



THE LANDGEEK

The Best Passive Income Model Podcast With Mark Podolsky, AKA The Land Geek

Mark talks with Scott Todd, LandModo.com

Transcript

Mark: Hey it's Mark Podolsky - The Land Geek with your favorite nichey real estate website TheLandGeek.com. Today is really kind of special because I've been listening to the podcast listeners' of The Best Passive Income Model Podcast they say we love when you have people on that are your students or are in coaching or whatever.

So I thought today let's bring on someone who just came back from our Boot Camp, The Land Geek - Boot Camp in Scottsdale, Arizona Scott Todd. Scott has got an interesting background he is a VP of a Fortune 300 company. He's been in the business environment for over 20 years and he's been dabbling in real estate for a while but now he has found his niche. Scott Todd how are you?

Scott: Mark I am honored to be here. I really am.

Mark: I'm really glad that you're taking time out of your busy schedule to kind of enlighten everybody about your journey into land investing and what your experiences have been like as far as you know getting the coaching program and then the Boot Camp. I know since I'm actually on the podcast you may not want to say anything negative but feel free. So you know it can't all be great.

Scott: Well, I'll tell you I found the podcast back in October last year and started listening to every single one of them. The knowledge that you were sharing was incredible and kind of connected to a big dot for me, which is you know I was doing tax lien investing and I was kind of missing the boat. I knew there was something to do with land but I was avoiding land like the plague and you just see all of these taxing certificates for land. I'm thinking man what can I do with land? So you know thanks to Google I was able to find what to do with land and from there I've been off to the races.

Mark: Yeah, yeah. I mean it's been quite a skyrocket for you. So you didn't get the Toolkit to long ago, did you?

Scott: I think it arrived November 2.

Mark: So November 2.

Scott: Yeah.

Mark: So you got the home study program then what happened?

Scott: I actually had a list. Actually I already had a list and the reason was because again the taxing certificates I knew right where to go on the list. So after I watched the videos on the web piece, the home site piece I immediately went and started mailing and I just was rushing out of the gate. I was trying to figure out do I just put a cover letter, do I just mail the offer and then I just straight out of the gate I just immediately found I had a hundred people on a mailing list and I just mailed out to them. Not knowing whether I was doing it right or wrong and I just took action and mailed it out. I did that literally three days before the *Investors Toolkit* literally arrived. When it arrived I ripped open the box and started reading through the DVD transcripts like did I miss something as I waited patiently for the signed offers to come.

Mark: Right.

Scott: I realized man I really need some more kind of guides here and that's when I jumped on the Facebook mastermind group and from there realized okay I did do it right, I mailed out just the offer letter and I can do things right here gave you some insight through from the history there of what other people had asked and everything and immediately put out another list or another hundred probably within the next week. Then within the two weeks or so I started getting responses back and I was kind of overwhelmed with the kind of response. Geez there's offers coming and literally once you

get into this thing probably three weeks of consistently mailing you start to realize that the offers keep flowing back to you. So it's really incredible to see.

Mark: Yeah. You know it's interesting I get questions all the time about well if you're teaching all these people how to do it isn't everyone going to go after the same area and won't become quickly saturated? To which I say no. It's just a huge, huge market. I mean have you had an experience where a land seller came to you and said you know Scott that was a great offer but I've got three others just like yours?

Scott: I have and in fact. I've only heard from one seller that told me that they get letters a lot but everybody else acts like it's just that they've never even heard from anybody and I know from the areas I've worked in that they've heard from other people. So whether or not they're just paying attention on that day.

Sometimes I think in talking to sellers their circumstances have changed. You know I talked to somebody that they weren't going to sell it at all and then they realized that they needed some money or they finalized a divorce and they just want to be done with his land now. So it's kind of the consistency of mailing you start to realize that you're only touching on with your response rate you're not necessarily touching the entire population of it. It will get lost in the mail or they just don't think it's right for them and so it's kind of this untapped market that like you're saying you can't buy all the land and you can't touch all of the sellers at one time.

Mark: Right and our niche is just very noncompetitive just in the sense that you can't go on TV and watch a land flipping show. I mean it's just not a very sexy, popular niche and it never will be and we're never going to attract big money. Hedge funds aren't going to get into raw land, they're just not and so it's always going to be this kind of you little secret niche that the big players are always going to away from simple because for them the numbers will never work.

Scott: I thought you were working on a TV deal?

Mark: I'm not going on TV.

Scott: Flip this land.

Mark: No way.

Scott: No, I think you're right. You know like it really is it's a niche that I think a lot of people either don't want because you hear people from as long as I've paid attention to real estate people have always said told me you know stay away from land because you're just going to pay the taxes on it and you're just never going to be able to sell it and really the reality for me is that it was completely different in fact it doesn't take long. I haven't really experienced taking long on really any property you know it's not necessarily always overnight, but as you always say it seems like every piece of parcel sells at some point and when I look at kind of the counties that are out there I've never really seen a piece of property that doesn't have an owner. I mean seems like someone has always bought the land. It may not be as quickly as you want but there's an owner for every piece of property.

Mark: Right, right and you know a lot of people are skeptical about my "exaggerated returns" where we average 300% on flips over 1000% on owner terms. You have been listening to the podcast for a while were you ever kind of skeptical like these numbers don't seem right?

Scott: No. I mean I wasn't skeptical at all and I think that's kind of why maybe I just jumped in. Like I said I didn't waste any time mailing. You know I really took your approach that I'm buying an asset worst case scenario I have a place to camp on at least or to live if I needed to in worst case scenarios and then you know just by buying it correctly. I mean it really is scary when you're making those first offers. You know I was nervous too because you don't want to offer too much, you don't want to be the guy that's holding the land and at the same time you know if you do offer too little then people aren't going to respond to you. You kind of have to find that sweet spot and I think that the most important piece is really just starting the conversation and that's what really you're trying to do is to just start a conversation with somebody. Because some people accept reality in the fact that the price of the land is low they just accept it willingly, and then other people they have an inherent believe that the land is worth more for whatever reason but then again they're not paying their taxes on it, they're not valuing the property the right away, but they remember that they paid \$9000 for the piece of property and you're offering them a fraction of that.

Mark: Right, right. So tell me what was your experience like as far as going full cycle on your first deal? What did that look like and what obstacles did you come up against and what was the return?

Scott: So my very first full cycle deal was a piece of property. It was a 20 parcel I paid 1,800 for it and you know really when I was talking to the seller I was as nervous as can be because it was the first time I had talked to a seller and she's telling me price is too low. I think I had offered 1500 for

it and she's like, "The price is too low. I would do it for anything less than 2500 that's what I think it's worth." I really didn't know really want to say to her, I was nervous.

So I said well let me do some research and I'll get back to you and I went back and I was looking at the comps and what things were selling for and I just solidified my comfort level that hey if I really wanted to buy a piece of land I can overpays here. But if I'm just patient you know there will be another offer coming some time I don't know it it's today or tomorrow but there will be another offer and I should just wait to get the price that I feel the most comfortable with. So I called her back and I said look I'm pretty comfortable in my numbers. 1500 is the number I feel comfortable with. 2500 is not the right number and she said, "Look my husband died. Can't you help me some way?" I was ready to say like okay \$2000, I was getting ready to let her win something then I'm like no I can't do that. She's like, "Can you just come a little bit." I said well okay and then what got me was okay I really wanted to buy a piece of land you know.

Mark: Right.

Scott: So I said okay. I was 1700 she was 1800. I'm like okay 1800. So you know it was kind of that was the first glimpse that wow, she said okay. She said 1800 then I said okay well send me the... I crossed through my offer and send me the purchase-sale agreement offer back and I'll start the due diligence and of course really I'm trying to trying to slow the process down a little bit because I wasn't really sure what I was doing.

Mark: Right, right. But Scott you had some background in tax lien investing so due diligence had to be something you felt really comfortable with. I mean tax lien investing is all about due diligence.

Scott: Yeah and it was. I think that the difference here was that I was working in a market that I didn't know.

Mark: Right.

Scott: I went to an area that was outside of the market that I knew. So little things that I had built a comfort level with over a period of time, things like where I was buying a tax lien certificate it was you are dealing with the tax collector and not the treasurer and I knew the websites. In the area that I knew I was comfortable in I knew the websites, I knew what they looked like, I knew how to research them. So research piece on where I was looking was completely different and so I wanted to kind of build up my comfort level or really what I was looking at and again Mark you know when you buy

a tax lien certificate you're not necessarily buying the land. In fact, in buying the tax lien certificates rarely did I ever end up with land. I just made my what I thought was a whopping 18% you know.

Mark: Right and to most of the world that is a whopping 18%.

Scott: Yeah. I mean so then I'm looking at this going geez this is stupid. Okay I can make some money here but then I was kind of nervous. I am buying this piece of land so how do I sell this land? You know and really because of following the Toolkit you start to realize okay yeah you do start to get more seller's and you know what to do, more offers come in. It almost becomes too much if you just do it and you like do a hundred every single week or something you have to apply that over time more consistently.

And so you know I started buying and then I literally I made a fatal mistake of stopped my mailings. I just said, "Okay I'm going to stop mailing, let me finish up the buying of the land and then I'll start selling it." So then I had to like literally change gears and figure out okay well now how do I market this land and again I just went right by the Toolkit. I went to the tools, the online tools that are out there, the websites that you can sell land on and I went to Craigslist, I went to Land And Farm and I put an ad out there. I want monthly passive income I don't just want the cash flips and so I started go. I tried to get a higher down payment and you know kind of it wasn't necessarily moving right away. I was kind of wondering like okay I've done all the things and I'm asking like 199 for the payment and 199 a month that was the number that I wanted and it was kind of like you know I had some people talking to me but no one was really moving forward.

Mark: Right, right. This is very similar to Phil Turturici, you've got to listen to the market.

Scott: Yeah, and so then because I was in the Mastermind and I heard the Platinum Call and Phil was having the same exact problem and you said you've got to lower the price, you've got to go with what... try a lower price, change your ad, and change something. So then just from listening I said okay let me go and let me lower the price to I mean would I be happy with my \$99 down and \$99 a month. I mean it's okay it's a \$100 down less than what I'm asking, it's a \$100 less a month but at the end it's still okay and I did that. I put it at \$99 down and \$99 a month and literally I think within a day or two I had a lady calling me and she was asking questions. I had gone down this path before and I'm thinking like ah okay well you know she's not really going to do anything and all over sudden in the conversation she said, "Okay well how do I pay you? How do I get this going?" I said wow okay well

here go to this website and send me \$99 and she did and I said then okay the minute I get that I'll start the paper work and then I had to do the next piece. Like I had to go and well what paper work do I even send?

Mark: Right, right and we even provide all that for you: the purchase-sale agreement, promissory note, land contract.

Scott: Yeah, you did. You do but then I had to like customize it to me. I had to read through it because honestly I hadn't even gone that far. I didn't sit there and read through all the documents that I would send. I just figured look when I need to give someone paper work I'll figure out what paper work I need to send. You know like I just wanted to buy land and I wanted to sell it and I really didn't have a crew what the whole staircase looked like. I knew that it would be just another step and I would figure it out while I'm on the way.

Mark: I thought it was kind of cool at Boot Camp. We're all sitting around, I think it was during a break and I'm drinking some coffee and you look at your phone and you're like, "Oh I just got a \$100."

Scott: Yeah.

Mark: Was that the payment?

Scott: No, that was a different payment. That was a monthly payment on the second note that I had sold. All right the second piece of property that I had that was the third payment and it's really, really is cool to me because again I'll just see on my phone oh I just got another payment, oh that's cool. You know man I guess I've got to go account for the money now. Like it's really cool to be able to see and really there's not just a ton of notes out there but it really is nice to not want it it's just comes as a surprise in your day.

Mark: Right and you just started. You can definitely look out into the future and see if I just continue doing this it's not going to take me long to get to xyz.

Scott: Yeah and I tell my family all the time like my goal is I want a check to arrive in the mail every single day and I see a whole staircase now of how I can make that happen just by keeping applying the same principles that I'm working on now.

Mark: Right. So what were the margins? I know you did a 160 acre deal.

Scott: No, I didn't do a 160 acre. The most I've done is 40 acre. The total acreage I've bought is over about 180, total.

Mark: A 180 okay. So on the 40 acre then what was that deal like?

Scott: The first deal I went was the 20 acre and again I paid 1800 for it and I sold it for 8099. Just under \$8999 and I paid 1800 for it, so 499%.

Mark: That's not bad.

Scott: Not bad at all. [00:19:20] [indiscernible] 18 that I was happy with, right?

Mark: Right, right yes. So for those of you listening who are skeptical of the returns you've just heard it that's pretty typical. So now you've gone full cycle and then how many times have you done that now?

Scott: Four times and I just completed another one yesterday so that will be the fifth. Actually as I am talking to you I've got a note that said that the paperwork has just been signed.

Mark: Fantastic.

Scott: So that will be the fifth one.

Mark: Okay. I mean that's really, really great. And you're doing this how many hours a day would you say?

Scott: Probably two or maybe a little bit over two because I'm looking. I'm doing a little bit more in terms of trying to build systems you know because the last thing... I mean I don't have a lot of time to seat there and to kind of micromanage it. So I'm sitting there trying to figure out. Okay I'm consistently looking to figure out how I can build a better system that has better mousetraps so that I can remove myself from it or at least as kind of you and Jeff say just kind of be the coach. You know let the players in the field run it and then I can call the plays.

Mark: Yeah, exactly, exactly and I've got some really exciting stuff in the queue right now as far as a software program that's going to completely automate this entire business.

Scott: Wow.

Mark: And it's going to be unbelievable and a real game changer. So let's go back now boot camp. What was boot camp like? You came all the way from... what part of Florida are you from?

Scott: Fort Myers.

Mark: Fort Myers.

Scott: South West Florida yep.

Mark: So you're flying, I mean you're basically going coast-to-coast here and what was it like for you?

Scott: I wasn't really quite sure what to expect from it because I had done deals and I kind of understood the model and understood how to do anything. I wasn't really sure where it was going to go and you started off on Friday with okay let's buy a piece of land and you kind of walked-through in that very first hour. This is what we should be doing and I took religious notes and it was kind of amazing to me because even though I have done it and had gone end to end I still walked away with like wow okay I missed that or yeah I remember that. You know I forgot it or I didn't apply it and so literally I was taking notes.

I think I got about five or six different pages worth of notes over the whole weekend, maybe more than that and it really was just very insightful to again apply everything that you had learned. Even though you've learned it and you've done it really when you see how other people are doing things or the approach they're doing or the tools. The tools that people are using it really is kind of interesting to see it. You know like oh man maybe I should be using that tool or maybe I shouldn't use that tool or the way I was doing something maybe I'm not doing it the very best I can do.

Mark: Right. What did you think of the group overall? I mean it was small.

Scott: Yeah small, intimate and incredible group. You know I think that everybody is driven too. They were open in terms of sharing ideas, I think everybody was transparent as to kind of what was working for them and maybe what didn't work for them or maybe things that they had tried. I think that everybody is really kind of trying to get to about the same place and I think that that group is creating or fostering an atmosphere of sharing and helping each other.

You know sometimes you go places, and I'm sure you've been to other seminars where you're there with what you'd perceive is your competition

and you look at them as your competition. Do you really want to be friendly with your competition? And here I didn't feel that way one bit. You know it's people sharing: this is what is working for me and you know there's not I don't think that anybody at least I didn't feel the way that anybody felt like oh I can't tell you something because you're my competition.

Mark: Yeah. You know I think what is unique about is we don't have any guest speakers that sell anything. We just had the one guest speaker that talks about this investing in their self-directed IRA which is that missing piece I think this business as far as tax benefits. So what was your biggest take away or your favorite part about boot camp would you say?

Scott: I liked the interactiveness in terms of like the case studies. You know like you gave us two that were similar, one was easier than the other one. The other one was a little more complex especially where you talk about the takedown. I liked those interactive pieces because they allow you to apply what you've learned or what you're learning. Look I forgot which group it was. I think the group the dirt bags, I think it was the dirt bags, they came up with you know what's great about those environments is that you can really try something that's outside of...

The place to try it is when you're in a simulation if you will that's the place to experiment and we end up experimenting in real life but really the best way to try something new or to see that maybe that would work is in a safe environment like that and I think they came up with a plan of even on a down payment. Like, doubling the monthly payment for five months or something. I thought that was a great idea. You know like it's one that I don't necessarily know I would apply today but man if the market changed or maybe I would want to try something I can feel a little bit more confident that hey I'm going to try. Let me try to see if someone wants to double down on the down payment for a couple of months, right?

Mark: Yeah.

Scott: I mean to me I thought it was a great idea. Is it practical? I don't know yet but it's one that whole group environment really allows you to stretch yourself and try something. On the second day my team, I threw some ideas out there for my team and when they presented you were like, "I don't like those two ideas." I kind of wanted to like go under the table a little bit because I'm like, "The thing he doesn't like is my idea." Sorry guys, we didn't win because my two ideas, I'm trying to get a little creative but at the same time it's like okay that's kind of a learning moment. Again, learn in the simulation and not... I think the other thing I loved Mark is I liked

hearing about the deals that didn't work out as planned. You know, like your Treasure Lake deal.

Mark: Oh, yeah. My Treasure Lake deal.

Scott: And you know, I had heard, and I don't remember where I heard it, but I had heard that...

Mark: Probably in a podcast.

Scott: Yeah, I think that might've been it. I had heard it, but even to hear it again and to kind of feel your pain through there I think that to hear about the ones that don't go as planned, it kind of gives you knowledge that, okay look things aren't always going to go the way that you think they're going to, but then you can always still recover from it. It doesn't mean that you're dead or out of the water. And that was a big deal, right?

Mark: It was a huge deal. I thought that was going to be it. I mean, I was going to go yacht shopping and I told my wife like it's over. We get this deal and we're done. And sure enough, you know, I couldn't have been more wrong. But you know what's interesting, what I love about boot camp, it's not just meeting everybody is that those interactive simulations are so creative. I mean, I've been doing this full time since 2001 and these guys who haven't even done a deal yet are coming up with ideas that I'm implementing the next day in my business.

Scott: That was fun.

Mark: Yeah. And I'm always saying I'm like well that's a great idea, but look good artists copy, great artist's steal. So selfishly I get so much out of it because, you know, my mentor likes to say to me a fish doesn't know they're in water and this allows me to step back from my own business and see what other things I could be applying and it's great. I mean it's truly 30 heads are better than one.

Scott: Yeah, I agree.

Mark: So yeah, that part was great. So, you're just crushing it Scott. I don't know what else to say, but we're kind of at that point in the podcast. Should I ask you? I mean, it's the Best Passive Income Model Podcast.

Scott: Oh it absolutely is.

Mark: You've got some serious business chops, you're VP of a fortune 300 company. Do we have the best passive income model? What do you think?

Scott: Absolutely. On this podcast when people say no because it doesn't have the appreciation, forget that man, this is the best, the best. To me, I would argue that other things are not the best passive that those people are saying it is. But yeah I think it's the best.

Mark: Yeah. And the Nice thing about this is how quickly we can scale this nationwide as well.

Scott: Absolutely. Absolutely.

Mark: Where you know fixers and flippers have to kind of stay very... It's a very physical, local thing and those markets tend to be, you know, fluctuate locally and I mean very, very tough to scale that kind of business.

Scott: And what's great to me is that while they're spending their time trying to find an investor to fund a deal I don't need it. Like I mean I can buy a piece of land and if I look hard enough I can buy a piece of land for, I mean, it's not that expensive. I was looking on eBay yesterday and there was a piece of land for \$30 you know, like that's insane and that was like the full retail price. You know, that's the eBay price not the full retail, but the eBay price and I'm like, that's literally insane. It's an undervalued asset in that case.

Mark: Yeah, absolutely, absolutely. All right, well, I'm going to put you on the spot now and I don't know if you're prepared for it or not but I'm going to ask you for your tip of the week: a website, a resource, a book quote, something actionable where the best passive income model listeners can go and implement in their businesses or their land investing businesses or their lives right now.

Scott: Well, let me just say, I always thought this was preplanned and I listened to so many of these podcasts that you would think that I would know, right?

Mark: Right.

Scott: But it's not preplanned. You don't prep in advance for that. So, here's my tip of the week. On Amazon is a book and I'm not sure if you can get it on Barnes and noble or not and it's called *The Self Directed IRA Handbook*.

Mark: *The Self Directed IRA Handbook*. Okay.

Scott: [*An Authoritative Guide for Self-Directed Retirement Plan Investors And Their Advisors*](#) and you can get it in a Kindle format or you can get it actually in a paperback book and it's actually written by an attorney based in Phoenix. Maybe you can have him on a podcast or something.

Mark: I definitely will have this guy on the podcast. Who is he?

Scott: His name is Mat, M-A-T just one T and his last name is Sorensen, S-O-R-E-N-S-E-N.

Mark: Okay, so Mat Sorensen. I will definitely have my VA reach out.

Scott: Yeah and I'll find... I think I have his email address from the book but this book really is cool because I've read some of it. I was reading on the plane back from Boot Camp and it's funny because the presenter from the Self Directed IRA company that you had, some of the stats that he quoted in there, it's looks, I thought, man, the guy must have read this book on the way out or he really knows this stuff because even the stats were kind of dead-on in some of them minute details. So it tells me that the gentleman that you had out really knew what he was talking about. But this book really talks about how to structure your IRA, self-directed IRA, the things that you can and cannot do. It really digs deep into the rules because if you cross or make a prohibited transaction then you're in trouble with your IRA and this book will really give you the insight that you need in order to make sure that if you're going to do a self-directed IRA then you do need to follow the rules.

Mark: Yeah. Those fees are steep if you make a mistake and it's not something that's just, you know, trivial for sure. All right, well my tip of the week is going to be go to Land Modo and I'm going to spell it for you www.Land M as in Mark, O as in Oscar, D as in David, and O as in Oscar [LandModo.com](#). Scott, why did you name it Land Modo?

Scott: Have you ever been to the website Gizmodo and they talk about technology?

Mark: Sure, sure.

Scott: Okay. Well, I like that website, you know, because I'm kind of a techie and I always went to that website and I'm like, you know what Land Modo there they can get gadgets and gidgets well we'll sell land.

Mark: Yeah, don't get mad at me. Okay?

Scott: All right.

Mark: I'm going to steal another tip of yours.

Scott: Okay

Mark: So we're at Boot Camp and it's at a break and Scott comes up to me and he's like, check this out. And this is an APP that is so phenomenal that if you don't download it... I forgot, I don't know if it was four or five, six bucks, whatever it was. It's the best four, five or six bucks I ever spent on an app for social media and for marketing, Scott.

Scott: Yeah.

Mark: Just for marketing and it's called Word Swag, W-O-R-D swag S-W-A-G. I thought I was Geeky Scott has really distinguished himself as someone that I'm going to have to stay in touch with as far as technology and taking my geekyness to the next level. So, because he has done such an amazing job with this business and his business chops Scott is in the process of becoming lane certified to coach as well, which I'm personally very excited about having someone of your caliber Scott on our team as well to help other land investorlings get going.

Scott: Yeah, it's incredible. I'm excited about that and I look forward to learning through that experience as well just because, like you said, while you're sitting there and the fish doesn't know it's in water. You know, it will give me an opportunity to look at ways that I can better improve what I'm doing as well.

Mark: Yeah, exactly and it's mutually influential. You know, it goes both ways. We don't just regurgitate our information to our students it's we benefit as well. Just like in those simulations.

Scott: Yes.

Mark: All right. Well Scott, are we good?

Scott: We are awesome.

Mark: Awesome. Well, thanks so much. I want to thank all The Best Passive Income Podcast listeners. Please subscribe, rate, and review the podcast it really helps us, especially as time goes on we want to show our better quality guests that we're a podcast that people listen to and rate. So it's

going to selfishly help you if you do those things and if you haven't done it, I'm sure we're going to try another bribe as well, to get you to do it.

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