



THE LAND GEEK

The Land Geek Podcast With Mark Podolsky, AKA The Land Geek

Mark talks with Jeff Akstin - [ThreeLandGuys.com](https://www.ThreeLandGuys.com)

Transcript

Mark: Hey, it's Mark Podolsky, the Land Geek from your favorite nichey website in real estate, all things land TheLandGeek.com and today it's pretty special, not extremely special just because we just had him in the podcast but anytime I can get him he saves lives, he helps improve lives, he is just an all-around great guy from ~~FameeLand.com~~ (now [ThreeLandGuys.com](https://www.ThreeLandGuys.com)), Jeff Akstin. I'm not going to do the Boston accent in case you're wondering. How are you buddy?

Jeff: Great Mark. Thank you for the intro again.

Mark: Yeah.

Jeff: Great to be back a second time.

Mark: Yeah and of course he's on vacation as we speak. I'm looking at a beautiful hotel room. Jeff where are you now.

Jeff: I'm up here at Old Orchard beach, Maine. We love Maine but in New England we only had a couple of days left end of August here and you have to get those last few days in because it's going to be cold soon.

Mark: Yeah, you're living a dream. You're definitely living a dream. I mean I think we can all agree now that Jeff has lost all complaining privileges, all right, I mean it's just done. So before we get into land and what's been going on I do want to ask you about the Patriots Hat. What's going on with the Patriots Hat?

Jeff: Well they won their last preseason game.

Mark: Okay.

Jeff: That's it. Although they have a great year this year.

Mark: They are going to have a great year.

Jeff: Yeah, they always do. The head coach is great, Brady is still there, I love the backup quarterback Grapo... (Garoppolo), I can't even pronounce it, some Greek guy Grapologo or something.

Mark: Okay, I don't know. You know it's finny I just went out to lunch with my buddy, my fantasy football partner and for 15 bucks we bought a program on FantasyPros.com and we ran like 10 mock drafts because we're picking sixth. So we wanted to see if we take Pete Manning if he's available what happens, if we go running back running back what happens, if we go running back quarterback what happens, if we go running back wide receiver what happens, if we go quarterback running back what happens. Because this year the drop off in running backs is huge and of course you've got your big three and the quarterbacks which will be Manning sorry Brady it's just for fantasy not wins, Manning, Brady and Rogers so it was really interesting. But do you have any advice for me?

Jeff: Yeah, you're right. After those first week effects for quarterbacks there's tons of quarterbacks so they have plenty of time. You're look at fourth fifth drop pick for quarterback if you don't get those top three like you've mentioned that's what I am planning. I'm planning on picking my quarterback maybe third or fourth round if I don't, with a sixth pick you probably not going to get one of those guys.

Mark: Yeah. I don't think Manning is going to be on the board. I think I can get Breza Rogers but then I'm not going to get a good Giovanni Bernardi.

Jeff: Yeah, there are just a lot of the quarterbacks out there now I think.

Mark: Yeah, but we can talk fantasy all day, you know, clearly we take it very seriously but there's not as much money to be made in fantasy as there

is in buying and selling raw land. How is it going on with you? What's going on with your raw land flips?

Jeff: It is going great. Let's see I just sold one, I sold one suite and I think I'm going to go to sell another one this person I'm emailing back and forth and I'm trying to really grow it. I'm selling about two a week and I have my virtual assistants all over the place. So I went this week and found someone that's a US-based person and she's helping me do my emails and phone support and she has a little bit of real estate background, she's great so far.

Mark: Oh good.

Jeff: Yeah. I paid a little bit extra but she's getting a lot done and it's a good fit. I interviewed about four or five of them Skype and we really went in depth in finding this right person. So she's going to help out and I'm just trying to really get over that hump. The business is running really good but I want to get bigger and get a little bit more instead of two sales a week up it to four.

Mark: Right, right. Now you do your two hours a day and you want to stick to your two hour timeframe which means you've got to pay for a little bit of a bigger, more efficient and better team, correct?

Jeff: Exactly yeah. So I kept on board a few of the people that I've been using, the lower paid ones for doing those different things due diligence, little stuff, data entry, things like that and this other woman is going to take charge and do the heavy stuff, the stuff that I... especially the phone calls get someone out there talking to people and someone that's present. So yeah, I told her what my goals were and she seems pretty good so far. So that's been this week's objective is to get someone on board and grow this business from selling two a week to maybe four a week.

Mark: I love it.

Jeff: And the purchasing side of it is the same as usual. That's the easy part. Buying raw land at a discount price once you get in the flow of this business is very easy.

Mark: You know what's so funny is you said that to a house guy how easy it is they would be like what are you talking about? The market is ridiculously competitive, we can't get any deals, there's no deals out there if you're a house flipper but land in unbelievable.

Jeff: Yes, it's insane. I mean I just sent out a bunch of 150 offers yesterday and I'm busy now and I know that is just going to...

Mark: Let's get paid.

Jeff: I know I'm going to get accepted offers yeah. That's going to give me another probably another five or six offers accepted so that will just get more busy.

Mark: Yeah, I'm buried. There is a reason we call the program more deals than you can handle.

Jeff: Oh yeah and it's funny these people I'm interviewing I think two or three of them are realtors and have been in the past and they couldn't believe I was selling two a week. They said, "You're selling two a week?" I said yeah it's just normal, they just couldn't believe it and now they loved it. Everyone I talked to they loved the idea but yeah it's going well.

Mark: That's great. So you know it's interesting because before the podcast we were talking and by the way every time I talk to Jeff I say the same thing when you moving out west? When are you coming out here? And he's got such a good gig going and you've got young kids. There is no way I'm going to get you to move out here.

Jeff: Not yet.

Mark: So we were talking about the plan and then you know it's an interesting concept because there are so many people I think that listen to this podcast and you like your job, right.

Jeff: Right.

Mark: You love it.

Jeff: Yeah.

Mark: But there's risk.

Jeff: Yeah, that's the only... yeah it is. I like this a lot better [00:08:14] [indiscernible] now it's a lot easier but I do like my job. I love going into work and you're away from the family but that little separation is nice to have; going to work and being away from everybody for a little while they appreciate you more I think.

Mark: Yeah, absolutely. In case you guys don't know you're a captain at the fire station, correct?

Jeff: Yeah. So I'm in a station, there is about 13 of us and so I go and it's fun. It's a fun group of guys that we all hang out together all are around our age and yeah it's a good time and then I do this on the side. Everyone has a side business there: there a lot of roofers, a lot of plumbers, electricians and there is a couple of us that do real estate, but I exclusively do real estate, I've been doing that for a while.

Mark: So Jeff do you get hazed a lot at the fire station then because you the only one doing real estate kind of...?

Jeff: Oh yeah. You know what it's funny I try to keep that as quiet. Not many people have any idea what I'm doing really. They know I'm doing real estate but they don't know I'm doing land, only a couple of people. I keep that totally separate from that. So when I go to the station I'm doing firefighters stuff and I really keep it separate. I really do and it's kind of nice that way. If someone asked me for advice how to do this business I'd definitely teach them and direct them where to go and get the material but most of the stuff that I do I keep it separate.

Mark: Sure, sure you keep it on the lowdown.

Jeff: Yeah. I just don't...

Mark: And no one is going to believe you anyways. You're like yeah I made a 1000% return on this one deal no one is going to believe you.

Jeff: And it's funny I had my virtual assistant by accident TameeLand out to all my friends on Facebook a few months ago and they did haze me. A couple of guys were like TameeLand what the heck is that all about? So here and there they will you know oh yeah TameeLand but hey they have no idea, no idea.

Mark: That is so funny.

Jeff: But it is nice going to work comfortable that, you know what, I'm making more on that business, my land business, than at the fire station and if I ever wanted to just leave I could and that's just nice about it.

Mark: Yeah okay. So let's us talk about that because you kind of brought up the subject. What's the number for somebody? Like how would someone who is working at this part time like when do you make the reap to say okay

I can do this fulltime or I can just still do this part time and just quit my job, my soulless terrible job and tell my boss to go shove it and then go live the life of my dreams and do whatever you want to do.

So for me it took 18 months and I quit my job and I've been doing this fulltime ever since but my number at that time I had one child now I have three. But when I was 30 years old at that time I needed to make at least 200,000 a year to you know be relatively comfortable in Scottsdale Arizona and once I hit that point I was like okay worst case I can always go get another job but this thing is going pretty well let me to see how I can keep this sustainable and obviously the income jumped way up. It was crazy numbers in 2005 and 2006, we saw a slight dip in 2007, 2008 happened and in 2009 and I was thinking oh my gosh I making great money still relatively speaking but not relative to what I was doing. So I still didn't have to get a job but my gosh it did hurt.

So how would you counsel somebody to say okay at this point either how much inventory do you need to have on the owned or locked up or how much would you have in notes and cash. Like at what point do you think you would be comfortable telling somebody yeah you could quit your job right now?

Jeff: Well, for me when I reached a point that I was making as much money at the fire station as I was in the land business at that point it gave me a nice sigh of relief saying to myself that was my first goal and just saying that, you know what, I'm going into work and it just gives you a whole different attitude about work.

Mark: Right.

Jeff: You know what I mean? You just go in and at the back of your mind you're like I'm making just as much money on the side doing this. So for me when I started doing this I did it part time and I was thinking wow this is going to be a great little part time job and then when it started really, the notes started taking off, then at least this slowly built or fast however fast you want to go with it I guess.

Mark: Yeah. Bob Anderson is at 2500 a month now.

Jeff: I know.

Mark: He started 4 months ago.

Jeff: He is catching me. But yeah, he's flying that's awesome.

Mark: I'm going to have him on the podcast and brag about all these.

Jeff: Yeah.

Mark: And it's crazy. But yeah go ahead, I'm sorry.

Jeff: So I don't know. It really depends on where you live and part of the country, I guess if you're single, if you have a family. Is there a reason for you to stay? For me at the fire station I get a pension so the longer I stay the more money I make in my pension which is really important. So yeah and it depends on everybody's circumstance. If you're 20-25 years old you don't have a job yet or you're just starting out and if it was between this land business and something else I would just go all out with this land business. If you have 10 years on and you're like in the military or something and you have another 10 to go and you'd get a nice pension I'd probably stay with the military and just do this part-time.

So it really depends on where you're at. If you really totally hate your job and you don't see any pension or anything I'd go land business fulltime if it were me. If I was miserable because why live life and be miserable. I'd rather leave a job, do this and if you have to get yourself a little part time job doing something else.

Mark: Because I'm scared to death Jeff that's why. I'd rather be miserable and not so scared. No, but it's true like I remember when I was quitting how scared I was and I was miserable, I hated my job and I hated the corporate culture and I hated the commute and I hated my boss. It was just terrible but I still stuck with it. I lived an extra 18 months longer than I probably needed to because I was just like so scared and so I was very conservative but I agree with you. I think it's much easier if you're single, number one or if you've a spouse that has a pretty decent income.

Number two I think it's if you're miserable at your job you know I agree. Like what's the worst case? You go and you just find a better job if the land investing doesn't hit the way you need it to hit. Like why be miserable? I don't know.

Jeff: Yeah. For me I have a certain number in my head that I want to work at the fire station. I'd like to retire a little early and I know when I do I'm going to be scared to death. I think it's just natural to be like that and I have a certain number that I have to hit with the land business but I'm always going to be thinking geez is this real estate market going to turn, am I going to lose all this stuff that I'm buying now and should I be doing cash or term

deals? I mean I think you can worry yourself to death at any point because I think you just have to do is just go do it and be happy whatever is making you happy.

Mark: Yeah. I think if you can survive 2008 and 2009 in this business you can survive, we're not going to see that again and that was the worst real estate market since the great depression. I think the odds of us seeing that again in our lifetime are very, very small. What do you think?

Jeff: I agree. I think it's a nice little market right now, steady. I think I've said this before it's just I'm selling a few parcels a week it's just steady, it's perfect.

Mark: It's a nice equilibrium where it's easy to buy and it's easy to sell.

Jeff: Yeah and not making... I'm making huge returns. I am a little bit different than someone else getting into this. A lot of people getting into this business are going to be looking for cash deals. It's always nice to get that little bit of cash but I'm doing a lot of notes.

Mark: A thousand percent.

Jeff: Yeah, I have a couple that are 900% this year. Most of them for me are in 700-800% range and then I have a few cash deals that I go out at around 100-200% not the typical 300% that we're looking for. But when someone is waving cash in your hand, cash in their hand and you're like you know what it just looks good.

Mark: Yeah, exactly especially when you look at it like a roaring stock market you're like the S&P is way up this year; it's like 13% or whatever it is. You're like 13%? Okay I'll be happy with 100% and then go on, and then put a note on something you've got 1000%. I mean it's crazy and I think we talked about this the last time you get to \$10,000 a month passive income it's like saving 2.4 million and having a 4% bond.

Jeff: It's insane. One of my goals I think it's either this year or I'm going to do it next year. I'm going to take a few weeks off and just spend just once spend the whole monthly income for the month on just stuff. It was one of our things when we started this. My wife and I we're like one of these months let's take every single seller financing income for that month and just go enjoy it, go crazy for one month this year.

Mark: Can I come out with you guys? I mean can you imagine the dinner we're going to have? Dom Perignon.

Jeff: You know what? As long as you bring your note income I will bring my note income.

Mark: Yeah. You know what, that would be one fun vacation. First of all I would never do it with my kids because I would spoil them so rotten. I think they are spoiled rotten now, I don't think they are rotten they are pretty spoiled though.

Jeff: I know.

Mark: But I live in such an affluent area that they don't realize; like they are just that's the way everybody lives. Like their best friend has a 10,000 square-foot home because his dad is a neurosurgeon. He's like oh yeah you know everyone has a private chef except for us you know I'm just a poor land guy. So yeah I mean it's all relative but yeah that would really be fun. But you'd actually get stuff, you won't go on vacation?

Jeff: I don't know what... I do vacations now though and everything I do on vacations is from my land business. We're out here in beautiful Maine and we just love coming up here it's only an hour for us and it's just any hotel or anything I just put it on the land business.

Mark: Yeah. But there is no better feeling knowing that you're going to have more money in your bank account when you've left.

Jeff: That's the best.

Mark: Yeah, when you get back.

Jeff: I remember when we went to Vegas to your conference, we went it for eight days up to Utah all over the place and when I got back I'm like Tim when we look at our bank it has more, more than we left. I said how can we make it so we just do the four hour work week thing, just travel all over Europe, all over the United States and it's funny you could do that in this business.

Mark: Jeff, you could do it now. You're there now; you're at the eight hour work week. You're doing it two hours; wait no, not two hours.

Jeff: I'm at the 10 hours a week I'm doing now. Sometimes yeah about 10 hours, yep.

Mark: Can you imagine some guy now is working 50 hours a week and then throw in a couple of hours for commute and he is making half the money. I mean I would hate you, the jealousy would be ranging, but I don't I think it's great.

Jeff: I wish I had started this business back when I was in my 20s.

Mark: I know it. I say that every time I look at Jeran because he started 7 years earlier than me.

Jeff: Wow, I was thinking of Jeran today.

Mark: Why?

Jeff: Because he always talks about how he is surfing and something like that. I was out there, I was body surfing today with one of those boogie board surfing and there were huge waves.

Mark: Yeah, there's something going on. But he's on the Pacific you're on the Atlantic.

Jeff: Right, I mean it's cold and it's freezing but yeah I was like you know what so this is what Jeran does all day long surfs. I loved it. I was doing body surfing but the waves are huge and it was fun we were at the beach all day.

Mark: Passive income and surfing you know nothing better.

Jeff: Man, the feeling. I would love to be able to surf all year long and that's a whole different thing.

Mark: The thing is like when you retire how young will you be? You're not going to be... vibrant.

Jeff: Oh yeah 49 and you know what it's not even retirement it's more of retire from the fire department and continue to do this at 10 hours or 15 hours a week something like that is what I would like.

Mark: Could you see yourself ever wanting to stop buying and selling land at any point?

Jeff: No. I just love the thrill of searching of property. I don't know, that's my thing. You know what everyone has their own little thing for me I just love hunting and searching for that great deal.

Mark: I love it too.

Jeff: Even selling it I don't get as excited anymore selling them. I do a little bit but it's more like I'd rather find a deal than... the selling is great but the whole part of the process for me my favorite part is searching for that deal, reeling in a deal, getting that deal and the contract and buying it and knowing I have that.

Mark: Yeah, I think I'm a deal junky in that respect and I think you are too. I think you almost have to be in a way because it makes it so much more fun but I love every aspect of that. I love the selling too and I like the relationship aspect with my buyers and getting them to invest in more property and watching their land portfolio grow. I kind of get a kick out of that as well but some of the deals we get no one believes me. I mean there's been deals where I've gotten property just given to me; I paid nothing for the property.

Jeff: Yeah, I had one the other day. A guy gave me one Mark. I bought two 40 acre parcels from him and he says geez I have another one out in California I'll just give it to you for 100 bucks if you want. I looked at it really quick I'm like all right I will take it. A \$100 who would you even say that he could have sold me for more than that.

Mark: Yeah, it's crazy.

Jeff: He gave it to me.

Mark: It's crazy and I think that's kind of the beautiful thing about this niche in a way is that our sellers aren't emotionally attached. It's not like a house. No one is going to give away, I guess unless you live in Detroit, but I mean for the most part no one is going to give away a house or any other type of asset for that matter. I think about it all the time like what's better than this and to this day I can't think of anything except for life insurance but life insurance is not much fun no one wants to talk about it, no one gets a thrill out of it and there's no deal hunt in that.

There is that primordial feeling of finding something like something hidden of value and negotiating a great deal or solving someone's problem and just being clever enough to know how to do it and then going on the other side of it and marketing it and then selling it and just watching that. We have it one time and then seeing that recurring revenue come in it's amazing, it's an amazing feeling

Jeff: Yeah and like you said people don't believe you. I was at the postal service the other day and the woman at the Posta, they all know me now at the post office. She's like, "What are you buying now Jeff?" I said 80 acres I was doing a priority milk and said 80 acres and another \$100 piece up in California. She goes, "Are you serious? Have you flown out there and looked at it?" I'm like no I didn't even look at it, I said Google earth has flat maps you know, I know the area and they kind of just shake their heads you know.

Mark: Right exactly.

Jeff: They can't wrap their heads around it and think what the heck. I can't imagine what goes on in their heads. They must think I'm a weirdo or something, I don't know.

Mark: Oh yeah they definitely do. They're definitely talking about you behind your back there is no doubt in my mind.

Jeff: Yeah.

Mark: All right. We're getting to that point in the podcast, my favorite point, where I get to put you on the spot. I hope you are prepared Jeff what is your tip of the week?

Jeff: All right. I like there is a website called Symboloo.

Mark: I'm going to check this thing out right now. How do I spell this?

Jeff: It's [www.Symboloo](http://www.Symboloo.com), S-Y-M-B-A-L-O-O.

Mark: So like a symbol O-O.

Jeff: Yeah.

Mark: Do you spell symbol with an O? I think they are spelling it wrong.

Jeff: Yeah, they spell it S-Y-M-B-A-L-O-O.com.

Mark: Symboloo all right let's check this thing out.

Jeff: And it's just you can make it your home page is what I do.

Mark: Oh this is great.

Jeff: Yeah, it's your permanent desktop. So you have all your favorite websites in one place. You create a little app on there and save all your favorite counties that you're dealing with; Deeds.com that's what I use, Terapeak. Any websites that are your favorite.

Mark: Jeff I lost you here. You're still with me?

Jeff: Yeah. So this is a great website for saving your favorite bookmarks.

Mark: Yeah. You know Safari has something similar to this but I don't think it is as robust like in the Safari browser.

Jeff: Oh okay.

Mark: Yeah, this is a great tip, great tip Symbaloo.com, S-Y-M-B-A-L-O-O.com you can add all our weekly tips into Symbaloo and quickly go to them. It's kind of like your favorites on steroids in a way.

Jeff: Yeah and I use that homepage for all my land sites that I use.

Mark: And this syncs with all your devices?

Jeff: Yeah.

Mark: Yeah, because it's web based so that's cool.

Jeff: Right.

Mark: I'm going to create my free account right now.

Jeff: Yeah, it was...

Mark: I'm going to register with Facebook. It's so creepy though I hate doing this.

Jeff: I know.

Mark: But it's so fast.

Jeff: It is.

Mark: It's creepy.

Jeff: It's like it keeps following you.

Mark: I know, that's okay. Nobody really follows me on Facebook anyways. All right it's cool I'm in.

Jeff: All right cool.

Mark: I'm in thank you. So that's a great tip. I've got a tip of the week and often times when I'm blogging or even if I'm marketing land and I want to make something kind of look cool visually I'm going to need a stock image and a stock photo and there's all these sites you can buy stock photos. But just like Jeff I love a deal and I found a deal royalty-free stock photos but good royalty-free stock photos it's The, T-H-E Stocks, S-T-O-C-K-S like stock photo dot im, TheStocks.im check it out and it's really pretty cool. I had another site I know many podcasts ago this is way better than that other one for royalty-free stock images and I hope you can use it in your land business, in your blogging and building up your lists and all that good stuff. Jeff are we good?

Jeff: We're good Mark. We're good.

Mark: Man, I can't thank you enough. You are taking time out of another vacation to podcast.

Jeff: No, I love it.

Mark: I really appreciate it. I hope you can feel the love and I really do. I've got nothing against the Patriots or Bill Belichick.

Jeff: Oh thank you Mark. We'll see how good they do this year.

Mark: If I could pick up Brady I'll be thrilled. Anyways if you guys want to learn more how to make a credible passive income Jeff Akstin and to be able to quit your job go to TheLandGeek.com, download for free the *Passive Income Blueprint*, get the e-book *How To Avoid The Three Fatal Land Buying Mistakes* and of course get this always informative and engaging podcast delivered each week to your email inbox.

And look give Jeff some love he is only selling two parcels a week he'd like to get to four check out his wholesale land go to TameeLand.com and that's with one M and not two, two E's T-A-M-E-ELand.com, TameeLand.com and put in a comment I loved the podcast so much I had to buy a piece of property from you and then Jeff will give me my cut. Anyways if Jeff doesn't have anything you want check out FrontierPropertiesUSA.com and let us know how we are doing. Leave us a comment, rate us on iTunes it really

helps us and it will be greatly appreciated and you know I appreciate everybody out there listening. Jeff anything else?

Jeff: No, keep listening to the podcast it's great. I enjoyed being here Mark.

Mark: Thanks Jeff. I hope we're going to do this again sooner than later.

Jeff: Yes hopefully and probably or I won't be on vacation who knows.

Mark: Probably.

Jeff: Okay.

Mark: I wouldn't bet against it. All right buddy talk to you soon.

Jeff: All right see you later Mark.

Mark: All right. Thanks everybody.

Jeff: Bye.

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