



THE LAND GEEK

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

Today's Guest: [Moneeka Sawyer](#)

Transcript

Mark: Hey, it's Mark Podolsky, The Land Geek with your favorite nichey real estate website www.TheLandGeek.com, and I'm really excited for today's guest. She is just a big ball of joy and energy and dare I say bliss, but I'd be remiss if I didn't properly introduce my cohost before we talk to our guest. You know him; you love him – Scott Todd: ScottTodd.net, LandModo.com and most importantly if you're not automating your Craigslist and your Facebook postings PostingDomination.com/TheLandGeek. Scott Todd, are you excited?

Scott: I am, Mark, ready to go.

Mark: I have to tell, in the tracks position between you and our guest, you and I both seem like we've just have no pulse I'll tell you.

Scott: Exactly. Like look, she's already giggling and we haven't even started this whole thing.

Mark: We haven't even started.

Scott: We haven't even said anything funny yet that's the crazy thing, and she's already laughing and giggling and having a good time. We must either be very entertaining or she's a lot of fun.

Mark: Well, let's talk to our blissful investor from BlissfulInvestor.com, Moneeka Sawyer. If you don't know who Moneeka Sawyer is, she is often described by people who know her as one of the most joyful people you'll ever meet and you'll definitely after this podcast agree. She personifies her bliss through helping people live the life of their dreams, filled with meaning, purpose and joy.

She's dedicated her life to this course for the last nine years and says they're the best years of her life. So, if you're around her enough you'll often hear her say I can't believe life just keeps getting better and I'm so grateful that it does. She is the host of the very joyful podcast titled Real Estate For Women Podcast. She is a real estate investor; she's got a multimillion dollar portfolio. Moneeka Sawyer, how are you?

Moneeka: I am so good. Thank you so much for having me on the show.

Mark: All right, happy, happy Moneeka. Let's just rewind the tape we're going to try to ruin your mood in some way. Oh, I'm just kidding. It's like the bucket theory. Have you heard of the bucket theory?

Moneeka: I haven't. Please tell me.

Mark: All right. So everyone has bucket, right? Unconsciously people who are in a great mood their buckets are full and we all know who has got a full bucket, but if my buckets is a little empty right what I'll do is I'll try to do something to make you feel badly and dip into your bucket so I feel better. So that the bucket theory but I think your bucket is overflowing so it's all good. But let's just rewind the tape Moneeka and let us know how you started in real estate.

Moneeka: I love that question. Actually, let me tell you a little story about my parents okay. So, my parents came to this country with only \$200 in their pocket from Indian as newlyweds and they had heard that the golden ticket to wealth in the United States real estate, which we all know, right? But anyway, so they came here and so dad was really inspired. He wanted to build a better life for his family right so he wanted to buy real estate.

So, they saved up all of their nickels and dimes. Mom was like sewing curtains for the house and the little cushions for the sofa. So she, as a woman, can have a beautiful home, but they were saving every dime and eventually they started investing. I was born and three years after that, they bought their very first house and then 15 years after that they paid for my

college education through real estate which is amazing. Imagine starting in a brand new country with only \$200 and be able to do that.

So, once I graduated from college, of course, I wanted to follow on my dad's footsteps, but one of the things that I had seen with my dad is he had suffered a lot of stress and I know who invest in real estate they experience a lot of stress. A lot of people won't invest because they are afraid it's going to be stressful, right?

Mark: Sure, absolutely.

Moneeka: So, I had decided that I was going to do it differently than my dad and so I created a streamlined system so that I can invest in real estate but do it blissfully; which means very little stress and very little time investment. I probably invest maybe 5 to 10 hours a month on my business and I started with a \$10,000 wedding gift and I am worth well over 5 million dollars now. So pretty cool, and all because I followed my dad's footsteps. So, that's my story.

Mark: That's amazing. Clumpy Scott Todd, what do you think?

Scott: You saw me light up, didn't you? Like I started smiling. I'm like, "Hey, wow. What are we talking about here?" So all right, how did you do it?

Moneeka: Me?

Scott: Yeah.

Moneeka: Yeah, I'm your buy-and-hold girl. So, what I'll usually do is buy something that's distressed. I'm often buying RAOs or things that people just don't want to fix up they want to get rid of. I always pay retail so those of you who think you can't get good deals by going on the MLS you know you can become a multimillionaire even if you just buy on the MLS and then I would fix them up and I would rent them out.

I've got these great streamlined processes on how to manage your tenants so that they take care of the properties for you which is one of my little tricks, how to maintain the properties, just to take the stress out of it, and give you the tools. It's kind of like what Mark was saying, you know, I'm filled out right. So when a challenge comes to me, I'm able to approach that challenge as a puzzle rather than freak out. So, that's how I do it.

Mark: You know this is really interesting to me because typically, we don't see anyone on this podcast talking about ever buying retail, and then

certainly we're always going to hear the tenant nightmare. One of the reasons why people love our niche so much is that we invest in real estate without renters, rehabs, renovations or rodents. [00:07:02] [indiscernible] you dangled it out there. I've got to ask how do you take a tenant and give them sort of pride of ownership where they would take care of a rental home?

Moneeka: Yeah, it's all in the conversation and I must admit it's kind of the joy that you bring to the experience. So, I now have a reputation in my area where I invest. All of my investments are in the Silicon Valley. So just for people who don't know about the Silicon Valley this is a market where people are really afraid to get into because they're afraid of the volatility, it seems really, really overpriced and expensive and from my perspective, there is never a bad time to get into real estate. There is never a good time and there's never a bad time.

So, I've just kept investing in real estate in this area whenever I had the money to do that and because of that sort of joy and excitement of being in the market I bring that to my tenants. So, whenever it's all about your approach. When you approach somebody and this is anywhere in life whether you're looking at wholesale or you're looking at partners, you're looking at tenants, you're looking at a lender who you are when you show up is going to impact the way that meeting goes. Wouldn't you say that's true?

Mark: Yeah, absolutely. How do we take the Moneeka energy, joy and bliss and bottle it up and drink the juice for ourselves? The Moneeka juice how do we get it?

Moneeka: Yeah. So actually, let me go a little further than here on this.

Mark: Sure.

Moneeka: So it's all about the attitude, right? By the way to get the Moneeka juice you buy my book *Choose Bliss: The Power and Practice of Joy and Contentment*. All of my strategies and techniques and secrets are in there, but for me getting the tenant to have this pride of ownership so they take care of the house is how you show up and the conversation that you have.

So, I will have a conversation with anybody that I'm interested in renting a house to and just ask them how do you feel about maintaining the property? Do you want your landlord to handle it all or do you want the autonomy so you can make the decisions, and it can happen as fast as you want it to rather than being dependent on somebody else? Usually their eyes light up

and they're like, "Oh my God, I get control. I'm not at your mercy?" And that's how the conversation starts and then we talk about expectations on both sides.

Mark: Right. Because you're not going to say, "Hey look, you can paint the whole house pink."

Moneeka: No, absolutely. They go through training and actually in my coursework I talk about sort of all the training that I give my tenants so that I never get a phone call in the middle of the night about a leaky toilet or a light bulb that's not working or the furnace that went out. I mean, I just never get those phone calls. I get texts that say this happened and I handled it, and I'll take it out of the rent which is cool.

Mark: Yeah. Scott Todd, what are your thoughts?

Scott: I mean, I do like that idea. Like Mark, I'm not going to proclaim I had this thing down, but when we were moving from Fort Meyers up to where we live now in Tampa we had to rent out our house for about a year. We owned a house and then we had to rent it out for a year and we actually, we were very lucky because we had a tenant that they were realtors and so, they just got the stuff done, right.

So like he calls me up one day he's like, "Hey the vent is like hanging down. Do you mind if I fix it with my screw driver?" I'm like, "Hey, go ahead." Hurricane comes through he's like, "Hey, you've got some screen damage. However, I contacted a guy he's going to send you a bill for 500. You're good with that amount?" He gave me the quote first and he's like \$500. He went out and found a cheap guy to go do the work and it looked great. So it is that those people are out there. It kind of goes to like qualifications a little bit too. Like if you asked the question like how do you feel about this and they're like, "No. You know I expect you here within an hour to fix it." You're like I'm out.

But I have a question for you. Do you think that any of that is predicated on the market that you're in? Like you are in a higher end market, right? Like the house that I rented was in a higher end market. I mean this was like a half a million dollar house or more. I mean, I don't know what your houses are, but it's a higher end market. Do you think that the higher end market brings a higher end person who will take care of the house versus like the lower end who is going to trash it? There's got to be something there with the demographics.

Moneeka: Scott, I am so with you and thank you for bringing that up absolutely. When you are investing pick your market and that's one of the things I talk about in my course work. Pick a market that's going to attract the kind of tenants you want to work with. If you're totally okay with I want to have a million doors and I don't care what kind of tenants are in there, it's just land then you're going to make a completely different investment than I'm going to make because I want to love my tenants, I want to love my properties and I want my properties to go up.

Like each property of mine appreciates much more than 10 doors for somebody else who will be investing in a different market that is lower end. So, I have more eggs in one basket, but it's a much easier process for me because of the kind of people that I can attract and because I have a lineup for my houses because there aren't many rentals in that market. There aren't very many people that will pay \$4600 in rent a month that don't want to buy and so there aren't a lot of rentals in that market either. So there's not a lot of competitions so I get my choice. That's one of the things that we talked about in my coursework what kind of market do you want to be in and what kind of tenant do you want to deal with and they are going to feed each other. Those decisions are important to make together.

Mark: That's so interesting. I mean, what a really cool model. I would think Moneeka that the barrier to entry then into a Silicon Valley market or San Francisco market or New York market these higher-end, let's argue let's say the highest-end markets is going to be very, very high, right? How do you sort of guide people in getting the money to do that?

Moneeka: Yes, so I am not a no-money down person. So people do have to come in with money however, there are really creative ways to get money. Would you like me tell you my favorite strategy?

Scott: Yep.

Mark: I bet it's blissful.

Moneeka: It is. So, the very first strategy is own your own home. So people can get into their own home with 3% down if you go with is an FHA loan okay. So you can put 3% down then wait a few years, allow the property to appreciate, take out an equity line and now use your real estate money for more real estate. You don't have to deep into your savings at all.

Mark: I like it. What...

Scott: What if... Okay, I've got to throw the hypothetical; I've got to throw the wrench in.

Moneeka: Tell me.

Scott: Just because I just want to be realistic because I know someone listening to this is going to ask the same question. That is an easy way to do it but I live in Florida okay. Florida they... believe or not and it might go back to the housing crash, great recession whatever it was but like in Florida the most you can get on a home equity loan is like a 70 LTV okay. So, I've got to have a lot of growth in equity in order to pull just pennies out right. Like it's not as easy as like in other markets where other things are going. I'm going to be kind of that skeptical person here but essentially that is an easy strategy if the things are going and if the banks want to play with you. What else do you have? Like there's got to be a different way of doing that.

Moneeka: Yeah, there's lots of different ways, but that's a really long conversation. That's my favorite on that's like really easy. People can kind of start to think in a little bit creative ways. I will say this in other markets you're right. I'm in a market that appreciates beautifully. However, in 2008 my market crashed. I live in a million-dollar home and it literally went down and \$300,000 in three months.

Scott: Wow.

Moneeka: So it also has that kind of volatility. So it's not a cake walk but you kind of weigh what it is that you want, how much money you can put in or want to put in, I mean other simple strategies. You own a home, you put 3% down and you start to save or you start paying down the loan. There are really, really simple, intuitive, commonsense ways to do it and then there are other creative strategies that we talk about you know when you have a longer time with me.

Scott: All right.

Moneeka: Did that makes sense?

Mark: Sure. I mean, Moneeka what are some of the worst advice you see or hear given in your area of expertise?

Moneeka: Sell. Don't sell real estate, just don't do it. Not unless you have a plan don't sell real estate to get cash. For me I am a long-term person, I want my real estate to pay for my retirement which it will. I mean, I can

retire today but I'm having too much fun so I don't want to do that, but I'm starting to move into more cash flow strategies so that it can replace our income. But just don't sell unless you've got a strategy.

Mark: So, what's interesting about that Moneeka is it brings me to this plug of [TLFolio.com](https://www.tlfolio.com). Because for our land investors that need cash and they're like I just want to flip cash, flip, flip, flip. No, create the note, sell 12 months of that cash flow, get your money out, redeploy it to another dealer and have that 12 months of cash flow. That cash flow will revert back to you in 12 months; two bites of the apple. Scott Todd, how come more people don't do that?

Scott: Well, I think that there are people that do it. I would say that the smartest of the group. Listen, I would say that the smartest of the group. I mean, I'm probably going to make some haters when I say that, but I will just say like, "Mark, I agree with you." Like essentially, if you can pull money out to redeploy it's no different than the strategy we just talked about using the home equity line to pull it back out again. Like we're going to pull it out back again, you're not going to use your own money. It's amazing to me how many people actually want to go and use their own money to buy real estate especially land. They're like, "I just want to use my own money." [00:18:27] [indiscernible] it's over complicated so.

Moneeka: Let the banks pay you to get rich. Let somebody else do that. Let other people help you to get rich. The other thing is that if you own the asset you own the opportunities, right?

Mark: Right.

Moneeka: So, like you were saying you just keep turning over that note and you're getting a stream of income from that. As long as you own that note you own that option, the option to do that. The second you sell you lose that opportunity and all the opportunities around that.

Mark: Yeah absolutely. So Moneeka, just because you're the Blissful Investor I've got to ask right, what do you think of when you hear the word successful?

Moneeka: Oh wow, nobody has ever asked me that one. For me success is about really fully living your life and joy. So actually, let me defined bliss for your audience. Is that okay?

Mark: Absolutely. So bliss from my perspective is this really deep sense of joy and contentment, and this feeling that you can handle anything that

comes your way. Like absolute confidence that you can handle anything and in my book *Choose Bliss* we talk all about emotional resilience, emotional mastery. So no matter what's going on in your life you can always come back to this place of joy.

If I'm able to live in that place I feel successful. No matter how much money I do or don't have if I'm joyful that's really what it's all about. So that's how I define success. Now people can say, "Yeah Moneeka, because you're rich." Yeah, but I wasn't always rich, right? It took time and it took a commitment to myself to build the business in a way that kept joyful that allows me to feel really successful. I have a successful marriage of 25 years, I have a successful business and I'm happy, it's not the other way around. The happiness doesn't come because of those things, those things because I'm a really joyful person.

Mark: Yeah. I couldn't agree more and sort of having that internal locus of control that internal metric for success where it doesn't matter what happens externally is so critical and it's too bad they don't teach this stuff in school. I know I had to learn it the hard way.

Moneeka: Yeah.

Mark: Scott Todd, is this to woo-woo for you?

Scott: No. Mark, I think it's very relevant because... maybe not relevant. I think it's an important lesson because you do define success to be your own. Look there are people that are happy, you know, living off of \$1000 or \$2000 a month somewhere in this world they are able to travel or do whatever the heck they want to do and they might look at somebody who's making more money but has no time to travel or no time to do what's important to them, and they might [00:21:46] [indiscernible] that person think of someone that's unsuccessful.

A few months ago I went to the dentist with one of my children and I'm sitting there and I'm looking at this mount literally. Like there was a mount like I don't know, like massive mount of checks from health insurance, you know from dental insurance companies and I'm like literally counting all of these checks and looking at them like, "Holy cow, there's huge amounts of checks there." Man they're bringing in the money over here and then I'm thinking like, "Yeah okay true, but they are tied to this office for 50-60 hours a week. That sounds miserable." So you can't even look at the amount money that they're probably are making and think like, "Oh man, I want that life" because then that's not a core value for yourself. So you've got to

find your core values and then you can kind of build in what success looks like for you, and it is not always about dollars.

Moneeka: Yeah. As a matter of fact, I was an executive coach for over 11 years and so all of my clients were multimillionaires. They had amazing businesses; they have the perfect looking life, right. The big house, a nice car, the beautiful wife, the two kids, and the cute dog you know the whole thing right, and they came to me and I think the reason that they were talking to me it's because they were miserable. You know they weren't motivated any more, they weren't passionate, they weren't inspired and so once we were able to get back to that core: their core values, their core bliss.

We were able to find a way for them to have and do the things that they wanted to do, but stay enough aligned with themselves that they can be joyful, and suddenly their relationships improve, their businesses take off, they have a better relationship with their kids, they are taking vacation right. But it's really if we lose sight of our core values, if we lose touch with what really makes us happy no matter how much money you've got it's not going to replace that you know.

Mark: You know it's so true, and I'm finishing up the companion book to the *Dirt Rich, Coax The Cat* and it talks all about this and my journey actually through that. So that's really, really interesting that you were able to see that, to witness that first hand that what we all consider as "successful" can really just be misery with nice sort of icing hiding it internally.

So Moneeka, this brings us now to the point in the podcast we get to put you on the spot. I think your mentorship has been incredible. We love the energy, we love the joy but we're going to ask you for one more tip of the week: a website, a resource, a book something actionable where the Art of Passive Income listeners can go right now improve their businesses, improve their lives. What have you got?

Moneeka: Find out how I coached all of my executives to go from having everything to actually being joyful and that's the book *Choose Bliss: The Power and Practice of Joy and Contentment* and you can get it on Amazon.

Mark: I love it. How about audio? I love audiobooks.

Moneeka: It's not on audio and yet. I'm working on that because I think you're right that's what everybody says, so it's in the works.

Mark: You've got a great voice, Moneeka. You should definitely do the audio, read it yourself.

Moneeka: Okay, thank you for that tip.

Mark: We know you have the time.

Moneeka: Yeah, that's right. I'm trying to find things to do that are really fun. You're so right.

Mark: All right. Scott Todd, what's your tip of the week?

Scott: Mark, check out this iPad app it's called Duet Display, DuetDisplay.com and it's 10 bucks but let me tell you what's cool about this thing. You download this app onto your phone - to your iPad - not your phone your iPad and then you plug in your iPad with a lightning cable back to your computer like you were going to charge it or transfer stuff. All over sudden your iPad becomes a second monitor okay.

So it's really, really cool because now you get like this second monitor that you could use like when you need a pop up second monitor. So think about like, I don't know, like if you went to Boot Camp and you needed a second monitor for something while you're presenting them bam now you have it it's called your iPad. But you don't have an iPad but I do...

Mark: I do have an iPad.

Scott: Oh you do. I have never seen it.

Mark: Of course. Well, because I don't really use it for business.

Scott: Oh, okay.

Mark: [00:26:36] [indiscernible] but I would definitely.

Scott: Created by ex-Apple engineers. There you go that's enough.

Mark: That's a great tip. You know I was listening to Gretchen Rubin who does like all this happiness research and one of the things he was talking about was you know having like three monitors up and all this sort of computer real estate and the thinking before was hey you should be focusing on thing at a time. Well, that is actually true but it's nice to have sort of these extra monitors and I forgot the exact detail of it but it does sort of make you more productive to have more real estate space actually.

Scott: Well, I think if you think about it like maybe it's ADD or something like where all over sudden this thought pops into your head like, "Hey, I wonder if I have any email," or "I wonder if that email has come in yet." So then maybe you have it in a tab or you have it somewhere else but if you have a certain space where your email is you don't have to like necessary make the mouse movements you can just glance over there because the email is always open. You don't have to worry like, "Oh, is it there", or maybe you're looking for... I don't know, like to see if your website is down. You can just have it there or have the analytics there or whatever it is always right there in the same spot so you can just glance and know it boom. This is what is going on right now, right there.

Mark: Absolutely. So my tip of the week is going to be learn more about Moneeka and how she has this incredibly interesting and innovative real estate strategy in all places such as the Silicon Valley go to BlissfulInvestor.com, go to BlissfulInvestor.com and also check out her podcast Real Estate for Women Podcasts. Real Estate for Women Podcast yours truly is actually going to be on there. So you know it's going to be good, right?

Moneeka: I can't wait.

Mark: So, there you go. Moneeka Sawyer, are we good?

Moneeka: We are so good. Thank you so much for having me on. I loved this conversation.

Mark: Thank you so much. Scott Todd, are we good?

Scott: Mark, we're great.

Mark: All right great. I want to thank the listeners and I just want to remind them the only way, the only way we're going to get the quality of guests like Moneeka Sawyer from BlissfulInvestor.com is if you do us three little favors: you've got to subscribe, you've got to rate and you've got to review the podcast. Send us a screenshot of that review to Support@TheLandGeek.com we are going to send you for free the *Passive Income Launch Kit* our \$97 course. So please do that it really, really helps us and do that.

Again today's podcast is sponsored by TLFolio.com. Check it out there and Scott, are you ready?

Scott: I'm ready, Mark.

Mark: All right. Moneeka is going to be like, "Oh gosh, are these guys geeks."

Mark & Scott: One, two, three. Let freedom ring.

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