



THE LANDGEEK

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 -
LandBosses.com, and Mimi Schmidt -
PartNParcelProperties.com on The Land Geek Round Table

Transcript

Mark: Hey it's Mark Podolsky - The Land Geek with your favorite niche-y real estate website TheLandGeek.com. I'm excited for today's Round Table podcast I get to see my dawgs because my teenage son has introduced me to Little Wayne and I started listening to *I Miss My Dawgs* and I thought boy I do miss my dawgs. If you have no idea what I'm talking about you probably are not living with teenagers. That's being said we've got 'Bear Land' Aaron. 'Bear Land' Aaron how are you?

Aaron: Hey, I'm doing well Mark. How are you doing?

Mark: Good, good. He's still scratching his head on the Little Wayne thing. We've got the 'Nite Cap Mister', the 'Nite Cap Old G' Scott Bossman. How are you Scott?

Scott Bossman: Great Mark. Glad to be here.

Mark: Glad to see you. We've got the most feared woman in the country the 'Terrorist Hunter' Mimi Schmidt. Mimi how are you?

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

Mark: I'm good. Are we safer?

Mimi: No.

Mark: No. I had to ask. We've got the 'Technician' Erik Peterson. Erik how are you?

Erik: I'm good. I wish we were safer but you know it is what it is.

Mark: You know what, when I don't feel safe I go to a little place called LOTS and I Look Over Tate's Shoulder and I just feel a lot better about the world. If you don't know what I'm talking about there's actually a program out there to Look Over Tate's Shoulder and to see how he actually runs his own land business go to TheLandGeek.com/LOTS, L-O-T-S. Which will lead us to I love it when you call me 'Big Poppa'. Tate Litchfield, how are you?

Tate: I'm great, doing well, can't complain.

Mark: Great, great and of course the Sherpa, the 'brain', the 'professor', you know him, you love him Scott Todd, from ScottTodd.net, LandModo.com and most importantly if you're not automating your Craigslist and your Facebook postings, PostingDomination.com/TheLandGeek. Scott Todd, how are you?

Scott Todd: Mark, I'm great. You know what man, like you know what dawg I've got to tell you "I miss the times we would shine, you keep me on your side, you know like you would teach me how to ride."

Tate: Oh stop it. Just stop, stop it right now. We might need to redo this whole intro. That was off.

Scott Todd: [00:02:51] [indiscernible] teach me how to pry brother. I have the roll.

Tate: Oh, Scott put him on mute Mark. Put him on mute please.

Mark: Why?

Tate: Ohhh I'm going to have to put both you guys on mute apparently.

Scott Todd: Look we have our own lane. Listen I read an article the other day Mark that said that this high school teacher he created a website that teaches parents all the lingo. Like you know scooping. You know what scooping is? I've got scooping over here.

Mark: Isn't that what you do with ice cream.

Scott Todd: Come scoop me dog. Scooping like pick me up, let's go.

Erik: There's dawg and scooping I was thinking what I have to do after the snow melts.

Scott Todd: Yeah, I don't know what that means because out in Florida we don't get snow but yeah see Mark's getting it down.

Mark: Here we go.

Scott Todd: Oddly enough thought I think Mark's phone because Mark's listening to his phone I think it's going through his earphones because we don't hear it.

Mark: You can't hear it?

Scott Todd: No, and it's like that silent dance party. Mark's got the silent dance party going on over there.

Mark: All right. Just look up Little Wayne *I Miss My Dawgs* it's from like 2004 D-A-W-G-S.

Scott Todd: Yeah, all right dawgs.

Mark: All right dawgs. All right, let's get into our topic. Shall we dawgs? My dawgs.

Scott Todd: I feel like our senior hall here. Should we do like the dawg pound...

Mark: The dawg pound...

Scott Todd: Yeah okay.

Mark: Oh my gosh.

Scott Todd: Let's get back to 2019.

Mark: So Mimi Schmidt her new nickname is like the Facebook... I don't know.

Scott Todd: Queen.

Mark: Queen. The Facebook Queen - the FBQ. So people are always asking Mimi what is the best practices to put up an ad on Facebook. Mimi what's the best practices?

Mimi: Far and wide; advertise far and wide. You know a lot of these properties that we buy are in very rural small-town places, so if you post your ad there or marketplace there you'll get some responses but it's a big world out there. The point is to get the word out a lot of different places and you'll learn from doing that where your land is, where there is a demand for it and then you can double down on those areas and still continue to... I mean I've sold a property 45 minutes south of me here in DC for out in Costilla. So there are people all over the United States that want land in, where we are selling, not just where the land is.

Mark: Yeah, but Mimi like Scott Todd will teach put up a blind ad on Craigslist. So Scott you can you just define for everybody what a blind ad is?

Scott Todd: Yeah. So basically when I say put up a blind ad it's oftentimes because you don't have a specific property that you're selling. Maybe you're new, you're trying to get names on your buyers list, maybe you're just testing the market. A blind ad is basically an ad that says hey 5 acres in this area. You kind of talk about a hypothetical property, it doesn't necessarily mean that you own it, you're not listing the property number, AP number or everything. You're just saying hey 5 acres in this area, maybe put a price down \$500 down or \$100 down, this amount per month and it's a very generic kind of a thing. Really what a blind ad does is if you imagine like walking over to a tree and like shaking the tree and all the coconuts come following off. You're literally shaking the tree and getting the coconuts [00:06:31] [indiscernible] email addresses. Maybe I shouldn't call our customers coconuts but whatever [00:06:35] [indiscernible] email addresses of people who are interested in that type of a property. So that's what blind ad is.

Mark: So let's go around the Round Table and let's ask them about the effectiveness, have they put out blind ads on Facebook within groups and marketplace? FBQ we'll start with you.

Mimi: Blind ads are great for Craigslist but not for Facebook. Facebook people can get an idea of who you are through your feed and they're savvy. They're going to look at that ad and they want to see the property, they want to know that you're real and the property is for real. You have to be specific, you have to provide pictures all over the property, APNs, all of that and it's hard to impress and build credibility. So I think it makes it harder when you have a general ad; so be specific. You know we've debated this I do much better with a long ad even if people really ask the questions on information you've already given them in the ad. In addition to having a long ad and being specific about the land your profile it's important that it a real profile people are very savvy. They'll notice if it's just a profile that you threw up, it has two weeks' worth of history in it and one picture. You have to do better than that, right? That's my two cents.

Mark: All right. The 'Technician' Erik Peterson what about you?

Erik: Yeah, so I kind of agree with Mimi there. I'm pretty wary about using a general or blind ad on Facebook just because of that. Because you know people they tend to want check out the property, make sure you own it, all that kind of stuff. So you really got to be careful but one thing, one way I like to get around that is if I've had property in that area already and maybe I've sold it to advertise that property and then when they contact me I can tell them that one sold then hey I've got more coming or something like that. I find that's a little bit more of a legitimate way to get away with the somewhat blind ad on Facebook.

Mark: Mimi what do you think?

Mimi: I completely agree. I've had ads that are a month old that people have responded to right property gone. It works perfect.

Mark: All right. The Nite Cap Meister, the OG how are you putting your ads up on Facebook?

Scott Bossman: So I would agree I don't do blind ads on Facebook. I have also noticed on Facebook that you do need to be very specific but you need to do it in a simple way because I think people just don't have the attention span these days anywhere to read an ad five paragraphs long on Facebook.

The other thing I found on Facebook is on multiple attempts I have listed multiple properties in Facebook I almost get no leads from those ads. So seems like the more combobulated the ad is, the more complex it is the less leads I get and the more specific I am talking about one property specifically with some really nice pictures and I think pictures do all the difference on

Facebook as well I get better leads from it. So that's what I noticed with my experience.

Mark: You know what I noticed? Scott Bossman has a wealth of knowledge and if you want to tap into that acknowledge schedule a call with him or the 'Zen master' Mike Zaino. Today's podcast is sponsored by scheduling a call with Mike or Scott that's it. Just go to TheLandGeek.com/Training they can basically diagnose where you're at in your process. You should start with the *Toolkit*, which by the way, we now have the guarantee to rule all guarantees. We guarantee if you just execute on the *Toolkit* that it won't cost you anything. So if you work that program for six months and you don't at least make back your investment we will refund you, it's that simple.

Plus there's Flight School. Maybe you want to get it all done in three days Flight School Live. Maybe you're just ready to just start climbing the mountain with one of the Sherpa's: Mimi, Erik, Tate do it look at one-on-one coaching. But you won't know what's best for you until you get on a call just go TheLandGeek.com/Training and get to listen to Scott Bossman's and Mike Zaino's mellifluous voices. How about that 'Bear Land' Aaron?

Aaron: That was a word I like it.

Mark: That's right. That's... I think there's a word for it it's called sesquipedalium or sesquipedalian which means somebody that loves big words.

Scott B: Who knew?

Mark: Who knew? Very land geeky.

Aaron: He must have, like 'word-of-the-day toilet paper' or something like that.

Mark: It's all over the house. My kids have a tremendous vocabulary and if they don't...

Mimi: [00:12:08] [indiscernible] SAT prep going on over there it sounds like.

Mark: Absolutely. I'm like kids I'm feeling a bit lugubrious because I'm not enjoying your studying notes. So 'Bear Land' Aaron let's get back on track. How are you marketing on Facebook?

Aaron: Pretty much the same as everybody else. I've got maybe a medium to long ad going now. Contrary to my previous arguments with Mimi I think I've come over to her side: really specific about property, pictures of the property. Sometimes I will use like a generic marketing picture to create something like an image of what you can do on the property but I still also include the actual pictures of the property and Google earth stuff and those kinds of things. So it's all really specific to one property.

I have never really done a fully blind ad. I've done some things where I may have advertised like three or four properties in a specific area. Like hey I've got several properties available in this town or whatever contact me for more details and those don't really work much. You know people want to see the specifics. I I'm finding the same thing as everybody else.

Mark: Absolutely, absolutely. 'Big Poppa' my dawg Tate Litchfield what's your take?

Tate: You know I kind of echo what's already been repeated blind ads on Facebook causes a lot of confusion and a lot of upset inquiries I guess; more people want specifics. So give them those specifics, get very detailed ads out there. It's not like that is going to cause somebody to read it or not it's just going to give them a better idea of what they're actually contacting you about if it's the right size or the right location so I try to be specific on Facebook.

Craigslist that's whole different ballgame you know go vague, blind ads, try everything. I think the moral of this conversation is just do it, just post ads. Just post ads on Facebook, just post ads on Marketplace, buy-and-sell groups, Craigslist, Land Modo. I mean you're not going to know what works unless you try everything. So you've got to be everywhere when it comes to this stuff.

Mark: Yeah, being everywhere. So Scott Todd if I'm going to be everywhere how am I going to execute on that?

Scott Todd: Well, I think what you have to do is you've got to realize that like first you don't know where your buyers are going to come from. So if you're doing very selective and being like well I'm only going to be on Craigslist well then it might take you a little bit longer because you don't know if the particular person for this property, the specific buyer for this property is going to come from Craigslist, Facebook, Land Modo. You don't know where it's going to come from.

So I think what you need to do is you need to come up with a strategy- a posting strategy. So like you my posting strategy basically says okay we're going to post this type of an ad on Craigslist and I like blind ads on Craigslist. I like those types of ads because what it's doing it's shaking the trees like I talked about. Then on Facebook I'm not doing the blind ads. On Facebook I'm doing a different type of ad like Mimi might teach you okay. So now you're dealing with an ad that's more specific to that particular property.

But even then you need to have a posting schedule because if just go out on your own and say well I'm just going to post these whenever I feel like it well then you're not going to have that rhythm. You need to generate some system that's going to give you a rhythm. You know I'm going to post the properties on Land Modo when I get them. So boom, that's part of my posting strategy. I'm going to market on Facebook on Monday, Wednesdays and Fridays and I'm going to post these properties, I'm going to his this area and Mimi talks about. I know she talked about it at the last Bootcamp for example, she talked about her pattern of like I'm going to post the cities that start with A through E or I'm going to post East Coast to West Coast type of a deal so she doesn't inundate them and she has a very logical plan of executing it and then she executes that plan.

So I think it takes some time to sit down and to say listen I know one of the things I need to do is every day I need to market. So what does that mean? It means every day I need to show up to the marketing table and I need to be doing something. So if you just show up and go well it's time to do marketing. I don't know what to do now so let me just wing it well that's not going to work. There should be a day planned for your deal of the week. That's your message out to your team or to your buyers. For me my deal of the week goes out on Sunday boom this is what we do on Sundays. Everybody knows it that's what we do. You know on these days we're going to post on Craigslist. Like every day we're going to post on Craigslist. When we get new properties we're going to put them on Land Modo.

If we see that a property is not performing well on Land Modo like we're not getting the responses that we want, we're looking at the view count we're not seeing the responses guess what on Thursday we're taking those down and we're going to repost them a couple of them. So we're going to kind of change it a little bit, we're going to rewrite our ads and then on these days we're going to post on these platforms and I think that when you do that all of a sudden you have a plan.

And you know like Mark I always say that probably the greatest marketer I know of is you and it's not that you're... I mean I think you're great Mark

and I don't mean minimize what I'm about to say but you're a great marketer but the one thing that you do that makes you a great marketer is you're consistent. Every Tuesday this podcast comes out, every Thursday the next podcast comes out, every Thursday your review digest comes out. You show up consistently in the different places on a regular basis and you're there, you are present and you're participating into the market place.

Mark: I will accept the complement, thank you.

Scott Todd: And it's not a backhanded one either. You're great but...

Mark: No, no, I mean if anyone is going to give me a backhanded compliment it's going to be Erik and we'll wait for that because you know at Boot Camp I always ask people like do you think that I email too much and you know oftentimes hands will go up and I say good that's right. So in relationships you always think well familiarity breeds contempt but in marketing familiarity breeds trust because ultimately you trust that I will consistently show up. Now it's my responsibility to make sure that when I do show up there's something of value that wants you to hopefully open up that email that's on me. So it's can't just be a bunch of just junk that being said I am showing up consistently with enough value that I know that people are going to trust that you know what I'm putting out there is good enough and so ultimately with your ads you just got to be consistent, you've got to put out more ads than you think you need.

We talked about this a lot at Bootcamp. You don't need to be a billion-dollar company with your marketing but you need have a Geico mindset. They show up every day, 20 times a day, 15 minutes or more could save you and we all can answer that question because they're consistently showing up. Are there too many ads for Geico? I don't think so. I love their ads. That's why you've got to show up every day. I think that consistency is the key and again Geico is not just marketing on one channel they're on every single channel just like what Tate said you should be marketing on every effective channel: Facebook, Craigslist, Land Modo those are your big three. All right, I'm going to get off my soapbox here and we're going to ask Mimi the FBQ, the 'Terrorist Hunter' for her tip of the week: a website, a resource, a book, may be a show channel, Mike Zaino and give a quote. Your tip of the week?

Mimi: So this is not a new tip but it's new to me. So at Bootcamp Scott was talking about [email-to-mail](#) which is a service through Click2Mail and it never... I was like yeah I'll add that to my list of all these things that I need to do. So I noticed that I would have people respond to my offer letters and they wouldn't even counter. I'd be so excited and then they didn't even bother to put an email or phone number. How many times have you had

that happen? It's like oh I don't want to wait three or four more months till I mail to this County again to get this deal. So I went and looked up at email-to-mail service you put this one email address into the 'To' line, in the subject you put the name and the address separated by semicolons and don't put a comma between the city and the state and then you just attached PDFs. So a standard letter to the person and their PDFs accepted offer and mail it and Click2Mail prints it out and mails it to the person.

I was really shocked how easy that was and I was disappointed at myself that I hadn't started to use it like two years. So that's how I am using Click2Mail for people that don't give me info on accepted offers.

Mark: Okay. So just so I'm clear you get accepted offer but there's no information on it.

Mimi: Right. They signed accepted offer and took the effort to mail it - physically mail it to me or fax it to me with no email address or phone number. So I have a great accepted offer they don't even bother to counter so I'm thrilled to get it and then I have no way to follow up with them but to mail them again.

Mark: So to mail them again you go to email-to-mail so from your email.

Mimi: Yeah.

Mark: You send them one letter that states I've received your accepted offer I need you know please contact me here for the rest of this information.

Mimi: Right and I found it was super it's so easy to use. I was so impressed. You just it's going to be you put QuickLetter@EM2mail.com and you just attach a PDF. So you can just have a standard letter so you just QuickLetter@EM2mail.com, you put the name in the address and you separate each time by a semicolon and you attach your form letter contact me at. Hey you accepted my offer I didn't contact information please contact me boom and they will... it's like 80Cents they print it out and mail it to the person. So then I'll get a response in 10 days instead of having to wait 90 days or 120 days until I mail again.

Mark: Brilliant, that's a great tip, such a great tip.

Mimi: I know Scott's been talking about email-to-mail for years I wish I had looked at it sooner.

Mark: Wait, Bossman or Scott Todd?

Mimi: Todd. I think he uses it for different reasons though, don't you?

Scott Todd: I do yep.

Mark: Scott Todd what are you using it for?

Scott Todd: So basically that's a secret Mark I can't tell you. No, basically... Did you guys see his face? He's like what! No, basically what happens is when my intake manager when they need to send them a deed to somebody we try to email it to them and say, "Hey, we're going to email the deed. You print it out and go." What happens is sometimes they say no we don't have a printer or no we'd rather be emailed. So then they used to send it to me, I used to send it priority mail and the whole story. I'd chase the mailman down the street it was a nightmare, it was bad and we won't get into the specifics of what happened on my last event but it was bad.

Then what happened was I decided to start using email-to-mail and now what happens is we have a dedicated email address set up. You go to the Click2Mail website you sign up for this program, you set up this specific email address and then you white list who can mail to it. So then whoever mails to it as Mimi said you set this one, they mail to that one, that specific address for you. Click2Mail takes it, they print it out, they take your PDFs they print out and they mail it. There's no more chasing the mailman down the street because you missed the little red flag up time and that's how we use it. So we use it for the deeds piece.

Mark: Very, very cool. All right well I thought this was a very informative, very fun Round Table podcast and I want to thank all of the listeners. Hopefully you're getting value and if you are put it up on the inner webs; put it on the social Medias, the Facebook and the twitters and the Instagrams. I don't know what else are the cool kids using? The Snaps whatever it is share with a friend, and then please do us three little favors you've got to subscribe, you've got to rate and review the podcast. Send us a screenshot of that review to Support@TheLandGeek.com. We are going to send you for free the \$97 *Passive Income Launch Kit*. All right are we good?

Scott Todd: We're good Mark.

Mark: Are we ready to do this?

Erik: We're good.

Mark: We're going to do a quick count now. We're going to go one, two, three ready? One, two, three...

All: Let freedom ring.

Mark: I think it's better when its quick.

Mimi: I do too.

Mark: I thought it was. So we're at Bootcamp and 'Bear Land' Aaron we're having dinner and I put on them because it's kind of weird to have like just a quiet room at any point. So in the background I go to my phone and I start putting on some music and you would've thought that I went to a chalkboard just put my nails down the chalkboard. Erik Peterson is like, "This is my is my pet peeve I can't stand the speaker from the cell phone," and to this day I can't even listen to my own speaker because I keep thinking about Erik being upset with me. Is that odd?

Scott Todd: Mark I got what you need. I got what you need man.

Mark: What is it?

Scott Todd: [00:27:39] [indiscernible] Bootcamp to that room we can bring our own speaker it's a Bose speaker portable.

Mark: Oh Boss speaker.

Scott Todd: Look at how... it's like a baby. This thing doesn't sound like a baby this is massive. So massive sound, we can put Erik's pet peeve to rest. I don't really understand why he'd have that pet peeve but look we don't want anybody to be uncomfortable, right?

Mark: You know it absolutely, absolutely. I mean for a second there he looked at me and he is like my ears are bleeding and I had to like and it wasn't even a bad song. It wasn't like *I Miss My Dawgs* from Little Wayne. But Erik I'm glad that Scott Todd has our solution now.

Erik: Me too.

Mark: So for Vegas we'll have the speaker that will solve the issue, correct?

Erik: Yeah.

Scott Todd: It should.

Tate: We'll all feel better.

Scott Todd: As long as it produces the audio quality that Erik needs you know. Look man he's accustomed to live music, he is accustomed to playing that guitar.

Mark: That's true. Now Erik let's say you're in your fancy car will you listen to the music through Bluetooth?

Erik: Yeah.

Mark: You will okay that's okay.

Erik: Yeah.

Scott Todd: We're good.

Mark: [00:28:56] [indiscernible] speakers. So you're not like a total audiophile.

Erik: No, it's just it sounds terrible coming out of the phone speaker that's all there is to it.

Tate: I agree with you Erik it does sound [00:29:07] [indiscernible].

Erik: I'll add we also had another phone playing music in the same room at the same time.

Aaron: He can't handle it.

Mark: Okay that'll give you.

Scott Todd: That is annoying.

Mark: But would you have preferred silence?

Erik: We can talk. At the end of a long day Mark it's okay.

Mark: No, it's not saying... I know but it's just like that the vibe is kind of weird. You don't go to a restaurant there's always like background music.

Aaron: True.

Erik: Now we have a solution. Scott Todd is going to bring his speaker.

Scott Todd: Now Mark I have a question for you. In your car is there ever silence in your car when you're driving?

Mark: Yes.

Scott Todd: Okay. So that's okay it is a quiet space.

Mark: If I'm by myself it's a quiet space. Now let's say that my daughter is with her friends I put music on right so that they feel comfortable talking and I can eavesdrop.

Scott Todd: Yeah.

Mark: Right. But if I don't put music on they won't it will be just like awkward.

Scott Todd: Yeah, I'm with you but like for me I get in the car and it's like silent and it's great like oh man. It's one of the reason I like flying too because guess what no one can find you. They can't get to you.

Mark: Flying. Dave Schmidt had some crazy stories, didn't he?

Scott Todd: Yeah, he did.

Mark: Yeah, he did.

Mimi: Yeah, [00:30:44] [indiscernible] those are over. Hopefully there won't be any more crazy stories.

Mark: Yeah. You want to feel emasculated have a party with Dave Schmidt. There you go.

Tate: Oh man.

Mark: It's all good. All right well I'm going to go have a very manly lunch a whole foods salad.

Mimi: Alfalfa sprouts on top.

Mark: Alfalfa sprouts you know. I'm going to throw in an extra I think of black beans I'm not afraid. 'Bear Land' Aaron was like...

Scott Todd: Is it cold there in Scottsdale? Like you're wearing a long sleeve shirt man.

Mimi: I noticed that too and it struck me.

Mark: It was raining, it's 60s, it's cold here. It's global weird thing not global warming, we're having weird weather.

Scott Todd: I mean oh I got an earful from my Uber driver about the weather out there. Man like when I was going to the airport he was tell me all about how it's unseasonably cool and I'm like dude it's 101°. He is like, "Yeah, yeah I know but it should be higher than that right now." I'm like are complaining? He's like, "Well I think we're in trouble." I'm like what do you mean we're in trouble? He's like, "The whole summer is going to be thrown off now, it's going to be a weird summer. It's like it won't be 150." I'm like wow! I did learn something though Mark about your weather out there and I didn't know this, but where we were we were in Chandler, right?

Mark: Right.

Scott Todd: The elevation change between Chandler and Scottsdale is like 1000ft difference which I didn't know. I thought like oh it's the same area. So there's a 1000ft difference. He told me that's why everybody wants to live in Scottsdale because the 1000ft makes it cooler in Scottsdale than like in Chandler and I'm like wow I didn't realize that. So did you know that?

Mark: I did not know that but now I'm going to be flaunting my altitude superiority around this scene.

Scott Todd: Yeah and he told me that's why and look I don't know like you've got to tell me about your own neighborhood but he told me like that's why when it rains it does rain like in Scottsdale like in northern Scottsdale or whatever like that area gets more rain than the other parts because of the higher elevation. I'm like what! So look at that man.

Mark: Yeah, now when I'm making conversation with somebody and say where are they from and they say Chandler I'll just look them dead in the eye. I'm like I didn't know I was better than you.

Scott Todd: You know who knew that though? You know who I know probably knows that whole deal?

Mark: Who?

Scott Todd: Dave Schmidt. You know why? He knows all about altitudes and elevations. Man he knows all these stuff because he's flying.

Mimi: He does.

Scott Todd: See, see how much cooler he is than us.

Tate: You fly. Shouldn't you know man?

Scott Todd: I don't fly in Phoenix. Oh I see. The biggest mountain in Florida is Space Mountain true story. The biggest mountain in Florida is Space Mountain 351ft tall.

Aaron: I love that ride.

Scott Todd: Yeah, it's great.

Mark: Yeah. I just want to say the Phoenix listeners I am totally joking because there is a joke like if you live in Scottsdale it's called Snottsdale because you're kind of snotty.

Tate: Maybe it's not a joke.

Mark: [00:34:06] [indiscernible]. No, it's a stereo type.

Mimi: [00:34:08] [indiscernible] brings out the credibility. You've got the creds man.

Scott Todd: He says he's not a land snob but he's an elevation snob apparently.

Mark: I'm definitely an elevations snob now. Five minutes ago I wasn't but now I am.

Scott Todd: Now see like I'm surprised you even went down to Chandler.

Erik: Careful he might not come next time.

[00:34:31] [indiscernible]

Scott Todd: I'm sorry that said, like I don't know whatever the elevation is but I don't go below 900ft.

Mark: Yeah.

Scott Todd: All right.

Mark: What's the Vegas elevation going to be? Vegas is cooler than Scottsdale.

Tate: We're at like 2400 I think.

Tate: So I mean we definitely look down on those in Arizona.

Mark: There's an elevation's superiority for those in Vegas.

Tate: Yeah, I mean we just know when it comes to hot places, we know we got it, we're the best.

Mark: When they're sober and clearly can think they think oh well.

Scott Todd: Yeah Mark, your elevation is only 1257ft.

Tate: I mean it's really low, really low when you think about it.

Mimi: What's the average temperature in July?

Tate: In Scottsdale?

Mimi: No in Vegas.

Tate: Vegas we're at a comfortable like 108 probably.

Mimi: But it's a dry heat.

Tate: It's a dry heat. Unlike Florida it's a dry heat you're not just sweating all the time and gators you have to deal with. It's good place.

Mimi: No javelina, no cougers, no wild cats like we had in Chandler.

Tate: Mm yeah.

Erik: No fish.

Tate: That's true. But we've got good pools, right? Good buffets.

Mark: That's right. Oh my gosh.

Aaron: What's your elevation Tate? Oh sorry.

Mark: He's just now getting to the conversation.

Aaron: Yeah, I just heard that. I was waiting for the delay.

Scott Todd: Vegas is at 2000, Scottsdale is at 1200 and Phoenix is 108.

Aaron: Yeah, I'm about 1000.

Scott Todd: Look at that.

Tate: What's Erik at?

Tate: 650. So I'm looking down at all of you is what you're telling me.

Scott Todd: You're the king of the mountain apparently.

Tate: I knew it. This only confirms my prior suspicions.

Erik: How are we supposed to see over your shoulder if you're that high?

Tate: It's going to be hard, that's why I had to video tape that.

Mimi: That was good Erik.

Scott Todd: You can't look over Tate's shoulder and looking up at Tate - LUAT's Look up at Tate.

Mimi: You've got to change the name. [00:37:04] [indiscernible].

Mark: Oh I can see the meme right now. That's good the Gif. I don't know.

Scott Todd: I'm making a meme right now. I've got the knowledge. I've got the connection.

Mark: Don't say meme when around Scott.

Scott Todd: Don't say nothing, can't say it.

Mark: Don't say anything.

Scott Todd: Everybody is like what the heck is he even talking about?

Mark: Inside baseball. Inside baseball.

Mimi: Erin can come up with one for us, right. She's the meme maker.

Scott Bossman: She is the meme maker. She's good at it.

Mark: All right well I'm going to go eat lunch. Tate have you eaten yet?

Tate: I ate already yeah.

Mark: Okay good. But I worry about your blood sugar. All right thanks everybody.

Tate: Bye.

[End of Transcript]