



# THE LANDGEEK

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

**Mark & Scott talk with Joey Mure and Russ Morgan,  
[WealthWithoutWallStreet.com](http://WealthWithoutWallStreet.com)**

### **Transcript**

**Mark:** Hey, it's Mark Podolsky, The Land Geek, with your favorite niche-y real estate website, [www.TheLandGeek.com](http://www.TheLandGeek.com) and I'm really excited for today's podcast because we've got we've got cute guests it's like a tandem, it's like a team. But I'd be remiss if I didn't properly introduce my cohost you know him, you love him, 'the Professor', 'the Brain', six Sigma; Scott Todd from [ScottTodd.net](http://ScottTodd.net), [LandModo.com](http://LandModo.com) and most importantly if you're 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 psyched. I am psyched because not only am I fully caffeinated and not only am I going to speak about three times faster than my guests our guests are kind of a big deal for our listeners. In the sense that like we're all sort of singing from the same song sheet right. So let me introduce you to our two guests Russ Morgan and Joey Mure from [WealthWithoutWallStreet.com](http://WealthWithoutWallStreet.com). Gentlemen how are you on this fine morning?

**Joey:** We're fantastic Mark. Thanks for having us on.

**Russ:** Mark I don't know what your deal is with us speaking slow, we're in the South. Like we actually speak fast for Birmingham.

**Mark:** No, no, I mean yeah absolutely. I mean for Birmingham you guys are like speaking like a ferret on a double cappuccino but for the rest of the country, right.

[00:02:04] [indiscernible].

**Joey:** By the way, I want to be on this show as often as possible because nobody else calls me kind of a big deal. Like I can get used to that.

**Mark:** No-no, let's blow up your egos. So in the spirit of blowing up your egos give us your backgrounds. Russ you go first since you've already sort of given yourself the martyr of the better looking guy.

**Russ:** Well, I appreciate you saying that when Joey asks again on the calls. I mean we need to remind him of that from time to time but he is the stallion, the idea guy on our podcast. My background is I got into the financial business in 2004 as a Certified Financial Planner and in 2008 I realized that I was really nothing more than a financial money babysitter and I just like most babysitters I left the kids to run and fend for themselves while I was asleep at the wheel. Since first 2009 we've kind of gone contrary into the financial markets, have completely left Wall Street into the rearview mirror and I've been looking for ways to grow wealth outside of that. That's where I met the Italian stallion Mr. Joey Mure.

**Joey:** Yes, yes. Actually I'm very much in line with what you're talking about Mark. My background is real estate, I was the mortgage guy for 11 years and I had a blast doing it, enjoyed it very much but started to realize that the traditional ways of building wealth and just kind of blindly putting money in my 401(k) at the time and things like that were just not lining up with where I wanted to be. They weren't getting me any closer to being financially free. I was constantly pushing down that finish line to my 60s when quite honestly I started learning from guys like 'the idea guy' that that could be a lot closer and giving me more control and more access to my hard-earned cash. So yeah I became a disciple of Russ Morgan and started learning things outside of Wall Street and then joined him four years later that was in the 2014 that we joined up forces.

**Mark:** So for most people when they think of the term Wealth Without Wall Street my immediate head goes to oh it's wealth without Wall Street these are real estate guys. Scott Todd when you hear Wealth Without Wall Street what's the first thing you think of?

**Scott:** I think of insurance.

**Mark:** You think of insurance okay. So when you guys say wealth without Wall Street what are some of the ways that you do build wealth without Wall Street for clients?

**Russ:** Yes, I think the best way to introduce that from the beginning we use kind of the Wall Street mindset it's kind of our the person in our villain in our story. Thus most people they think that there's a traditional way: I have to be a wage slave right with Robert Kiyosaki says they have to a W2 job in order to make a living that's the only option that exists. If I'm going to earn money somewhere I'm going to buy mutual funds, it's going to be done on the stock market and there is this traditional mindset.

So from the beginning like our whole, contrarian logo and marker for our business is to be different, to look outside of the box. So we actually do all of those things you mentioned: we do insurance, we do real estate, we do business investing, we do lending. There's not one tool that we kind of fall to. We believe there's things that you're naturally inclined to, there's things that you're passionate about and we believe that the first thing you've got to invest in is yourself and then from there then it's like do things better. Keep more of the money that we make but at the day as Joey said the biggest thing we're always falling back on is that don't want to have to work for the rest of our lives. So we're trying to find passive income streams in the areas that we are best suited to do and our job is really just kind of partner alongside of those and help those things better.

**Mark:** I love it. I love it. What do you guys believe? In the sense like that other people think is crazy. So you guys believe this is normal or cool or wise but other people think it's just absolutely crazy. What would say that is?

**Joey:** There's a long list of that me but we could... I mean that is just going along with what Russ was talking about as relates to their mindset you know. So what's normal to most Americans right now is to lose access to capital. Banks have told us, "Hey you know what? A 15 year mortgage is actually better for you than a 30-year mortgage." We say, "That's a terrible idea." That's giving more of my hard-earned cash on a monthly basis to a bank for a very small insignificant discount in interest rate. Like that's the smokescreen that's been given to us by the banking industry to tell us you know hey this is for your benefit when in fact it's really for the bank.

There's also the idea that, you know, putting money away in things like qualified plans are to benefit us for tax deferral. Like tax deferral is a benefit to us and quite honestly we say well let's look at his history and talk more about the actual, you know, taxes that have been paid in the past versus where we are at today and also the variable of what taxes will be in the future that nobody can with any certainty tell you what they will be. But yet we're putting large percentages of our income into things that we have no control over and have, you know, no idea what the taxes will be in the future. So those things are just right off the gate things that I would question and would ask people to consider alternatives.

**Russ:** And I think too this has sort of reiterating what I said a second ago but I think we believe that taking over control of our finances actually will lead to greater prosperity and to less stress. Where I think the average person on the street thinks giving my money away and we use the term money babysitter because that's really what most people look for. When we hear the term passive income we believe that it's truly that I can give my money to somebody, I don't have to do anything and it's imagined it's going to come back tenfold. Like everybody wants that and when people call us and they say, "Hey, what is it that you can invest my money in?" We're like wait a second no. Like what we do is participatory. Like you're going to have to be active, you're going to have to be involved and if you are not wanting to be then you're probably not going to be as successful and we're not going to be a good fit we're going to frustrate you and you're going to frustrate us.

Because we know that just like here in your Mark whenever you're on our podcast you talked about how you went down to the courthouse, how you did those first few deals, how you actively started getting involved and that where led to your freedom. That gave you your corporate breakout moment well that's what we believe too is that actually more control of our finances, us taking control will actually lead to that prosperity, to that stress free way of life that most people are seeking.

**Mark:** Yeah absolutely. Scott Todd what are your thoughts?

**Scott:** I do think there is a big myth about passive income. Like people say like oh you know I just generate all this passive income but in fact passive income is in fact I think very active in it's piece. What I think people misunderstand passive income is that for some reason if you're not working this month the money still shows up like health, maybe you want to retire but there's a lot of work that goes into building passive income.

Mark, I was looking at someone the other day they like our business model and what they've decided to do is they decided to just put a team in place

from day one but they are not really going to be part of it; they're going to let somebody else do it. So it's almost they want the passive income they're like hey somebody else can go do the work but at the end of the day those people can leave, like unless they are partners or unless they are involved with you they can leave and in fact even partners can leave at some point. So even if you're learning something on how to build passive income you better know how to do it because otherwise you're back at the mercy of someone else and you have no control over what happens to you. So it's a [00:11:20] [indiscernible] you've got to be active.

**Mark:** I agree yeah. There is literally no such thing as passive income in the sense look here let's say we get a billion dollars, we inherit a billion dollars we're like oh now we have passive income we can just live off the interest. Well you still have to do something with the billion dollars, right? You still want to be efficient with your capital and to be efficient with your capital actually takes work. So even in that scenario you still have to do something. So I agree with you guys. What are some of the worst advice as of today you're seeing or hearing given in your industry?

[silence]

**Russ:** The worst advice okay. See Stallion I was giving you a chance.

**Joey:** Oh sorry.

**Russ:** He always gets frustrated with me in our podcasts that I'm always talking. So there I gave him a chance and he just...

**Mark:** Right.

**Joey:** I thought it was your turn, I'm sorry you know.

**Mark:** Russ you what we call that?

**Russ:** What?

**Mark:** The Birmingham pause. I just thought you guys were thinking.

**Joey:** Not a lot of thinking going on.

**Russ:** Yeah, we think by moving our mouths and there's not a whole lot of thinking that goes on. The worst advice, again I would have to repeat myself and the fact I believe that giving your money away is the advice being given.

So here's the worst advice as the guy on the street the worst investment that exists that I know and I participated unfortunately and it's getting it out there are mutual funds. I believe mutual fund investing is one of the worst thing people can do with their money personally. Just because they are so far removed from the actual result of it that they are at the end of the line receiving a percentage of it and you don't have to take my word for it. What is it, John Bogle or whatever he is the one that said that in mutual funds where you put up all the money, you take all the risk and you get like a third of the profit but there is the lie. That's a huge industry out there where 90% of the population owns a mutual fund at this point that is investing and I think that that's one of the worst ones I see.

**Mark:** All right, Joey?

**Joey:** Oh. You know I think it is just all the common ideas that are constantly separating us from our capital. If we would wake up to what is actually going on, in fact one of our mentors said if you know what's going on you'll know what to do and I think that's what kind of happened for me this was eight or nine years ago and for Russ you know 10 plus years ago. Once you understand what is going on around you you start to realize man I can and I don't have to give money up to somebody else; like they are not necessarily smarter than me.

In fact I will give this kind of an example we go over with a lot of our clients: are entrepreneurs and business owners their greatest investment outside of themselves is their business. If I have a dollar and I can go and put that dollar to work in my business I have a known entity or a known substance there of my business that can come back to me 3, 4, or 5 fold. I can do the math and I can know that by hiring this person it should create this or by adding this software it should make this more efficient and I can look at historical data and make a decision.

But if I take that same dollar and I go and give it to somebody else in Wall Street, I'm just going to bit up on Wall Street because that's what we do, and they say well we'll give you \$.10 on that dollar. Why would I trade the three or four dollars I could've earned in my business for the \$.10 that Wall Street is trying to hopefully you know provide back to me and that's the lie, that's the kind of misconception that we're constantly being told.

**Mark:** You know it's so funny you guys are really preaching to the choir here, Scott and I, but I do want to play devil's advocate. Because I can imagine a listener listening to this like an entrepreneur like ourselves or let's just say like a solo practitioner. Let's just say a doctor and they're saying oh

yeah that's great for you guys but I talked to my financial planner and he used the word diversification and that made a lot of sense to me. I need to diversify because what happens if something goes wrong in the economy and my business goes down 20%? I put all my eggs in one basket. What do you guys say to the term diversification?

**Joey:** This is one of Russ's favorite.

**Russ:** Yeah.

**Joey:** So I'm going to let him rock on this.

**Russ:** Diversification is such a lie. I mean I know that you worked in corporate finance in the early days and that was a term that we were all taught, and that was the biggest thing diversification, asset allocation, modern portfolio theory. All these stuff as if we do all those things right... that was the line I used to use on the mutual fund as if it was like a pane window. A rock goes through it, only one part of the pane is busted and not the whole window but that's just such a lie. I mean we saw that in 2008. What happened? Everything came crashing down, everybody fled to cash right. But there are businesses that thrived throughout that time.

So here's the thing is we've got value to the world and if we're not adding value to the world... If I am a physician by the way my wife is a dentist and we own a dental office. My brother in law is an orthopedic surgeon, my other brother in law is a vet. So my client base is physicians so you speak to that market I know that business but it goes back to we've got to be adding value. We can't be assuming that everybody is just going to keep walking on our door so we're going to have to be investing.

One of the things that Joey and I do a lot with our client is we get really involved in tax planning and I don't mean like let me write down how much income you paid last year and tell you what the tax bracket. I am talking about actually let's be on the offense. So let's like go out there and do some things. One of the biggest things we do is in marketing and that's new to that world. I mean the four of us understand marketing, we do it constantly, we're on a podcast but a physician for instance or traditional brick-and-mortar business they do a little bit but they're not active in that space typically or they are not keeping up with the ways that their consumers wanting to buy.

So I'd say diversification is a lie. Look at Warren Buffett. Warren Buffett says diversifying your money is diversifying your ability to earn it. I mean people think oh he's a huge investor, he buys businesses that's what he buys. He

buys businesses that he knows and he can run and put his management system in it. He doesn't go buy real estate, he doesn't just go buy gold, and he's not buying things that he doesn't understand.

When people hear diversification they assume they are needed to like not put all my eggs in one basket. Again that's being told by people so that they can manage the money because they've got mutual funds to sell and they've got other stocks to buy. You need to invest in the one thing that you understand: if it's real estate go all in, if it's business go all in, if it's commodities or paper assets go all in but you better be active and you better know what's going to happen and be able to control it. Because at the end of the day if everything hits the fan I want to be in the position where at least I knew I was the one who lost it and I was in control making it back versus looking up like I was in 2008, 2009 palms up saying what happened? I thought this modern portfolio theory is going to work. Why did I lose 50%? Those are the days where I'm like no, I'm not going to do that anymore.

**Mark:** Scott Todd what are your thoughts?

**Scott:** Man, so I am laughing because I just think about like all the lies. Like we're told lots of lies and we just accept them. Mark you know I worked for a publicly traded company, I was a VP there and I can tell you like when I left that company I sold out all my: I cleared my liquid, I cleared my mutual funds, I cleared my stock and I went to the things that I can control. Very, very similar to what they are saying because I want to be in control that and quite honestly I've seen the way these Fortune 500 companies like report earnings and how they work and it's very frightening. Like when you see it from the inside it is very frightening because honestly the numbers are manufactured if you will, the results are manufactured to meet Wall Street's requirements like Michael Dell for example.

Michael Dell took the Dell Company private because he's like you know what I'm tired of playing the games for Wall Street. You now to try to get the numbers and to meet the analyst expectations I'm just going to take it private and I'm going to rebuild the company the way that I want it to and he's done just that and the company has flourished. Because when he was trying to satisfy Wall Street all the time he wasn't making the right investments, he wasn't making the right decisions, he wasn't doing the right things for the shareholders. Then when he took it private and he doesn't have to dictate like oh we're going to miss our earnings this quarter. Now he can invest in the business, now he can put the money where he needs to, now he can work on the projects that make the most sense.



And I think that's what happens with these big companies. Everybody thinks they're secure by investing in the big companies and the reality is that the big companies the executives there are simply trying to pump up the stock price, like that's their focus. Can I beat their earnings that the Wall Street expects and if I can then the stock price goes up and you know everybody celebrates oh look at the stock price going up but what they're not seeing is they're not seeing like hey we're not basically building a strategic plan moving forward. We're going to get slammed at some point in the future when Uber shows up with this new technology that has disrupted the entire business and they're going to be like caught off guard. So at that point I was just like I'm out, I'll control my own money.

**Mark:** Yeah. You know what it reminds me of? Is I just finished the John Carreyou book *Bad Blood* about the story of Theranos. So here's this company that was just a complete lie and investors lost hundreds of millions of dollars. Rupert Murdoch himself lost \$125 million on a lie. So it just goes to show you're like even billionaires who you think are smart and savvy like they can when they make this sort of passive investment they can get duped. So he should of just you know bought another news network other than that. [00:22:58] [indiscernible].

So guys the mentorship in this podcast has been really, really great but now it's time to put you on the spot and ask you for your tips of the week: a website, a resource, a book something actionable where the Art of Passive Income listeners can go improve their businesses, improve their lives. What have you got?

**Russ:** So I'm going to start this because this is one of the things I learned early in business is that, I started working for a big huge corporation right out of college, and the one thing that I realized as I was managing this business is there's two ways to make money. You can grow the business and try and have as much income as you possibly could but there's expenses. It is not all about incomes it's about how much we keep.

So one of things as I've been doing this for the last 14 years I've seen people go out and try to seek and follow every turn and try to make as much money as they possibly can and some of them have been very successful at it. But like most business owners we're really good at making money but we're really bad at keep it and one of the biggest expenses we have personally is in taxes and that's where Joey and I have really kind of focused our business on and our practice. I'm going to let you hit it Joey but I think this is the one area. If you're out there, you're paying 75,000 or 100,000 of taxes or above like this is something you can't miss because the return on this is infinite because you are not putting money in it to get it already

exists. That's dollars that are going out to... I don't like to say Uncle Sam because sometimes some people may have an Uncle Sam they actually like. It is the Internal Revenue Service and I don't know anybody who likes them.

**Joey:** That's exactly right and yeah the bottom... So personally I'm going to throw out the resource okay so it's

[FreeTaxCall.WealthWithoutWallStreet.com](http://FreeTaxCall.WealthWithoutWallStreet.com).

FreeTaxCall.WealthWithoutWallStreet.com this is as Russ mentioned this is found money. This is utilizing legal tax codes and this is not like ideas that someone came up with this, these are tax codes that should be if they are aligned correctly on your behalf saving you 30, 40, 50% of what you're paying out okay. So you do the math.

If you're paying 300,000 in taxes you should be saving 100,000 to 150,000 in taxes. Now what does that mean? Those are dollars that again would've been unnecessarily going somewhere that you don't like to putting them to work on your behalf whether that means improving your lifestyle or in our case of course we're going to help you to create additional passive income and putting that to work on your behalf in things that you do know and understand. So this is the path to even faster financial freedom by capturing something that was going out the door anyway.

**Russ:** So, once you go there, you're going to get access to a webinar that we've put together that is going to give you some things that you can walk away with, you can implement. But also there is probably going to be some things that you're going to want, access to some of our partners who are tax attorneys and CPAs which we are not by the way but you're going to want access to those because these aren't things every one of those things that you want to just go out and do on your own. You're going to want some advice and help so please seek that resource, it's been a tremendous success for us personally and a class we're working with. So that's our free tip for the week Mark.

**Mark:** I love it. I love it and is it important that the people that go on the webinar be huge fans of Leonard Skynyrd?

**Joey:** Totally unnecessary.

**Mark:** Totally unnecessary. You know even with the whole Alabama thing?

**Joey:** Yeah.

**Scott:** [00:26:59] [indiscernible].

**Mark:** What's that Scott?

**Scott:** Alabama state theme song.

**Joey:** Yes, sweet home yeah.

**Mark:** Sweet home Alabama.

**Joey:** Yeah, that's right. Don't get Russ started on the college football deal with Alabama because he's an Auburn fan but we do have that going for us as well that rivalry.

**Mark:** That's great. So that's fantastic. I'll have a link to the webinar on the show notes and I had to tell you guys like just hearing you guys talk I went to Brookstone the other than they are going out of business and I bought this blanket. This weighted blanket it was regularly 150 bucks I got two for 75 bucks and listening to you guys felt like the weighted blanket. Like I just felt more secure and less anxious about how I'm operating my capital, reinvesting into the business and thinking about taxes. Like it's just made me feel so much better about diversification because sometimes you know that monkey mind like well you know you go on CNBC and you think conventional, conventional, conventional and here we are bucking the trend and sometimes you feel insecure about it and anxious but listening to you guys is just like that weighted blanket around me and I feel some much better so thank you for that.

**Russ:** Yeah, I mean that our natural tendency is to want to go the direction of everybody else because we like the beard, being in the heard and the tribe concept, but as entrepreneurs, as business owners we've always broken the mold, we've always gone the opposite way and we would say that's uncommon and yet what is everyone else doing they doing common things. And so whenever it comes to our money though we've done this in life and business but yet when it comes to money a lot of times we get suckered in to trying to follow the common when we're uncommon.

So what Scott said earlier things that you guys get involved in insurance, real estate, businesses, landing any of those kind of things a lot of those things are uncommon but they're not uncommon to the wealthy, they are not uncommon to the successful entrepreneurs. They are just uncommon to Dave Ramsey's following, they are uncommon to the average everyday ordinary person who doesn't have access to this information and is not listening to it. So from that standpoint I hope we did make you feel comfortable because we're right there with you, we're uncommon.

**Mark:** Yeah absolutely. So Scott Todd what's your tip of the week?

**Scott:** Well, this tip is going to find right into the uncommonness of today's show which is this book called *Am I Being Too Subtle* by Sam Zell. Sam Zell is a self-made billionaire. I always like reading books from like self-made billionaires, not someone who just inherited their money. Here's a guy that has always gone against the... he's a maverick, he is a business rebel, he's always gone against the conventional thinking of what the crowd is doing and clearly it has paid off with his net worth and here's a guy that just thinks different and that's great to see that there are alternative thinkers out there.

**Mark:** I love it *Am I Being Too Subtle? Straight Talk From A Business Rebel* Sam Zell yeah, he's huge from Chicago actually.

**Scott:** He's kind of a big deal man.

**Mark:** He is a big deal actually.

**Scott:** You know what would really make him a big deal? It's when he is on this podcast like our guests were today.

**Joey:** That's right.

**Mark:** Exactly, which leads me to the Segway of you know the only way that we're going to get the quality of guests like a Russ and Joey from [WealthWithoutWallStreet.com](http://WealthWithoutWallStreet.com) is if you do us three little favors you've got to subscribe, you've got to rate, you've got to review the podcast. Send us a screenshot of that review to support@TheLandGeek.com and we're going to send you for free our \$97 *Passive Income Launch Kit* so please do that.

I also want to remind everybody today's podcast is sponsored by Flight School which is the step-by-step way of actually creating true wealth passive income in our lucrative land investing niche taught by one of the greatest Sam Zell type land investors in the world Scott Todd. So you've got no better Sherpa to take you up that mountain. To learn more about Flight School just go to [TheLandGeek.com/Training](http://TheLandGeek.com/Training) schedule call with 'Dude Buddy' Scott Bossman or Mike 'The Zen master' Zaino. So guys are we good?

**Joey:** Yeah Mark thanks for having us today, this is awesome.

**Mark:** Thank you guys so much and we really appreciated it. I want to thank the listeners, I want to thank Scott Todd and I just want to remind everybody to let...

**Scott:** Freedom...

**Mark & Scott:** Ring.

**Mark:** Thanks everybody. Russ and Joey are like that was a really awkward tagline.

**Joey:** I love it.

**Mark:** They're like did Mark eat some grits before that and just kind of slow kind of like carb heavy and no actually. Not that I am opposing eating grits for all those Southerners out there. All right thanks everybody see you all next time.

*[End of Transcript]*