron what are your thoughts?

**Aaron:** There are a lot of places that you can experience this and course at all levels of the business there becomes that point at which maybe you're using Google Voice and it starts to become cumbersome once you start to get some volume you always have to press one. You know it may not sound as professional on the customer side of the call that sort of thing. So then you need to make that decision is it time for me to switch to, you know, like one of the paid services. That's just an example of it and it's actually something that I'm working on right now. I probably used Google Voice for as long as I... you know, as much as I can get out of it.

You know, but there's a cost there and is that particular service going to increase my revenue or is it a service that is going to increase the perception of my business in a way that's meaningful to me even if it doesn't increase revenue. So those are kind of two things you can look at it's like as you reach certain growing pain areas are you going to receive a financial benefit from this or is it simply is your customer going to receive a benefit that has an intrinsic value that sort of thing. So there's two different kind of things that I look at when I'm looking at those things and it is a tough decision because hey you're going to be spending more money and in the short term at least your balance sheet might show that, you know, you went the wrong way but, you know, sometimes you do some calculations, sometimes you just have to try things because nothing's permanent. You can always reverse that decision if it doesn't work out like you like. So the growing things are always a good thing even when they don't feel like it. So at all levels of the business we all experience it but you can look at it from as many ways as possible and make the best informed decision for your particular business.

**Mark:** I like it, I like it. Erik Peterson how would you help Mimi with her growing pains?

**Erik:** So I mean I always enjoy well I don't know about enjoy but like it's easy for me to make a decision to, you know, say add a subscription or increases a subscription level when I know it's going to affect productivity. In other words it's going to make the process easier or maybe it's going to allow me to automate something that I couldn't otherwise etc. So in those scenarios it's almost like a no-brainer for me. I mean, obviously there's

dollar value associated with it, but oftentimes I move past that pretty quickly.

But I think the marketing side of the business is a little bit different because you don't necessarily see that kind of reward in terms of freeing up your time depending on what you're doing. If you're hiring a VA of course that might free up some time but if you're maybe purchasing some other subscription or service that's an affect really as Aaron was describing more for your customer and you may not see a result right away. But sometimes I've spent money to test different services and kind of the marketing field as well and you do kind of evaluate for a while and determine do I want to spend this extra \$50 or \$80 a month or whatever it is and kind of track the results over time. But I think it's a tough thing always because if you're paying yourself from your business or it's your livelihood or you just want you to be able to buy more land and you're spending this money elsewhere, but you've got to kind of balance that out and say well is the reward going to help me have more money to spend on land or to pay myself or whatever it may be.

**Mark:** Okay. All right, I like it. 'Big Poppa' Tate Litchfield how do you think about it?

**Tate:** You know I kind of agree with what everybody said up to this point, it's hard to commit to spending more money I mean, especially when you could use that money immediately to may be generate an extra sale. But I'm a big believer in growth and I think you always need to be working or striving to hit the next milestone and you'll get to a point in this business where you hit a glass ceiling and you can't grow anymore without bringing on more expenses it's just inevitable and it takes a lot of guts and a lot of courage and a lot of evaluation to make the decision to pay the extra money for these services that make our life easier. I remember years ago our Mark you actually told me if it makes your life easier; then it's worth the money and that kind of stood out to me. If it helps me become more productive or efficient then yes hire the intake manager, pay for the extra marketing platform, send out more offers, do whatever you need to to increase your quality of life because if your quality of life is good then your business will be good.

**Mark:** You know absolutely, absolutely. Scott Todd what's your thoughts on this?

**Scott:** There is a lot of good advice I'm hearing, it's hard to argue with any of it in fact you can't but I would just this is the way that I've always seen especially outsourced labor. I'm not going to talk about software's because

well I mean you're going to ultimately have to decide what the right software platforms is for you. When you mentioned marketing platform I hope that you are including Land Modo in that because of course it's a community effort, but that's said here's the deal.

Whenever I think about adding people to the equation first, I always think about adding people over outsourcing or automation I'm sorry. So I'd rather outsource over automate first because I can put someone in place now, like I can have someone tomorrow doing work for me whereas automation always takes up to weeks to kind of get perfected. So people first and then automation.

Second consideration is the way I look at it is the people that are working for me well they are not really working for me unless I have the deal flow there to support them okay. So I'm not just going to higher an employee for 40 hours a week and say well I don't know if I have work or not. I'm not going to try to fill their schedule of 40 hours they're going to have a specific task and what's going to happen is that workload is going to be paid for by the deal flow think about it. Like you know due diligence, my due diligence team they don't work unless I have property for them to do due diligence on and then over a long period of time I have determined that's about a \$16 per property investment. So look I'm spend hundreds if not thousands of dollars on a property what's another \$16?

Closing and having an intake manager that intake manager can probably do one transaction an hour basically on the closing side with all of the miscellaneous follow-ups, etc. If I pay them I mean \$18 an hour or \$12 an hour that's 18 or 20 again on the property. So they're not necessarily working unless I have properties and I'm buying. Now the downside of that is that you could come across properties that go through due diligence or go through the intake manager and then you decide not to buy them for whatever reason or the person freezes and doesn't do it. So if that's your concern maybe there ways that you can negotiate instead of an hourly rate, a per unit rate and that might help you to keep your cost down.

But the last thing to consider and Tate kind of mentioned this is whatever volume you have today you're going to be limited to that volume and if you want to scale well then you can't scale by cutting expenses, right? That's the thing is I've seen businesses where they try to grow but at the same they try to cut their expenses and you cannot grow while cutting expenses; the two do not go hand-in-hand.

So the thing I would challenge you with Mimi in this sit down, write out what that goal is, what is your big massive goal, the big hairy audacious goal

what is that thing and then when you look at it you'll be like man my goal is to make a million dollars a year. Perfect well you're not going to make a million dollars a year by not paying anybody okay, you're going to have to pay people and then when you look at it from a different perspective the larger goal you realize well for me to get to a million I'm going to have to spend this amount of money, it becomes peanuts.

**Mark:** Yeah absolutely and I think it's also really interesting to see Mimi... What is your effective hourly rate? So we kind of like want to approach it just by like a Spock logic. I can't tell you how many times when I first started I would have to go through this emotional roller coaster ride with myself because I fell in love with like my own bank account. I checked the bank every day and I just wanted to see it keep going up and up and then there would like this emotional pain of wait second it's okay to buy land but to invest in that software or invest in upgrading my computer or my first VA I'm like well you know I could keep that money. It wasn't until I went and really I had a mentor who just said or just logically looked at it he was like you are just you know. You are applying an emotional issue to a logical issue you will always lose and that's when I was kind of got to that next level where I started delegating first and then outsourcing and automating. Just like Scott said in that way that was the only way I got to the next level. Otherwise I was just kind of stuck and kind of sucking the joy out of my own business in a way.

**Mimi:** Look I'll see the new high, higher, reach a new high in my bank account and I'll print screen it because I'm so excited but then I don't want to spend that money and I have all these pain points because I can't move faster. So yeah exactly.

**Scott:** Hey, Mark I just want to say something. Like every month, there's not a month that goes by where I don't look at how much money I pay out to my sales team and like do a double take, like literally the money that I... like there are so many months the money that I give them, that I pay them is well beyond the money that I took out of my business and into my bank account. Sometimes I'm wondering like are they making more money than me and it's just because of the way I do my accounting I just a set salary out. They are not because they're driving forward and I can tell you that when you have a good team that team pays for itself. If that team or that software is not paying for itself you should get rid of it, move on but if they're good, they will pay for themselves and they should pay for it with a 10X multiplier.

**Mark:** Yeah absolutely. I had an argument with a guy the other day about what he was paying for somebody in his business and what I was paying for

somebody in my business and I was paying double and his is like Mark you are way overpaying him and I'm like yeah exactly. I'm like I want to overpay because if you pay peanuts, you get monkeys right and this way I don't have to deal with turnover.

I'd actually I wanted them to be at the point where like they would never want to leave because they're never every going to get a better situation than this and then on the opposite side of the coin is that they are going to feel an ownership aspect to the business as well to want to see it grow because they don't want to disappoint someone that's no compensating them so well. So you know it's sort of a different... yeah monkeys do like bananas I know; elephants or whatever. Anyways, you don't want to pay peanuts.

So it is, you know, you get to a point and Mimi I've gotten to this point where you hate cash. The cash in your bank is terrible because it's earning nothing. So every time you can reinvest that is going to be a better return on capital than just kind of sitting in the bank. Now the issue here is you can make the argument well that capital I'm going to buy more land with and I would make a counter argument and say that's great but why are you using your own money, use someone else's money then because that's going to fuel your growth as well. Does that help?

**Mimi:** Definitely it does. We will be spending a lot of money this afternoon it sounds like.

**Mark:** And like 'Bear Land' Aaron said if it doesn't work out, if you don't get a return on it you can reverse it. You know Erik Peterson just signed up for a second account in Geek Pay, his third account in Geek Pay. So I'm sure there is like a little sting in his heart to do that but look how much time he is saving automating collecting that money. So it was probably a simple decision.

**Erik:** It was very easy.

**Mark:** Yeah.

**Scott:** Even as much as you tortured Erik last year he still likes you. I don't get it.

**Mark:** No, I... You know Scott I personally apologized to his mom. I think a lot of it was just the repair. In these relationships you've got to put in the time.

**Scott:** Okay. You've got to harass him to where his mom gets involved and then you've got to apologize. Like you woke the mama bear you know. But we won't go on the Mark apology tour again.

**Mark:** I'll remain sited, but I took the time and I won him on the apology tour and I think it's paid off dividends.

**Scott:** Yeah. Okay.

**Mark:** I'm just a better person.

**Scott:** Yeah okay, sounds good to me.

**Mark:** And it is less awkward because there is always that point in time where like you're at Bootcamp with Erik and I always kind of think like is he just going to sucker punch me at some point and just have like on his knuckles JotNot Pro spelled out. Like it could happen.

**Scott:** I mean listen as much publicity as we have given JotNot Pro. I mean like I don't even really remember what they do anymore, oh it's a scanner app. Look it's a five-star, 4.9 rated app for Pete's sake.

**Mark:** Scott this is not about JotNot Pro. You know what this is about. This is about when it was early on and there was Team Scott or Team Mark and we know which team he went to.

**Scott:** Yeah, and he chose the better team.

**Mimi:** Oh, here we go.

**Scott:** With that said JotNot Pro I think they owe us because they've got like 13,000 reviews. It has nothing to do I'm sure with the quality of their app. I think it has to do with all the publicity that we've given them, you've given them and Erik have given them. I mean maybe you guys are on the take for that one. I don't know. We might need an ethics investigation.

**Mark:** Yeah, I don't know. The moral JotNot Pro investigation is coming for sure.

**Scott:** It's got to be the greatest thing ever.

**Mark:** Yeah. So Mimi was this helpful?

**Mimi:** Yes very much so. Thank you. It gave me the little push I need.



**Mark:** So what was your biggest takeaway though?

**Mimi:** Well I usually hire first before I go with the software so that was useful and 10X right. That person ought to pay for themselves by 10 times; both of those were helpful. Yeah, that's it. I guess those are it and then just if it makes my life easier then I ought to do it.

**Mark:** Yeah, there you go. You can always make more money Mimi but you can't get more time which is really the fundamental reason to do this business really. Because we've got it 90% automated and it's passive income without headaches, no renters, no rehabs, no renovations or rodents and that kind of segues into our tip of the week. Mimi what's our tip of the week?

**Mimi:** Okay, I've put it in the chat, now I just need to press... there we go. So last week I gave a Colorado hint so this week I'm giving a hint for those of us that have property near water so it's the FEMA of flood zone GIS map. So if you're doing due diligence or your due diligence team is doing due diligence on a particular property. The map is not as sharp as some of the other GIS services but you can definitely put the address in there without a house number of course you know and then see where the flood zone is. I use it for I have a due diligence team make pictures for properties that I sell in Florida that I have added to the pictures I use to advertise.

**Mark:** Oh this is cool.

**Mimi:** See how it's not... I don't know why it's not as sharp as some of the others but it still lets me know if it's in the flood zone or not. I've got a lot of different GIS sites that are coming out, they are all the rage now.

**Mark:** Ah.

**Mimi:** It's helpful?

**Mark:** Very cool. I love it great tip of the week. I have another tip if you want to meet all of us in Scottsdale come to Bootcamp. Go to [TheLandGeek.com/Bootcamp](https://TheLandGeek.com/Bootcamp) and you know two and half days of land investing immersion. Mimi are you going to be there?

**Mimi:** It's my three year anniversary I wouldn't miss it.

**Mark:** Yeah.

**Mimi:** It's the number 10. It will be number 10 for me.

**Mark:** Number 10. You can meet Mimi and she can actually show you all these geeky things which is pretty cool to do. So anyways to learn more go to [TheLandGeek.com/Bootcamp](http://TheLandGeek.com/Bootcamp). I thought this was a great podcast and I want to thank all of the listeners. Please support the podcast it really, really helps, it really makes a difference all you have to do is 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 course and yeah. Scott are we good?

**Scott:** We're great Mark.

**Mark:** Bear Land?

**Aaron:** Fabulous.

**Mark:** Erik?

**Erik:** Good.

**Mark:** Good. Mimi?

**Mimi:** Yeah, great thanks.

**Mark:** Tate?

**Tate:** Yep, good podcast.

**Mark:** All right. So everybody be on the lookout for LOTS and certainly schedule a call with the 'Zen Master' Mike Zaino or the 'Nite Cap Meister' Scott Bossman to see how you can get it for free [TheLandGeek.com/Training](http://TheLandGeek.com/Training). All right, are we doing this?

**Scott:** Let's go Mark. One, two, three.

**All:** Let freedom ring.

**Mark:** Oh my gosh.

**Scott:** That was the best one ever.

**Erik:** That was good.

**Scott:** Really good.

[00:25:58] [indiscernible]

**Mark:** Ring. That was Bear Land by the way.

**Aaron:** [Growl].

**Tate:** That joke is never going to get old.

**Mark:** It really doesn't, does it? All right well thanks everyone. So I assume that Tate you've already cycled today.

**Tate:** I'm actually going to go this afternoon. It's going to be 80° out here in Vegas so I'm going to go out, work on my tan, have a nice ride in the afternoon and get some lunch.

**Mark:** Nice. Erik what about you?

**Erik:** I've already had lunch. Just be working the rest of the afternoon, picking up the kids from school maybe.

**Mark:** Nice, very nice. Mimi what about you?

**Mimi:** Working out at 4:15 and then I'm taking a bee keeping class with a friend of mine.

**Aaron:** Nice.

**Tate:** That's cool.

**Mimi:** Yeah. You know now that I work from home I can do some cool things like that where I couldn't have ever done that before.

**Mark:** I can imagine just being your life insurance agent going through a list of questions.

**Mimi:** My neighbors are going to love me.

**Tate:** I just got an advertisement you can order bees now through Tractor Supply Company

**Mimi:** Who knew?

**Tate:** And they will deliver right to your doorstep.

**Mark:** Are you doing because you're interested in bees or you're interested in honey?

**Mimi:** Yes, it's a way to give back too because they're...

**Tate:** Because they are dying you've got to protect the honey bees. This is a big deal.

**Mimi:** It is and...

**Aaron:** Without them we all die.

**Mark:** That's still a thing now? The honey bees are still dying.

**Tate:** Oh yeah.

**Mimi:** Yes, they've become endangered [00:27:42] [indiscernible].

**Aaron:** Yeah.

**Mark:** Scott are flying today on the boat?

**Scott:** No, it's kind of rainy, cold, miserable here today. So basically I'm playing with some new technology today. This afternoon I've got to work out and then see this little white box right there. Oh that thing is a dream box come true man.

**Erik:** What is it?

**Mark:** You know how there's LOTS like Looking Over Tate's Shoulder this is called TOE, Toys of Envy for me.

**Scott:** Yes. So this little white box right here what it does is it creates its own Wi-Fi network and then I can take my phone for example and I can connect my phone to that white device over there and that white device will take the video signal from my phone or my camera that's up there or the new camera that's right. It will take the signal and it will overlay the track and I can do either streaming Facebook or YouTube streaming live or it will record all of the video segments. I can produce it right there from an iPad drag-and-drop, play with it, create it beautifully or we'll take all of the video tracks, record them into one file and then I can go in I can edit and slice. So think about Bootcamp man like literally we could set up... we're not going to

do this but we could. We could set up cameras throughout like the VIP room and record all of the sessions and then go back and slice them and with the transitions and it will be beautiful.

**Mark:** Did anybody catch that? By the way when he was telling that story that he mentioned iPad. Erik did.

**Erik:** I sure did.

**Erik:** Yeah.

**Scott:** Yeah, unfortunately they haven't combed through the circus yet. They are coming though, I know they are. I have already complained they will do it, PC sales are continuing to rise, people are leaving Apple and locally I had an iPad so I didn't have to go buy one otherwise I would be like that system is out.

**Mark:** All right great. Well thanks everybody I'm going to go make a salad, I'm going to keep it light grill a salad. I don't know. I'm sure there is a Panera joke in there somewhere.

**Scott:** Panera has salads Mark.

**Mark:** That's true, that's true.

**Mimi:** Enjoy it.

**Mark:** All right thanks everybody.

**Erik:** Right.

*[End of Transcript]*