



THE LAND GEEK

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

Mark talks with Bob Anderson, CrazyLandDeals.com

Transcript

Mark: Hey, it's Mark Podolsky, aka The Land Geek from your favorite nichey real estate website www.TheLandGeek.com and today is really special I was able to get the busiest guy. He's not really the busiest guy in land, one the busiest guys in land because he is my star people, my start student. This guy went from zero to I think it's almost \$2500 a month in only four months. I am so proud that I thought you know what let's just have a podcast with this guy so he can share with everybody that this stuff really can happen and the land business can be really, really lucrative if all you do is act like my guest. He is Bob Anderson from Phoenix, Arizona - CrazyLandDeals.com. Bob Anderson how are you buddy?

Bob: I'm good thank you. Nice introduction.

Mark: You like that?

Bob: Yeah.

Mark: All right, Bob tell us what's going on man. How are you doing what you're doing? Like, walk us through your journey from land newbie to land superstar.

Bob: Okay, well the biggest thing is after I purchased your material then you and I did some coaching then you've got to put in action what you're taught. My philosophy is live and learn and it's been very exciting to do this. Honestly, I can't believe where I am at, at this point within four months of advertising... let me back up.

First my whole goal was just to buy and it's like okay I got that part down now I'm going to start advertising. So in four months of advertising I've sold a total of 14 properties. I just sold one yesterday to a guy that he just sent me an email out of the blue with the information that I was going to put in the documents. I'd sold it on terms and I talked to him for one minute in the afternoon, he signed the paperwork, gave me the down payment and we're all good to go.

Mark: Yeah, and your margins are ridiculous, right?

Bob: Yeah.

Mark: You're averaging what?

Bob: I'm averaging about a 1000%.

Mark: Wow.

Bob: Like on this guy I bought the property for \$95, the taxes that are due by the end of this month \$447. So that's total investment say \$542. I sold it on a five year note for just a little over \$6000 which means that's 1109%.

Mark: Unbelievable, unbelievable. So you've done 14 of those deals in just months. So you're averaging about two a week now in sale or one a week?

Bob: Well, what happened at first I sold one a week when I first started this and I was like wow this is beautiful. Then all over sudden I hit a dry spell for whatever reason and then now people are just wanting land. I'm getting interests every single day from multiple people.

Mark: And you're not doing anything special with your marketing?

Bob: All I'm doing is I am advertising on Craigslist, and also doing the renewing of the ads every couple of days; Land Watch and Land And Farm.

Mark: Unbelievable. So let me ask you when you first got started what was your biggest challenge with this business?

Bob: The biggest challenge is like most people when you get the list you're just trying to figure out what do you do with that list. How do you scrub the list? What information is necessary?

Mark: Right, right yeah. You know it's so funny because people that joined the Gold Mastermind it all starts with the list. How do I get the list? How much do I pay for the list? How do I scrub the list? And Paul Mandel is like so funny about it he's like, "Please scroll down and read what everybody else's comments were before asking these questions."

Bob: Yeah exactly.

Mark: And then Torrey today on the Mastermind he was like, "I will jump in after we talk about the list." He didn't want to be on the call until after we talked about the list. So I'm going to do a FAQ for the students that are new because they always have those same three questions about the list. Although I think it is in the Investors Tool Kit DVD so I have that in FAQ section, but I'm going to just write it out so it's just super, super clear. So that was the biggest challenge.

Bob: And then the thing is you just got to act. I mean throw out the numbers whether they are high or low it's relevant. Just act and let the phone ring.

Mark: Right. What's your background? What were you doing before you got into land and what made you want to get into land? I don't even know how you found me.

Bob: I found you in a roundabout way. My background is transportation operations for shipping companies and back in 2005 I actually got my real estate license and I solely got that not because I wanted to be a realtor per say it was because I wanted to buy rental properties.

Mark: Okay. So since 2005 you've had an interest in real estate but that was just like a part time thing.

Bob: That was a part time thing and I made gobs of money in a very short amount of time but then the market crushed and so did my employer. I worked for a billion dollar a year company that went bankrupt.

Mark: Oh my gosh. So 2008 hit you very hard.

Bob: That was 2006 the employer went bankrupt and yeah.

Mark: I thought things were roaring in 2006. 2006 they were like 2 years before the crush.

Bob: That was just before, aha. Then I was also working for a real estate investor here in Phoenix, he would advertise on the radio and TV that we buy houses for cash and I would go out and meet with the home owners. My very first deal I spent a total of three and a half hours and I bought it for a smoking price and I made \$3500.

Mark: Wow.

Bob: But that was short-lived. Thane the investor asked me to actually focus on foreclosures and that's when the banks weren't even responding to the offers. So anyway then let's fast forward to a couple of years ago I remembered somebody mentioning tax liens.

Mark: Okay.

Bob: So I purchased the course and I was all into, I was going to move forward with the tax liens. I was like you know, this I could get high interest but that's not what I wanted; I wanted even more. So then you had a little section on Joanne Musa's.

Mark: Yeah, I just had the tax lien lady, right.

Bob: Aha.

Mark: So she brought you to me.

Bob: Aha.

Mark: Hahaha that [00:08:19] [indiscernible].

Bob: That's how it happened. After you and I talking about 300% and a 1000% I said that's a lot better than just 18%.

Mark: You know what's interesting is that coming from house flipping you weren't skeptical of the returns. Like you were kind of all in.

Bob: Yeah.

Mark: You were like, "Yeah I can do this."

Bob: Yeah.

Mark: You know most people are like those returns are ludicrous and they don't believe me but you're living proof of that.

Bob: Exactly.

Mark: So that's incredible. All right, so walk us through your very first deal soup to nuts. Like how did you get it, how did you sell it, what did you sell it for, how exciting was it and kind of walk us through it.

Bob: Okay. My very first deal was just doing the low ball offers and taxes that are owed. That particular property I paid the owner \$57 for a little over one acre.

Mark: Bob why weren't you calling me and saying Mark I've got a deal and I will split with you I just need this. If you can just help me come up with half of the 57 we'll split 50:50. You didn't need to get any capital, no hard money on that one.

Bob: No, not on \$57.

Mark: Okay, just checking.

Bob: That's what is really good about this program is that you can have very little money to get started.

Mark: I know it's true. Jeran started with \$800 by the way. I started with 3000. Your first deal was \$57. Okay sorry go ahead.

Bob: And the taxes that were owed on that property \$273. So the total was \$330.

Mark: \$330 but you didn't pay the taxes right away, correct?

Bob: I did not.

Mark: Okay.

Bob: As a matter of fact I paid on just last month.

Mark: Oh okay.

Bob: So what happened is I sold it. This one I put on Postly because it actually had a site address.

Mark: Okay. That's a great site.

Bob: Then a guy found me off of that and I sold it on a three-year note and the percent that I made was 1,260.

Mark: 1260% on your first deal.

Bob: So I sold it for over \$4000.

Mark: And you're into it for 57 bucks plus the taxes of-

Bob: 273.

Mark: 273 which didn't come out of pocket. So your return is ridiculous.

Bob: Yeah. You know what I do is like on this one I want to say that the down payment was \$149. Then what I do for everyone that I'm selling on notes adding out a \$75 note setup fee.

Mark: Okay. So that helps too.

Bob: So I got \$224 immediately.

Mark: That's great. That's great. Are you using virtual assistants at all or are you doing all this yourself?

Bob: I have two virtual assistants. One that does the list scrubbing for me... I'm sorry the data entry.

Mark: Data entry, okay.

Bob: Then I also have one that does the website for me.

Mark: How are they working out? Where did you find them? What are you paying them?

Bob: Working out great. I found both of them on Fiverr. When it came to the data entry it took me a while to find the right one. I had to go through probably 10 people I want to say and then I found this guy and he's always asking me for more and more work.

Mark: I love it. You know what? I love it when the VA is like, "Now what else?" It forces you to almost work harder just to keep them happy.

Bob: Yeah, he just sent me an email last night as a matter of fact.

Mark: Yeah, yeah. I love that. "Where is the next project?"

Bob: Then the next like I said the lady does my website I found her on Fiverr as well. So like for the data entry, let's go back to him, I pay the equivalent of like \$67 an hour.

Mark: Okay.

Bob: I've done the stuff myself. I've done like a hundred lines and after that, I said no more. But I wanted to experience it you know and see what they have to go through. Then the lady from my website I initially paid her maybe \$60. Then now I also just recently had her set it up where it's mobile friendly because I noticed a lot of people are sending me messages off of their cell phones. That was like maybe an extra \$15. Then whenever I have some changes that I need to my site it's you know \$5, \$10, \$15 I mean it's nothing.

Mark: It's nothing

Bob: Nothing and years ago I learned how to do my own website. I was like okay I had to spend countless hours to learn the program. I had to do the initial investment in the software. I didn't like the first software so I bought a second software. Then I ended up I didn't have a Capture for filling out the fields on my website. So I was getting spammed and the host was shutting me down so I said, "From now on I'm just going to pay this lady next to nothing."

Mark: Wow. You know what? Your site looks nice. She did a nice job for a free WordPress thing I think.

Bob: Yeah.

Mark: You know it's clean. It's nice. Now, are you building your list? Are you doing anything with your list?

Bob: Yeah. Well, what I have Mark is when you go to my site there's supposed to be a pop-up.

Mark: Yeah there is.

Bob: Yeah. Some people have told me that they don't that they don't see it and I don't know if it's maybe because they have a pop-up blocker on their computers or maybe it's through the cell phone or something, I don't know. But yeah I'm getting a lot of people that are opting in just off of that. Mostly most of them I think are coming from not I think I know they're coming from Land Watch or Land and Farm

Mark: Okay. That's great. So you're driving traffic to the site and then you're building your audience from there and selling land.

Bob: Right, because every single ad out I put my website on there.

Mark: Yeah I know it's great.

Bob: I say go sign up for the VIP list.

Mark: It's great. It's great.

Bob: At this point, I have probably about 80 people on the list in the last few months.

Mark: Yes. It's a slow drip, just a couple every day, right?

Bob: Yeah.

Mark: Yeah. I mean that's how you build. That's how you start. You know the results really speak for themselves because you're just doing it. It's not like you're messing around. You know I'll get people who are asking me about their logo. Should I set up an LLC? You just went into it. You know just like okay, I'm going to start to make lowball offers, got a bunch deals in. You're like, okay now I'm going to sell it. I mean did you even set up an LLC?

Bob: No. As a matter of fact last week I spoke with my CPA regarding setting up an LLC and he was telling me you know tax wise at this moment there is no purpose for me.

Mark: Right. Yeah. I mean there's really there's not that huge of an advantage. I mean I would argue you have some tax advantages because you can run expenses through the company pre-tax. But I'm not sure exactly how things are going with you and your personal tax situation.

Bob: Right.

Mark: So it may not have any personal bearing but in general in this business that's really more advantageous than the actual you know corporate protection because you know at the end of the day I'm not sure how safe an LLC is. If somebody wants to sue you they are going to sue you and if a clever attorney wants to pierce the corporate veil and go after you they probably could anyways.

Bob: Yeah I agree.

Mark: So and really my philosophy is happy customers guaranteed. I've been doing this since 2001, no lawsuits, knock on wood. You know the old saying in real estate is it's not a matter of if you'll be sued it's when and if you just ... Because we're not doing these huge multimillion dollar deals where somebody should go out and sue you, you know what I mean?

Bob: Right.

Mark: Just give them their money back if they're not happy.

Bob: I also think that at least when I'm talking with the customers is I'm upfront. If they ask me a question I don't know the answer I'll just tell them I don't know the answer or I'll say you know what, maybe you should contact the county and you know they can hopefully answer your question. But just be truthful don't say things just to get the sale.

Mark: Right, absolutely, absolutely. People respect that.

Bob: Exactly.

Mark: When you say no they respect it. Did I tell you about the study done with kids? I was listening to a Freakonomics podcast and it turns out I think I talked about this with Jeran and it turns out the three hardest words in the English language are I don't know like from when we are real small. The person doing the experiment would say to the child you know you can say I don't know. But they would come up with these elaborate stories to just kind of skirt having to say I don't know. It was really interesting. So yeah there's nothing wrong with it at all. All right, so you did your first deal. Let me ask you I mean the list part was the most challenging part of the business. What's your favorite part of this business?

Bob: Well when you and I first started I got on the phone you know I received a payment.

Mark: Right. Yeah, that feels good, "Hey, I just got paid."

Bob: Yeah. But no seriously I mean of course that's important but my favorite part is not having to go to an office. You know I can do this from anywhere that I have internet and a cell phone.

Mark: Yeah, no one's telling you what to do. No boss.

Bob: My favorite part is the freedom.

Mark: The freedom, okay?

Bob: Yeah, the freedom where I don't have to go to an office and be there at certain times. I can do this anywhere you know that I have internet access and a cell phone.

Mark: Yeah, yeah. It's great it's great when are you're on vacation and you're making sales too. It just feels so good. You know what I mean? Have you done this on vacation yet?

Bob: No.

Mark: No. Okay. Yeah, I was just in Palm Springs with my son and you know it was great. Like we'd get back from like a big dinner I'm like, "Oh yeah I just got paid." There are a couple of note payments that's nice, just going to check on things. It's great. It's great. Yeah I mean the freedom is really so, so great. No boss, no commute. How many hours a day are you working doing this business?

Bob: I would say and I'm doing a lot of the stuff myself that you know I can actually have somebody else do. By that for example, if I'm doing mailings I'm the one printing the paper, you know stuffing the envelopes, applying the stamp. But when it's all said and done in a week's time maybe 15 hours.

Mark: 15 hours a week so about maybe two hours a day? Two to three hours a day?

Bob: Two or three hours a day.

Mark: Okay, that's pretty good.

Bob: Yeah. You know in the short amount of time where I see the monthly income it's like I just say okay if I did that in four months, if I did a couple thousand of four months then what can I do in a year's time? I can have

6000 a month and in two years' time, I can have 12,000 a month. You know what I mean?

Mark: Right, right what you're on track to do.

Bob: Yeah.

Mark: So yeah I mean that's the question is you know when you look at your fixed expenses you can say okay at this point, I don't know what your fixed expenses are, but you can probably say at this point I have complete total freedom. You have your total financial freedom in the sense that your passive income now exceeds your fixed expenses.

Bob: Yeah.

Mark: I mean that's really special and I was saying to Jeran that you know when you're at ten thousand dollars a month that's literally like saving 2.4 million dollars literally at a 4 percent yield. I mean that's really hard to do. It's hard to do in four years let alone you know two years or whatever your own track in two years. So to save 2.4 million dollars to generate that kind of income in two years is astounding, astounding. I mean I think the average American doesn't have over a million dollars even saved. I don't know if they have any saved actually.

Bob: Exactly.

Mark: I mean so that's a big number and that's really, really fast.

Bob: The thing that I love too is you know I sit there and I look at okay this is what my income is now. But if I stopped which I'm not going to but if I stop this business today I still have money for years to come just because I'm selling on notes

Mark: Right, right. I mean and then let me ask you like it's fun, right? I mean do you enjoy aspects of it or are there any aspects you don't enjoy? Is there any drudgery in this business or? For me, it's like pure fun.

Bob: Yeah for me it's fun too.

Mark: So like my wife is like, "When are you going retire? When are you going to slow down?" Like why would I? It doesn't feel like work.

Bob: Right.

Mark: It's hustling for deals. Have you always been kind of a deal guy? Have you always wanted to get a good deal and you know be kind of a deal junkie?

Bob: To be honest, no.

Mark: You haven't? No.

Bob: No.

Mark: That's funny yeah.

Bob: But you know like I said back when I was doing real estate I was just cleaning up. But that was... I truly believe that it's because I'm honest. I'm honest with people.

Mark: You've got that those Midwestern ethics.

Bob: Exactly. Yeah.

Mark: Now you're originally from Chicago?

Bob: Wisconsin but it's close to Chicago.

Mark: My wife is from Wisconsin and it's like every person who is born in Wisconsin's dream to live in Chicago suburbs. It's like that's making it. One day I'm going to get out of here and I'm going to live in you know Highland Park or what is it? Deer... What is it called?

Bob: Deer Park or? I don't know.

Mark: I forget. One of those parks I forget. I don't know my Chicago suburbs as well as I should. But yeah that's funny. So you're from Wisconsin. What part of Wisconsin it's called.

Bob: Well I grew up in Elkhart in Delavan which is really close to the Illinois border.

Mark: Okay. Okay.

Bob: So when I was growing up I was always a Bears fan or a Bulls fan.

Mark: Okay, great. Did your parents have any kind of real estate background or is this all new to you?

Bob: No, this is all new to me.

Mark: Okay. And how different is land as opposed to houses?

Bob: You say there are no Ts which is true. I did not, did not like having rental properties. I'm done with it.

Mark: You have any stories?

Bob: Just when somebody would move out you know it would cost me thousands of dollars to get it back into a rental shape.

Mark: Yeah.

Bob: I had this one guy I held on to him for too long. He was always late but he always came up with the money. So I kid you not on a continuous basis I was driving to Surprise which is a good half an hour drive to the courthouse and going in front of the judge for the eviction process. Anyway, he eventually like I said he always came up with the money but I had to go through that exercise and I just didn't like it.

Mark: Yeah that's never any fun for sure. So if you met somebody that is on the fence about investing in the Investors Tool Kit or getting into the land business or maybe even doing coaching what would be your advice?

Bob: Do it. Get the Investor Tool Kit. Sign up for coaching. I met with Mark a couple of times with the coaching and it worked wonders. I mean look today Mark I sold I can't believe it but with yesterday's sale, I've sold over \$103,000 worth.

Mark: That's pretty fast and yeah your return is ridiculous.

Bob: Yeah, just like my highest return was on a property and I know when I first got it I was like this is too good to be true. I paid \$466 dollars. The taxes were 1148 which by the way I just paid the taxes off last month as well.

Mark: Okay.

Bob: So my total investment and that was because I did receive a letter from an attorney saying that they were going to begin to tax lien, the foreclosure on it.

Mark: Oh Okay.

Bob: So that's why I paid it off. But you know my total investment was \$1600. Now I found the perfect buyer because this property there is only like two dozen of these properties in this area right off of a highway and the rest is all government land, it's mountains. So I was like I can't believe that I bought this thing for so cheap when I was looking at the comp. It turned out where I sent a mailing to the neighbors and this guy his parents live there and his brother has a property there. So, of course, he wanted one as well. So I sold it on a 10-year note for about \$32,000. That was almost 2000%.

Mark: That's crazy. That's crazy.

Bob: In my opinion, he was the only one that could have bought it. You know what I mean or would have bought it.

Mark: Right, yeah the perfect buyer which is another reason land is so great is you already have this perfect buyer already in place because the neighbors want it. The neighbors want it.

Bob: Yeah.

Mark: Typically, yeah

Bob: Yeah. You know like the other day you and I were talking about I was kind of embarrassed I guess I could say to say that I was only going to get you know like 500% on a deal.

Mark: Right. You were a little disappointed.

Bob: I was.

Mark: Yeah. No, no I'm telling you this business screws you up. I know. It totally screws you up mentally in that sense.

Bob: It does.

Mark: Yeah you only made 540% I remember. I'm like only made... I'm like I'm like repeat what you just said to me. Think about that. You only made 540%. But I feel the same way when I do that too. I'm like, "Oh gosh it's terrible we made 600% on this deal. It's like you know the market is tough."

Mark: So all right well we're at that point...

Bob: I have noticed an upswing in the market, how about you?

Mark: No, I definitely have. The market is much fun than it was even six months ago. I mean it's definitely more fun. As Jeff Atkinson would say you know he doesn't want it to get any better he doesn't want it to get any worse, just nice equilibrium where it's easy to buy easy to sell.

Bob: Sure.

Mark: All right. So Bob Anderson student extraordinaire what is your tip of the week?

Bob: Well I was going to mention one before we actually got on the podcast but you said that's "Ah, ah, that's only for the Mastermind students."

Mark: Yeah, exactly because I'm the one who gave you that and I'm like, "No that one's too good. That's a paid tip." So if you want the really good tips you got to join the Mastermind

Bob: Okay. So my tip is it's called Itouchmap (all one word) .com/Lat-Long for latitude longitude dot html. This website if you have a site address you can plug it in there and then what it will do is it will actually tell you what the latitude and longitude.

Mark: Nice. Nice. All right well I'm going to link to that because they are not going to remember that site for sure. But that's a great one. It's great for due diligence. All right, so my tip of the week is going to be a little techie. It is Spot S- P- O- T like you got a spot on your shirt dot IM like I for igloo, M for Mary. What it is you host live conversations on your site and it's free. You can really connect with your community of people, increase the time on your site, and promote. It's cool. I think I told a story about my Google Hangout and how I sold four pieces of property on a Google Hangout. You could do the same thing with this just on your website. It's really easy. It's just simple copy and paste and again it's free. So check it out, Spot.im and see if you can utilize it on your website, on your land site, and whatever it may be. So Bob how do you feel about the podcast?

Bob: I feel good.

Mark: It is good, right?

Bob: Yeah.

Mark: You were a little nervous.

Bob: Exactly.

Mark: But it went by fast.

Bob: You know where when I wasn't nervous was to actually follow through and make things happen.

Mark: That's right. That's right.

Bob: You know like I said don't just sit idle. You've got to act.

Mark: Yeah, yeah. I mean it's so true. I mean it's really about taking action and even if things don't go as smoothly as they did for you, right? I mean you're going to hit a wall at some point. I'm sure you hit a wall but you kept taking action and the right kind of action. You know moneymaking action, sending out lowball offers and then selling the property and marketing the property. It's like you stuck to the right elements of the business and didn't get sidetracked with something that really I would consider ancillary to the business

Bob: Right.

Mark: Which is great, it's great. So well thanks. You know you can come back on another time and tell us some more success stories.

Bob: All right sounds good.

Mark: But yeah Bob I'm so proud of you. You're just crushing it, crushing it.

Bob: Thank you.

Mark: Anyway if you guys want more tips, tricks, techniques, on how to become just like Bob Anderson and start building up a passive income, get to \$2500. Actually beat Bob exceed \$2500 in four months of passive income go to www.TheLandGeek.com. Download for free the *Passive Income Blueprint*. Get the eBook *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.

If you want to acquire some raw land and check out Bob's site. Go to www.CrazyLandDeals.com. Watch how Bob makes his magic happen. If Bob doesn't have anything you want, check out my site. Go to

FrontierPropertiesUSA.com get some wholesale in there and Land Geek community I appreciate everyone's taking time out of your day to listen to the podcast and learn more about our lucrative niche. Bob thanks again. You will come back.

Bob: Yes.

Mark: Alright fantastic. Alright, well thanks, everybody. See you next time.

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