



THE LAND GEEK

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

Mark talks with Paul

Transcript

Mark: Hey, it's Mark Podolsky, the Land Geek from your favorite real estate land website, TheLandGeek.com and today I've got a special guest. I've got Paul from upstate New York, and who's Paul from upstate New York you're wondering? Paul is one of the freshest students to go through the grind of the Investor's Tool Kit and he also joined the Gold Mastermind program.

So I thought it would be really helpful and valuable for the podcast listeners who haven't gone through this to get a perspective what's it like to go through it, how is it going and to kind of learn from Paul's experience so that it kind of reduces that element of anxiety hey what's it really like to go through Investor's Tool Kit or Gold Mastermind. So Paul how are you?

Paul: I am good Mark. Thanks for having me.

Mark: I really appreciate you taking the time out of your crazy schedule.

Paul: Yeah, I tend to juggle a lot which is I think one things that drew me to your program was the virtual assistants concept and, not having to make it a full-time job.

Mark: Right. So tell me a little bit about your background.

Paul: Well, I've done real estate for quite a while. I had a builder that was in my family and I learned a lot from him. Because of that I did build my own house on the first piece of land that I bought a few years back. From there I've kind of continued to buy land and slowly do some small development new construction stuff. While doing that I've been doing energy auditing. So I'm in and out of tons of houses and I kind have a broad range of all real estate and anything to do with houses and land and new construction. So I'm kind of all over the place with even further background in computer information systems and things like that. So I like the technical piece and the creative part of it. So I do a lot of different things it's hard to classify my skill set.

Mark: Yeah, you've got great skills set especially for land. Was there anything that drew you about land as opposed to single family homes?

Paul: It's actually pretty simple. I already own houses: you know I own two family houses, I own a condo down in Florida and I've build one of them and I've rehabbed the other one and rehabbing where there is certainly a great carrot at the end of that stick for the right person. It is a lot of extra work and it's a lot of time.

I've been sitting and speculating on a couple pieces of land that I bought and going through your marketing that was I kind of drawing me in I'm like you know the more I think about it I haven't spent any time on the land I'm speculating in where I am constantly dealing with issues with my real estate and blends and clogged toilets in the middle of the night. You don't get that with the land as much. So I think that's what really kind was that initial draw in.

Mark: Right, right those three T's no tenants, no termites, no toilets.

Paul: Didn't hear that one but it's kind of the... yeah that's a good one.

Mark: Yeah. Now were you skeptical at first?

Paul: Absolutely. You now I watch the commercials and the ads and everybody is selling something and you know there's certainly a million get rich quick schemes. While I did my due diligence, I looked at all your websites and everything that I could find related to Land Geek and Frontier Properties and I did it all. I looked everywhere and I knew there was underlying secret. I didn't know how much I would get from the program but I knew there was something that I was lacking, one little gap and I found it to the point where I've realize I've been buying land wrong. It's certainly

interesting and it's only been 30 days. I actually think I purchased, I made payment on October 14 so it's been exactly 30 days since I signed up.

Mark: Right. So how long did it take you to actually watch all of the videos and go through the supplementary information?

Paul: There's a good amount of information. I liked how you organized it by what you should start with and where you would get to. I'm not going to lie I probably haven't finished everything yet. I kind of stopped somewhere in the middle and that's really for my own learning curve. You've got a lot of information and it's a lot to digest and I think I'm going to start with the first half and which is more of the how to acquire the land versus how to sell the land and then finally getting into how to automate the whole process. I'm doing it a little bit slower because that's how I learn better and I'm really just working on how to acquire the land right now.

Mark: Yeah. I like that method actually. I think that that's not really a bad way to go about it because it's like you're chunking it, right?

Paul: Right.

Mark: So first let's just focus on getting a deal and doing deal flow and then I worry about due diligence and then after I do due diligence then I worry about closing it, marketing it and selling it.

Paul: Right.

Mark: So I like that.

Paul: And that's where I am. That's where I am today is that I do due diligence. Like I said I sent out my first offers not too long ago, Thursday I think it was and yesterday I actually got three potential options you know going on projects. One of them actually was just a bad news and the other two I'm doing my due diligence on right now. So less than 30 days I'm already looking at deals.

Mark: Amazing. So how many offers did you send out and how long ago did you send out the offers and how quickly are you getting back feedback?

Paul: I want to say it was Thursday or Friday that I sent out approximately 80 to somewhere down in Florida.

Mark: Okay, so about a week ago or less than a week. Is that right?

Paul: Veterans Day we lost a day in the mail but I had over four responses you know people that reached back out to me in less than a week.

Mark: That's a huge response rate. Are you doing anything different with my letter? Did you edit it some way?

Paul: I doctored it a little bit, not a ton. I did doctor a little bit, I made it a little bit more I guess less... I don't if I want to use less personal because yours isn't very personal. I think I just added a little bit of more branding to it and cleaned it up and reorganized it a little bit. Nothing major but it's I'd say 90% your document.

Mark: Okay, that's interesting all right. So you went through the letters. Now did you hire a VA to do it or did you do everything yourself?

Paul: You know it's kind of complicated. You know certainly just like anybody I had my beginning struggles trying to get the ball rolling. I did hire a VA to do more of data entry were just start changing some lists from PDFs back to Excel documents. I didn't really go down the road of using a virtual assistant as far as due diligence or deal checking or mailing. I want to be a little hands on, I really want to get my own process built. Certainly your program provides great fundamentals but I still want to be a pioneer and I want to do it my own way.

Mark: Sure and really that's the way to do it right and I think I talked about this in a podcast was the Samsung method. So the iPhone comes out and Apple is killing everybody. Nobody can get any traction, all the market wants is an iPhone. So Samsung can't get any traction they are like you know what, screw it we'll just make another iPhone and they just literally copied it and started selling it. So you would go in to Verizon and they would just push a Samsung on you and they'd just say it's just like the iPhone but now they're iterating it and they are arguing now Samsung's more innovative than Apple. I mean would you agree?

Paul: An avid Apple hater so we could bend [00:09:18] [indiscernible] on this all you want, clapping for Samsung is that's the case. I say that sitting on an iPad I'm making myself angry but it's you have to innovate. You know what, again there are the good fundamentals, you really connected the dots in the program and exact method works great for you but I obviously want to put my own little special twist on it and you know the old saying students surpassing the teacher.

Mark: Yeah exactly and I think that's really great and now that you're in the Gold Mastermind you're listening to not just how I do it now, you hear how

Jeff does it, Tori does it, Jeran does it and Jim Lewis or whoever else that's in the platform. So you're getting a broader spectrum of how people do it and then what's great about it is that you're taking that and then making your own, doing your own branding and I mean that's really a recipe for success. I don't see how you can go wrong with that recipe.

So you take the fundamental information and then you twist on it and then you make it better and just like any other company that's what they need to do. So they don't want to reinvent the wheel they just want to make a little better, they want to iterate it and curve their niche in the marketplace, their unique selling proposition and go from there and that's what you're doing and it's only been 30 days. It is pretty remarkable, it's great. Have you had any background in the past that you kind of draw from and say oh yeah this is how you do it?

Paul: I guess I kind had like I said a broad spectrum of background. So I've had a little bit of real estate, I've had some land buying and the contracts itself. I kind of know what to look for a little so cut down do I have that experience. I did web development in my younger years so that kind of helped me with getting my marketing going. Fiverr is always a great place to cut down on the little tasks like copywriting and logo design and things like that. So you know what I kind of pulled a lot of different resources to kind of get the ball rolling. But I guess I came with a good fundamental of what you were doing without knowing the tricks of the trade so to speak.

Mark: Right. So after going through it were there any parts in there that you would be like uh this isn't so great or I already know this. Which aspect was like oh yeah this is different?

Paul: Obviously the how to get all the deals. That obviously was the biggest thing for me. Like I said I can't speak too much onto the selling and the VA stuff because like I said I haven't dug too deep into that yet and I'm sure I will throw you my constructive criticism when I get there. I just my focus is on that, I didn't want to overwhelm myself. I wanted to come running back and say Mark here is my first deal and accomplish that one thing to kind of move to the next one thing which is selling it and then automating it from there. So I'm probably dragging my feet a little bit. I'm getting too far ahead of myself but I think I do that just so I don't get lost in the mess.

Mark: No, I think the focus is great. I mean the focus is great. So we kind of talked about the Gold Mastermind and I thought it was interesting your take on it which was hey I'm not there yet, you guys are talking about all these stuff, you're dissecting deals where when you first start out it really should just be about hey how are you getting these deals and what are you doing

for deal flow and for the list and I thought that was really interesting. So kind of tell everybody like okay you joined the Gold Mastermind and what was your take from it?

Paul: I mean it's great. You really listen to some really experienced people that have been doing this for a while. I guess the best way I can explain it is like going to college and you've got the college professors that had done something or practiced in that field for years and they're talking about it like it's everyday life but you're like hey I'm still a student, I'm nowhere near that realm yet.

So there's a lot of knowledgeable minds that you can grab information from but I think like I said since I haven't gotten too far ahead yet I was really looking for what's going to help me today and a lot of the Gold Mastermind stuff I thought was rather advanced. You guys were talking a lot about how to market and sell these properties and I'm like I still want to get a property to try to sell, a lot about analytics and you know furthering yourself on mediums like Craigslist and the other ones that are out there and I just wasn't there yet. So I'm listening to it and I'm like man this isn't going to help me today. So that's why I kind of threw that one at you.

Mark: You know I think that's great and like any smart business we're going to adjust, we're going to adapt to meet our customers' needs. So what did I do? I pulled you into a Platinum Mastermind so we can talk about the things that you want to talk about as a newbie. How did you feel about that call?

Paul: It as great. Again I got to kind of ask a couple of questions that I needed to ask and get some additional advice. I tend to try to talk to my family and friends about what I'm doing and they look at me like I'm crazy and it's never going to work and I kind of already put signed contracts in front of them and they're like how did that even happen, this didn't even make sense to us. So it's hard to speak to like-minded people and really be able to talk about what I'm doing and get people that have been through the experiences and went through some of the troubles that I am trying to overcome and really to get started and to get to the level that at you're at.

Mark: Right. Did you tell your wife about this?

Paul: I fortunately do not have a wife.

Mark: Oh you're not married okay. So who did you tell about this and what was their reaction?

Paul: I did explain it to my girlfriend and she does like she always does. Well I have a million projects going she smiles and nods and says that's great. I told a guy that would be kind like a business mentor to me and he said you know the same old same, same old if it is too good to be true it's not going to happen and I said it's not you just have to put more into it and be more creative about it and there is that opportunity out there. You might not get a yes the first time, maybe not even the first 80 times but you're not looking to take over it in one day, you know, it's a grind just like any other thing, it's not a miracle make a million dollars tomorrow. You start to put in the work, you have to put in your own creativity in your own twist but you know a lot of people looked at me like I was crazy when I built my first house at 24. They were like why would you build a house you just sold a motorcycle to build a house. So your friends and your family that aren't always necessarily as driven as you are aren't always the best resources when you're telling them about your crazy land buying business that you're starting.

Mark: Right and I think Jeran and I talked about this once because if this works for you and you're successful what does that say about them. They have to kind of look at themselves in the mirror and be like oh I'm not as ambitious as Paul. He's going out there, he is making things happen and that's kind of threatening, right?

Paul: Yeah.

Mark: You hear someone taking massive action to accomplish their goals and I'm kind of not doing that so I'd rather you not this sounds too good to be true or you know this can't be, don't do it.

Paul: Right and I certainly got it. I got the people that know me and how I operate that kind of go if Paul is really going to dig into this he'll probably make it work like everything else. So you know I have my own little fan base of people that know that I am the one that's always creating, conception and trying to find a better angle to make things happen. So I guess I didn't get a ton of speculation but the ideas it's a little crazy like hey I'm going to buy land in the desert and sell it and make money and people look at you like ha! They have no idea especially in this real estate market people are even more skeptical of anything to do with real estate.

Mark: Yeah. My first year I didn't tell anybody what I was doing maybe I did in two years. I was actually kind of embarrassed about it, like it didn't seem right. Like okay I just bought property for like nothing, for under a thousand dollars which in my head seemed like oh someone is going to think it's worthless and then I sold it on eBay and made 300% to 500%. They're like

you're selling land on eBay and that almost sounded like okay this doesn't sound right either. So I actually didn't tell anybody about it for like a year and then when it really started going, it started hitting my confidence kind of grew. I'm like this is kind of a thing and it probably took maybe a few more months after that before I started confiding in friends and telling them what I was doing and their reaction was really, you're sure, is it legal?

Paul: That's like I got that is it legal question from probably just about everybody that I brought it up to.

Mark: Yeah and it is.

Paul: Right.

Mark: But it's an interesting niche.

Paul: It is, it certainly is and like I said I guess I wasn't bashful about it because I am the guy that low balls everybody anyway. I'm the guy that goes to the theme park and tells the guy at the door that I'm not paying \$40 a ticket, I'm paying 20 and I really don't feel like throwing a fit in front of everybody you should probably just let me in for 20. So I think I even tried, I think I attempted three or four different angles on biting you up on the price.

Mark: Oh yeah we did negotiate, didn't we on the Investor's Tool Kit?

Paul: Yeah, that's just the guy that I am. So it doesn't really surprise the people that I am around but that's what I do and that's how I got where I am and now I just found a way to do it for even cheaper. So you know it really is right up my alley and everyone is kind of like yeah that makes sense that you would be doing something like that. So I guess I wasn't really bashful about it because that is why I am haggler, I am the guy that likes to find deals and make things work.

It was kind a perfect fit when I saw it and again I've never bought any online training ever before. So this is something totally new to me and do I think it was a waste of money? Not at all. Even if I don't become the next millionaire landowner I learned a pretty cool trick to implement in some of the things that I've already been doing.

Mark: Right yeah. I mean you can take a lot of these skills and apply them in other places besides real estate but I really love this land niche just because there's no physical inventory, there's nothing to maintain and it's a onetime sale and then you can do recurring revenue if you are not doing

flips. Honestly like I can't think of anything better and I've tried and thought about it and thought about it and done these mental simulations like okay what's better than this and I'd be open to hear any, I really don't know.

Paul: Well, there is the two toughest things. If you ask anybody that owns a business the two toughest things in business are finding quality help which this really you can do it on your own. If you had nothing else going on you could really do this full time, by yourself and not need a VA you could do this completely on your own. If you needed help again you can find the virtual assistants, you can turn them and flip them and burn them if you really wanted to. It's not like you needed someone to man your store or you're going to lose money today and lastly inventory. Theft is the number one hardest part of business even if you're doing new construction you're still losing things left and right and you really have nowhere to have anybody steal it. It's not like somebody can pick up your piece of land and take it away from you. So there is definitely some huge pros there when you think of a typical business model.

Mark: I never thought about it like that yeah. I never thought about the theft aspect of building but you're right. In fact I see like developers.

Paul: But then a liquor store, a corner store any business that you have theft is always one of the biggest things you have to worry about and it's not there. What are you going to steal my land? I mean I guess the worst case scenario is if you actually put up signage which I don't believe you're even doing. You put up a sign and someone stole it. Even realtors experience that pain so you don't even have to deal with that.

Mark: Right. I mean my biggest nightmare is just something happening environmentally to the property which you know I don't know. I mean it just never happened but I think about it you know this could happen especially like the Philippines there is something like that. Like you're buying in Florida you're like oh God forbid there's a hurricane.

Paul: See I don't look at it that way. When I heard about the Philippines again this is the person that I am I was trying to convince my friend that we should go over there and buy some wrecked motels on the beach. You know they probably selling them dirt cheap right now because it is just the foundation left. That's how my mind works so I'm like oh great natural disaster that means they are going to rebuild an entire community: new buildings, new hotels, now I bought the land cheap and I am in a busy market. I mean that's what Donald Trump did you know he would buy land where it wasn't necessary and he built it and then cities built around him.

Mark: Right. I mean yeah I love the way that you are thinking yep he is using opportunity, opportunity, opportunity it's great. So what was your biggest frustration getting started?

Paul: Certainly probably finding the information, you know getting the lists and getting them ready to send out was probably the harder part. I definitely say that was my biggest thing and even that wasn't so bad. You know there's some great... I mean Excel does things for you and Microsoft Word does things for you where you don't have to do anything by hand really. So it's kind of coming up with it and really building the fundamentals and just getting going. You know getting out of your own way is always the hardest part. Really saying I'm going to do this but I guess it would probably be finding the information that I needed for the areas that I wanted and then getting out of my own way and saying maybe this area isn't viable and I have to find somewhere that I can get information that I need.

Mark: Right. So how did you start? Did you do some market research on some places in Florida? Because you're from upstate New York I'd think oh yeah buy in my back... you know. What's the word I'm looking for? My backyard.

Paul: I certainly wanted to start in New York and New York is a tough state for anything you want to do. Their information is this kind horded and hidden and doesn't come out you know very early. It normally takes four or five years to get the information that you want and then that's four and five years old. So I struggled with New York.

Florida has a great information wise, land information wise it's a lot more open and easily accessible with no cost and I certainly wanted to keep my costs down in the beginning. I'm willing to spend the money in the future once I get a few deals behind me in the states that are little bit more difficult but I will be honest and say I really didn't do a ton of market research. I just wanted to get my first deals going, I wanted to get my feet wet even if it was something that I didn't end up buying I wanted to get an offer back, I wanted to go through the agreement and the paperwork and kind of figure out what I was doing first and then I'll probably dig a little deeper into market research.

One thing that I did learn and I know you mentioned that you didn't really like sharing this with your friends but by talking about it with a few people I found out some pretty cool things that I wouldn't have known on my own such as I'm going to target an area where the state plans on building X amount of windmills. So the land is going to become more valuable, they have to build these windmills. Am I going to anything? Is the information too

late? It's possible but I'm going to try to speculate a little bit on something like that and in another agriculturally they are making some changes and I'm going to try to grab some rural land there and again speculate for some buy-and-hold versus buy-and-sell. So there's different methods to my madness and like I said I'm always all over the place.

Mark: Yeah. I mean one of the best deals that I ever did was doing the exact same thing except I went after geothermal. So we saw the applications going in and we bought property where they wanted to put the geothermal line and I owned the property. So they contacted and they wanted an easement through my property I said no you've got to buy the property and they had to buy my property and they had to buy it at a price that you know they had to have it. So I was really in such a strong position of leverage for them to even continue with their business.

So I think that's a great model once you get to that next level. Okay now I know how to do this, now here are some different opportunities where people are doing different projects that I can kind of speculate here, speculate there geothermal, solar, developments so on and so forth. So that's great, that's great. Well I know I'm putting you on the spot but have you been listening to the podcast before you got the Investor's Tool Kit?

Paul: I probably listened to one or two before getting the Investor's Tool Kit. Then there was so much content to digest from the Investor's Tool Kit and then I started going to the Mastermind. Some dead time I'll listen to a podcast or two. I don't have an Apple device so I have to do it right through your website in order to listen to any other time. So if I'm doing some research I kind of have been backtracking through some of them. I'd say I probably listened to maybe six or seven so far.

Mark: Okay well as you know then I'm going to put you on the spot what is your tip of the week? It could be a website, a resource, whatever it is.

Paul: Got you. I'd have to make mine my phone system. So you'd recommend using Google voice and Google Voice is a great free product. I'd rather spend a couple dollars and have a superior product, and I'm using Ring Central which you can technically get into relatively cheap it's like \$9 a month or something. They do make you sign a year contract \$9 a month so it's \$120 a year I think it ended up being and it's just such an incredibly powerful project.

So instead of letting the phone ring to me and then just going to a regular voicemail I kind of have a really neat voice broadcast that says thank you for calling, nobody is here. Did you get an offer? Press 1. Did you want to buy

land? Press 2. Did you have anything else you to discuss with us? Press 3. When you press any of those prompts it brings you to a next step which then brings you up to it's own voicemail pool which allows you to have a next voicemail and then it all dumbs right into an email and you get an email that says hey this is a seller voicemail, this is a buyers voicemail, this is a different voicemail. So your phone number really never rings, it takes that extra work out of it, you don't really have to talk people if you don't want to, you only callback the people that you need to. So it really saves you a lot of time and keeps everything central right in your email or your voicemails. Everything is there to go back and reference if needed.

Mark: All right great I love that tip. In fact I'm going to play with Ring Central myself and get back to you to let you know how it's going. I think it includes an 800 number and fax, right?

Paul: Yeah, it's all included.

Mark: It's like 9 bucks a month to start?

Paul: Yeah, I think it's 9.99 with a year contract so again it's 120 bucks a year.

Mark: It's great. You know how much a PBX system, like a corporate PBX system costs?

Paul: A lot. Actually they even offer a virtual PBX with addition to voice over IP phones that you get multiple phones and multiple lines in your place of business as well. So I mean I'm giving you the bare-bones package that I have it actually can be much bigger than that.

Mark: RingCentral.com great, great tip. All right so my tip of the week is going to be a little bit different it's going to be in outsourcing tip. So I found a place for developers, it's kind of developer centric so for your website or landing page I'm getting a Stripe integration put in so like Stripe competes with PayPal and so its PeoplePerHour.com. PeoplePerHour.com it's a little more developer centric and I'm having pretty good success with it. I found a developer in India actually that bid on my project and she's doing great and I'll let you guys know how that goes but PeoplePerHour is going to be my tip of the week. Paul can't thank you enough for spending time out of your frenetic, chaotic, crazy day and week to join me in the podcast. How do you feel about it, would you do this again?

Paul: Absolutely. You know if I'm available I'd love to join. It gives me a chance to pick your brain a little bit too.

Mark: All right great. If you guys want to learn more tips, tricks, techniques how to make money buying and selling raw land go TheLandGeek.com and download for free the *Passive Income Blueprint*, get the eBook *How To Avoid The Three Fatal Land Buying Mistakes* I see people making every day. Get this podcast delivered each week to your inbox and look give me some love. Jeran is not here you don't have to go to ResearveLand.com give me some love go to FrontierPropertiesUSA.com invest in some wholesale land. Paul is working on his first few deals so I don't have a site to plug for him if you want to acquire some property in Florida pennies on the dollar or wholesale. I shouldn't say pennies, he's buying pennies on the dollar but I'm sure he's going to be selling wholesale for quick sale. Or how are you going to sell it Paul?

Paul: I haven't figured that out yet. I'm probably going to either float them on Craigslist for now or give the option to you. Maybe I can even convince you to pump it out to your followers. That's a good question.

Mark: Absolutely awesome all right great. I'm not afraid I'll sell it fast. So thanks for everybody for listening, leave us a comment on iTunes let us know how we're doing and this is Mark Podolsky, the Land Geek and Paul thanks again. We'll see you next time.

Paul: No problem. Thank you Mark have a good one.

Mark: Thanks Paul you too.

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