



THE LANDGEEK

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

Mark talks with: Erik Peterson - LandOpia.com, Tate Litchfield - FrontierPropertiesUSA.com, Mike Zaino - ThreeLandGuys.com, Mimi Schmidt - PartNParcelProperties.com, Scott Bossman - LandBosses.com, and Aaron Williams - BearLandProperty.com on The Land Geek Round Table

Transcript

Mark: Hey it's Mark Podolsky - The Land Geek with your favorite nichey real estate website TheLandGeek.com and on today's Roundtable, this week's Roundtable we've got the guy who's been missing, he's been MIA but he's back 'Bear Land' Aaron Williams. Bear Land, how are you?

Aaron: Man I'm so glad to be back, so glad.

Mark: You have been missed, you have been missed. We've got the 'Technician' Erik Peterson. How are you, Erik?

Erik: I'm good.

Mark: Good to see you man. We've got the Nite Cap 'Old G', dude buddy Scott Bossman. Scott, how are you?

Scott Bossman: I'm great, Mark. Thanks, glad to be here.

Mark: Good to see you. We've got the 'Zen Master' breathe in the mailing, breathe out the marketing - Mike Zaino. Mike, how are you?

Mike: As we used to say in my karate class great and getting better sir.

Mark: Great and getting better.

Mike: Great and getting better sir.

Mark: I have to tell you I could get used to this sir thing it's pretty subtle. Erik Peterson, you hear a lot of sir and mum in Tennessee?

Erik: We do hear more of that here than you hear elsewhere in the country.

Mark: Yeah, yeah. I kind of get that kind of judgmental vibe sometimes with Erik when we're out to eat at Bootcamp and you know he'll say thank you sir, thank you mum and none of us know what he's doing and this feels very old-fashioned. At some point I think he's going to order grits but he doesn't. It is an interesting vibe but anyways I digress. We've got the most feared woman in the country Mimi Schmidt. Mimi, how are you?

Mimi: I'm doing great. Aaron, it's great to have you back. I love they're so many of us on the call today and in Erik's defense he has a very modern hairdo. He has a very modern haircut with the fade and the spike on top.

Mark: Well, look if the Terrorist Hunter has your back Erik we're not even going to talk about that hair. And then last but not least, we've got the 'Big Poppa' I love it when you call me big Poppa, Tate Litchfield. Tate, how are you?

Tate: Good. I didn't... I mean Erik what are you getting a haircut for? Bootcamp is not for another month.

Erik: I know. I'll have another one before Bootcamp. I'll make sure.

Tate: You're getting me and Mike all like antsy like I didn't get a haircut. I wish I had a fresh fade going on. Looking all...

Erik: You thought Bootcamp was about to start next week.

Tate: Yeah, I was like oh geez am I not? I must have missed that. You look handsome as ever.

Erik: Thanks.

Mark: All right. Well this podcast is not sponsored by Erik's good looking hair. It's sponsored by Flight School and Flight School Live to learn more just go TheLandGeek.com/Training get on the call with the Nite Cap 'Meister' Scott Bossman or the 'Zen Master' Mike Zaino and they will give you the scoop. All right we've got an interesting topic; Aaron Williams what is the topic for the Roundtable this week?

Aaron: Well, I received a question from of our community members and it goes like this. How does one go about test marketing before they own a property? This person has been sending out offers and practicing their due diligence and they want to start learning the marketing side of the business. Though I'm guessing they don't have properties yet. So they want to test market in some areas and are curious how to go about that without having specific things to advertise.

Mark: Right, so essentially you're picking this County but you're not sure about this County so you want to put out what we call blind ads. Stating a theoretical property that you don't own in that County to gauge demand for those types of properties which will then give you a little more confidence that yeah this is accounting worth going to. Is that really the question 'Bear Land' Aaron?

Aaron: Yeah I think so on. Because that would be obviously a main reason to do some test marketing and I guess you could even do some before you've gotten a property in a County you've decided on just to kind of see what the responses as far as maybe the way you marketed it too but it all kind of ends up the same. So yeah I agree with you.

Mark: So even if you picked your County you can start doing this to gauge even how you're going to price.

Aaron: Yeah, and let's start building our lists right away too.

Mark: And start building your list right away because when they do respond you can put them on your buyer's list so that when you do actually acquire a real property you've got a hot buyers' list that you already definitely know want that property. So if I'm understanding then is the question do we do this or is the question how do we do this? I'm not sure I understand exactly.

Aaron: I think we're looking at a how. Like how do we go about doing this kind of thing?

Mark: Okay let's start with the 'Zen Master' Mike Zaino. How do we go about this or how do you go about this?

Mike: I think Mark you obviously put up some really perfect initial answers to like what we're doing and all of that but I kind of feel like this person might be going rogue Mark in the sense not following our recipe. Like in Flight School recipe number one: go where the other land investors are. If you are not going there you may start to doubt the properties you're mailing to will sell so you might bring in that self-doubt because you're... We see people all the time they try to go away from the recipe that works. They go into an area where they want to buy the land but maybe that's not an established market.

So I guess since I go first I get to say that that maybe they are misinterpreting what we do Mark. Maybe I would advise them to make sure they are not going rogue, they are following the recipe which is go where the other land investors are because then you can see established comps, you can see that properties are moving by the volume of people who are doing deals there. Looking at Land Modo for sold comps, for sales comps, comparing them. So I guess I'll start with that as a starting point. I kind of get the vibe this guy is going a little rogue on the method that we typically teach.

Mark: Yeah. I mean we really do drill down very deeply in the training on how you pick a County, why you pick that County and how to price the County. So I guess 'Bear Land' Aaron he wants to know as far as the test marketing. I don't know if he's going... Let's just assume he's not going rogue, right?

Tate: Yeah.

Mark: Let's just assume he needs a land woobie. I guess he wants more confidence and more security.

Mike: What's a land woobie?

Mark: Like a woobie. Like you have like when you're a little kid you have like a little blanket or a kind of a woobie and you feel more secure and you know you lose it you start crying. So like this is a land woobie. Because you're putting out this ads to make sure that you are really, really sure and maybe you're the kind of person that really is super skeptical. Like yeah sure

Mark has been doing this 18 years but maybe he doesn't know what he's doing or maybe the... who knows. There are skeptical people out there they want to really see it for themselves I don't know. Let's just call it the land woobie method. So Erik Peterson, what's your answer to that?

Erik: Well I interpreted the question as may be more of a pre-marketing type question. So I'm going to assume that this person has maybe a property under contract, maybe it's in due diligence, they're kind of working through the acquisition process and they want to get out there and maybe market that property before they actually have it available for sale. So I'm going to take that perspective.

Mark: That makes way more sense to me. Okay lets discuss that issue because that's a really good, a way better topic than the first one which would be you're not following the recipe. Okay this is great go ahead Erik sorry.

Erik: So I mean that may or may not be where the person is going but nonetheless I think that's how I'm going to answer it and you know in that scenario I would market almost as if you have the property. In other words we'll call it a 5 acre parcel, you know, in whatever state. I'm going to go to the same markets that I would market that property in when I actually buy it. So I'm going to say I have 5 acres available, it's in such and such a location and this is the pricing. Maybe this is an opportunity for me to play around with the pricing, maybe I don't know if I can get \$99 a month or \$150 a month or \$20 down or \$100. So maybe I'm going to use that opportunity to try different price points.

But what I'm not going to do is give an exact location for example it's on X Street or he's a Google maps link to it or something like that. Instead I'm going to be a little more vague. I'm going to talk about the type of property versus the exact property and as those leads come in you know basically you have a couple choices. One is you can just not reply because you don't have anything available; let's say this is your very first property that's an option. I don't know if I love it but it is an option.

So you could take the email and then reach out to them once you have something available or you can reply to that person and try to start a conversation. Get their phone number, get to understand what their problem is, what type of property they are really looking for and if what you have coming in is going to be a good fit for them. Assuming it is well then you know you can take that a couple directions. If they are ready to go you can collect a deposit and nothing more until you actually take title for the property, then you can kind of finish and close the deal and you can just let

the buyer know that's the situation it's in, it's going through closing. When it's closed in a weeks' time or whatever that timeframe is you know you'll finish off the transaction, but their deposit allows them to hold that property and basically have first dibs on it. So you know that's kind of some of the process you could take with it.

Mark: Yeah, I really like that for sure. I'd like to hear Mimi Schmidt's thoughts on this as well.

Mimi: My number one thing when I want to go into a County is to put test ads out. It's so easy, it's so cheap and it tells you so much about the market. How hard you're going to have to work to get a lead but then you're actually going to have people respond to those Craigslist ads and I had a woman yell at me once when I actually was honest with her, hey I'm just kind of testing the market.

So I literally when people do call me on this Craigslist ads that are general just like Erik said I'll say I do sell land and I'm out of it in this area right now. Which is true, doesn't say that I had some originally but I already had a scarce situation built in because I don't have any land. I don't tell them that but I'll get a couple in but even they sell out quickly. So in developing my buyers' list it already has this scarcity built into it because I'm just getting started and all I have are a few pieces. So that has really worked in my benefit in the past, right, you can use it to your benefit that scarcity and I do use...

Of all the places that I go out to check my pricing it sounds like this person they sent out 200 letters but it didn't actually say that they bought any, maybe they are not sure of their pricing. The best way for me to check my pricing is Land Modo. There's just that's where so many of us are already. I'm not just saying that because of Scott - it's just where I go to check out pricing. Check your pricing on Land Modo. If you're watching the responses you've got to check the pricing on mailings that you're continuing to do that's what I would do. I have checked out three counties in the last six months and it's worked for me going into new counties. So that's my advice.

Scott Bossman: You're muted Mark.

Mimi: There you go.

Mark: Oh sorry fantastic. Scott Bossman what's your take?

Scott Bossman: Well I think just to add onto what almost everyone has said I think it's all good advice. I think Mike's advice is good in the sense

that you do not want to over analyze because you can go down rabbit holes in this business and you do want to keep things simple. Keep things simple, follow the recipe, go where other land investors are but it's very strategic to send blind ads when you're going into maybe a new area or when you're, you know, looking to salt maybe a different group of people. How many more hits are you going to get on Craigslist when you talk about hunting in the area? How many more hits are you going to get on Craigslist when you start talking about tiny homes and you know that tiny homes are accepted in your area? So these are all ways to test the market to see what people want to add to your buyers list and to you know basically just feed your County research going forward in this business.

Mark: Fantastic, fantastic and we'll give the Big Poppa the last word on this. Big Poppa?

Tate: I think it's a great question and I know Scott goes into it quite heavily in Flight School and I don't want to steal any of his thunder but you know he talks a lot about the demand and it's a simple economic concept right. Supply and demand those are two things that we need to take into consideration when we're shopping for an area to buy land in and when it comes to selling land. It doesn't do you any good to buy land where there's not a lot of land to be purchased and you don't want to end up buying land if there's no demand for it. So this is a foolproof way to get out there and determine is this going to sell and if it is going to sell then you can go back and get more of it.

So I think pre-marketing an area it's absolutely essential to what we do, we do it on every new property. Not every new property, every time we look at entering into a new marketplace we want to get a feel there. We want to know can I get 200 a month for this, could I get 250 and the only way we're going to know that is by marketing. Like Mimi said it's easy, it's cheap, it's effective and it's honestly a simple process but you don't want to get carried away or get caught marketing a piece of property that you don't own because people are going to call you out and the last thing you want to happen is have somebody question your reputation. Because if your reputation goes down the drain in this business I mean that's all we have, right, we're buying and selling land on the Internet. So do things the right way, be a little bit vague, explain to them that, you know, you might have something coming in available in the next little bit or however you want to do it. But I think this is a great question and it's a concept that if you're going to get serious in this business you need to look into.

Mark: All right, fantastic. 'Bear Land' Aaron how do you feel about all those answers?

Aaron: You know, I feel those answers are terrific, it's really well covered. The only thing I might pull the group on is would you consider Craigslist the only place you really want premarket. Can you do it on Facebook or some land sites or anything like that?

Mark: Mimi is shaking her head. Mimi?

Mimi: No, you know I'm a huge fan of Facebook but no Facebook needs to be more specific to the property itself and I will say the best information that I've gotten is those folks calling about those general ads they'll say, "Hey yeah I sold my first few but if you'll give me some information on what you're looking for, you know I'll keep a note of it." I get great information about those people who are answering my general ads what they are actually looking for or are willing to buy.

Mark: All right great, great. Well, I think this was a really great topic and I think we really covered every aspect of it. So that being said great job Roundtable, you know, how about those little self-congratulations. There you go a little pat on the back. So it leads us to our tip...

Tate: Mark, we've got to thank the listener that handed in the question too, right? I mean it's awesome when people are actually listening to our podcast and then submitting their questions or topics for discussion. I mean I don't know who this guy is but, you know, thank you for that because we appreciate. It's good for everybody and it helps us know how we can, you know, better inform the community of the right way to do this.

Mark: Yeah, that's a really good point and I apologize for not you know truly acknowledging the fact that a lot of the Roundtable discussions are coming from our community's questions and their pain points in this way we can sort through the most relevant of those questions and attack them at head on. So if you don't post that question to us or you don't put it in the Facebook group The Land Geek Motivation And Wealth Creation Group or you don't email support@TheLandGeek.com one of those things we don't know. So Tate that's a really good point that we need you to continue asking these questions, getting more clarification so that we can create better Roundtable podcasts. So I appreciate you bringing that up, but that doesn't give Mimi a pass on the tip of the week.

Tate: No, no, no definitely not.

Mark: You know like that just like you know its tradition. So Mimi Schmidt what is your tip of the week: a website, a resource, a book something

actionable for the Art of Passive Income listeners to go improve their businesses, improve their lives. What have you got?

Mimi: So earlier in the week and I think it was on the official Land Geek Motivation And Wealth Creation Group you had posted a tip about [Butler](#) as a way to automate in Trello and I wish Scott was here because he's always dogging my Trello and promoting his expensive Pipedrive. So [Butler](#) is to Trello what Zapier is to Pipedrive except for Pipedrive and Zapier cost money and Butler and Trello do not.

So yes [Butler](#) is free and does all the Zapier stuff. If I move a card from due diligence to closing in my intake section of Trello I can have it email one of my VA's to get the marketing information ready, I can have it move a new card in marketing to have my ad copywriter start to write marketing information. So except for that [Butler](#) is super easy to use it's amazing. It has just this pop-up where you enter basically what you want to do instead of struggling with Zapier or paying someone a hundred bucks to zap. So I highly recommend [Butler](#) it's free.

Mark: You know what I smell Mimi? Do you smell that?

Mimi: No.

Mark: A new Mimi Schmidt course on using [Butler](#) and Trello automated, providing all the automations for your CRM and then you just go onto LGPass and use that in conjunction [00:21:04] [indiscernible].

Mimi: Yeah. Pipedrive is what? \$29 a month per person on Trello I get a \$10 discount for every time I add a person. So I'll have five people on a board. I've got my mailing board, my intake board, marketing and sales and I add a VA and I get a discount. I don't have to pay for Trello literally for like five more years.

Mark: Well, let's give Scott Todd a chance to respond. Scott? We really didn't hear anything from Scott so...

Tate: And he's not on mute. Not on mute.

Mark: Not on mute so I think he loves it actually.

Mimi: I think. Erik, are you struggling? He wants to say something.

Mark: Erik is a big Pipedrive guy.

Erik: I am. I don't like Trello. I'm like Scott, so you know I'm going to stick with my Pipedrive, Zapier and I love it but there's nothing wrong with someone else using Trello and Butler if that's what they love.

Mark: Right.

Tate: It's just mine might be better. Does it have all the same automation and features as Zapier? I'm having a hard time believing that; there's no way. Zapier has got thousands of automation options there and I don't know enough about Butler.

Mimi: [00:22:37] [indiscernible] does. Like it's a process, workflow process app, right? Well, so is Trello it's just free and Zapier automates it. But it costs money too Butler is free.

Mike: I think that Trello is Mimi's woobie.

Mark: Well, I mean the only thing that bothers me Mimi about free is how are they going to stay in business? What's the business model?

Mimi: Well, if you have to upgrade if you get to a certain point but I haven't found the need to upgrade yet.

Mark: Oh okay. So it's 'free'.

Erik: But Butler is designed to work with Trello. It's not made to work with other apps as well.

Mimi: Right.

Erik: That's a major difference.

Tate: And that's where Zapier gets an upper hand because Zapier you can integrate it with...

Mimi: Everything.

Tate: ...everything.

Mark: So finally Mimi Schmidt a lukewarm tip of the week fantastic.

Tate: But it could a good one. I mean there are a lot of times when people are like intimidated by Zapier because it is not the easiest thing sometimes to use.

Mimi: It's not user friendly.

Tate: Yeah, this could be a good way to kind of cut your teeth on some of that automation and then you graduate to the big boy's league and you start using Zapier.

Mark: Come on man are you going to learn Butler and then get all that down and create all those integrations and then be like now we can do all that on Zapier?

Tate: Now, you can still play in the minor leagues Mark if that's what you want. I mean but...

Mark: Anyone who is listening to this podcast isn't thinking small or being in the minor leagues.

Mimi: I'll put together a class.

Tate: Well then they should start with Pipedrive, right?

Mimi: Yes. It's just like the same thing with your razor. Scott Todd, I use a \$5 Bic and you use \$160 razor. You guys can use your expensive Pipedrive and Zapier.

Erik: Mimi, some of us like wasting money I guess. I guess that's what it comes down to.

Mimi: You like your hoity-toity tools. I'm just going to save money in [00:24:33] [indiscernible].

Mark: And in fact I get it, I get it. Like for sure. I mean you know what's so funny about this is that at Bootcamp we know that this is completely antithesis to like the real Mimi Schmidt. Like we're at a dinner she's ordering like a fine wine. She knows like [00:24:54] [indiscernible]. She's not like you've got \$5 Chuck? Good enough.

Mimi: You got me there, you got me there. I can't defend that.

Tate: No, but I think it's a cool tool actually. I mean I'm reading about it right now and it's...

Mimi: It's more user-friendly than Zapier.

Scott Bossman: It seems pretty simple and I know a lot of coaching clients will love Trello and by all means it's just a cool tool if you're using that. They all do the same thing.

Mark: Is this is a preference as you like Pearl Jam over Nirvana or vice versa.

Tate: That's not a preference that's just good taste right there.

Mimi: I've tried other free tools like HubSpot free but it was very limited in it's capacity right. It was a beginner thing and it only lasted so long. It only had five free templates. I mean, come on how long can you go with that? But this one I've been using it for free for two years now and the functionality just keeps getting better.

Mark: All right. I think we should upgrade this to lukewarm to like fantastic. I'm now seeing the light honestly.

Tate: Mimi, you know I think we all those kinds of tips and those kinds of tools because it's not really any different than if you're choosing like especially is somebody is starting off MailChimp compared to ConvertKit or one of the paid systems or Google voice compared to...

Mark: Ring Central.

Tate: ...Ring Central yeah. It gives you a really powerful solution to get pretty far in the business before you need to - if you choose to - go to a hoity-toity paid tool.

Mimi: I will say on my sales side I have a hoity-toity tool that is more expensive than Pipedrive, It's like \$70 a month not 29, right on my sales side but for my intake side this works great. And Mark how can you say it's lukewarm it was your tip?

Scott: Wow.

Mark: Moving on. I want to thank the listeners and if you're getting value and you're enjoying the podcast do us a favor share with a friend, put it up on the inner web, certainly share it on the social medias but then subscribe, rate and review the podcast. Send us a screenshot of that review to support@TheLandGeek.com we're going to send you for free the \$97 *Passive Income Launch Kit*. If you email support with I want the Trello Butler, Mimi Schmidt or Terrorist Hunter system with integrations we will literally bully Mimi into making that course until she says I can't deal with you geeky guys

anymore and I'll just do it and it's done and we'll all be appreciative. So we have a title for this podcast it's called the Land Woobie versus the Trello Woobie and I thought it was great. So I want to thank everybody. You guys are ready one, two, three.

All: Let freedom ring.

Mark: Pretty good. I love that Zaino's like you just enamored with word woobie.

Mike: I've heard of blankie. I haven't heard woobie. Blankie I don't know.

Mark: I'm pretty sure that woobie is from the Michael Keaton movie Mr. Mom.

Scott Bossman: I agree.

Mark: This isn't an 80's term.

Scott Bossman: Great movie.

Mimi: Yeah.

Erik: That explains a lot.

Mark: The little boy is like, "Okay you ready to give up your woobie." It's a real term in the...

Scott Bossman: There is a site for woobie online I just found.

Mike: Woobie addicts.

Mark: Are you getting a gateway that says 'Must be 18 and Over?'

Scott Bossman: No, not at all.

Mark: Okay good. I was a little...

Mike: Are you confusing that with a wacky?

Scott Bossman: No. Have you ever met people who they have a blankie or a woobie and they keep them for years, years and years and years?

Mike: To adulthood?

Scott Bossman: Yes, I have met people who still sleep with their blankie.

Mark: Yeah, Scott it's called iPhone.

Scott Bossman: Right.

Mike: That's true, that's what they tapped into. The iPhone was tapped into the woobie.

Mark: It is. They're like yeah it's woobie culture. It's pretty good. All right so I've got to run and I'll just tell you guys a quick story about two weeks ago our dishwasher broke and so we bought a new dishwasher. They're like; you know we can't get out there to install it because I clearly don't know how to do anything and for like 10 days... So for 10 days my wife put like scotch tape on all the drawers saying no don't open the drawers, don't use any silverware or any plates the dishwasher is broken and we've been using paper and plastic silverware for 10 days and I can't wait to use real plates and real silverware again like the amount of gratitude and appreciation. I love it when things break because like you get used to other things. So like I'm going to have like...

Scott Bossman: Do you have a sink?

Aaron: Yeah. Do you not have a sink, dish soap and like a rag?

Mark: Yeah, I do. We put on the gloves it's very emasculating. I put on his gloves, put on scolding hot water and I do it right, but come on, I don't want to be doing it. We've got three kids it's a lot of dishes. I mean I'll do it when I have to do but I don't want to spend an hour scrubbing dishes because you guys know how I feel about my time.

Aaron: Well, you get the answer right there three kids.

Mark: Oh come on man they're back to school. They've got homework to do. I don't want them scrubbing dishes.

Mimi: Yeah. One is probably off to college now.

Mark: Yeah. I got come on. I agree manual labor but not when they are in high school. I mean I do like it on the weekends but not like come on.

Mimi: Everyday yeah.

Mark: They've got to study. They're putting that as a priority.

Mike: There is a Zen and the Art of Dishwashing you know we can get them into their intuit and use it as a way to get peaceful so you can actually gain from washing dishes manually.

Mark: We can do that without anything.

Mike: True.

Aaron: No recycle maintenance.

Mark: So I mean let me ask you, do you guys not have dishwashers? I'm feeling...

Scott Bossman: But I installed mine myself.

Mark: Of course you did.

Mimi: Nice.

Mark: Because you're a real man Scott Bossman.

Mike: I can't install mine.

Tate: No. I did reprogram my garage door recently. Aha.

[00:31:56] [indiscernible]

Mimi: Handyman.

Mark: Nice, there it is.

Tate: That's about it though. Unless it's got two wheels and you have to peddle it I'm pretty much useless.

Mark: All right. Well Mimi you've got a high schooler, Mike you've got a high schooler, Scott you've got a high schooler. Are you making those kids do a lot of chores after dinner and then they'll do their homework? Scott's a yes, Mimi is a no. Mike? Oh 'bear Land' Aaron he's got teenagers. You're a yes. All right fine, I'm going to reevaluate. I'm going to reevaluate.

Tate: Hammer is coming down on the Podolsky household.

Mike: The kids will be no more podcasts for dad.

Mark: That's right.

Scott Bossman: He's getting all these bad ideas.

Mark: They are like who is this Scott Bossman and 'Bear Land' Aaron? Why are you listening to them?

Aaron: Bad influences.

Mark: That's right. I'll tell you what, that's that Midwest work ethic we don't have that out here. I grew up with that.

Mimi: Yeah.

Mark: You know the snow it was like it's nice every day. It's different.

Mimi: Here is all about the college.

Scott Bossman: Those character beings are around here.

Mark: Yeah, see I'm on team Mimi it's all about you know making education a priority and out here it's really difficult because our school system is like one level above Alabama. It's true. Look up the [00:33:26] [indiscernible].

Tate: What is Arizona, Mark? What is Arizona?

Mark: Like 49.

Mimi: No way.

Tate: We're like 44.

Mark: I think Alabama or Mississippi is like 50 in the country.

Tate: Yeah, Vegas is more like 44 or something.

Mark: Yeah. So you'll be super stoked Tate when she is literate like my kids. It's a huge win. She's going to be just a star in the school.

Tate: Let's see education ranking by State.

Scott Bossman: South Dakota is way at the bottom too and that's where I grew up.

Mimi: And look at you, you're a success.

Scott Bossman: Yeah.

Mimi: Those rankings don't matter.

Scott Bossman: They don't matter.

Mark: Because it's all about parenting Scott Bossman.

Scott Bossman: That's right.

[00:34:19] [indiscernible]

Tate: Zaino is going to be number one. I mean his kids are destined for greatness.

Mike: MA is one?

Tate: Yeah.

Mark: Yeah, but you know what Tate most unfriendly city in the country. Why? Bunch of intellectual snobs.

Scott Bossman: And sports snobs.

Mark: And sport snobs.

Mike: Big sports guy.

Mark: That's right. Do you go to Harvard or MIT? Oh, oh.

Mimi: Boston college yeah.

Mark: Boston College.

Mimi: Emerson.

Mark: I didn't know I was better than you. Nice to meet you.

Tate: It's worse than I thought.

Mike: The accent.

Mark: Yeah, that's right. You went to Boston College, go park my car okay. No? Erik Peterson is afraid to say anything. So nice. All right thanks everybody. By the way the whole point of this is I have to go. All right guys.

Scott Bossman: See you later.

Aaron: See you.

[End of Transcript]